



Wisconsin Conservation Congress  
 Strategic Plan Implementation Committee  
 Meeting Minutes

<b>ORDER OF BUSINESS</b>	12/08/2018	9:30 AM	Mead Wildlife Area Visitor Center
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**I. ORGANIZATIONAL MATTERS**

**A. CALL TO ORDER**

Meeting called to order by	Terri Roehrig at 9:30 AM
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**B. ROLL CALL**

ATTENDEES	Tony Blattler, Michael Britton, Bob Ellingson, Douglas Burrows, Terri Roehrig, Mike Hayes, Dale Mass, Paul Gettelman, Oscar Mueller, Maraya Robinson
EXCUSED	Michael Murphy
UNEXCUSED	
GUESTS	

**C. AGENDA APPROVAL/REPAIR**

DISCUSSION	The meeting would flow better if we combined the update and review.
ACTION	Motion by Dale Mass, second to approve. Motion passed.

**D. REVIEW COMMITTEE MISSION STATEMENT**

DISCUSSION	It was noted that we probably need to review and update
ACTION	Motion by Tony Blattler and second by Paul Gettleman to approve

**E. PUBLIC COMMENTS**

DISCUSSION	
ACTION	No public comments

**II. INFORMATION & ACTION ITEMS**

**A. Overview**

[PRESENTER]

DISCUSSION	Discussion of how the Strat Plan came about and with assistance through the UW Extension. Doug Burrows commented that the Strat plan gets pushed aside due to other priorities and it really should be guiding priorities. Group agreed to review each of the goals and associated strategies and determine if we completed the strategy, did not complete the strategy or have it in progress. See attached report that was created as a result of the discussions for each of the goals/plans and presented to the DLC on 1/5/19.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

**B. Goal 1. What must the WCC do to improve its organizational structure?**

[PRESENTER]

DISCUSSION	<p>Committee agreed that the following strategies were complete:</p> <ul style="list-style-type: none"> <li>-Restructure the 12 districts</li> </ul> <p>Committee agreed that the following strategies were not complete:</p> <ul style="list-style-type: none"> <li>-Establish a recording stenographer position</li> </ul> <p>Committee agreed that the following strategies were ongoing and in progress.</p> <ul style="list-style-type: none"> <li>-Modify standing committee structure to create greater efficiencies, improve internal communications and save money</li> <li>-Improve information and communication flow related to all WCC activities</li> </ul>
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	-Foster a more engaged and accountable organizational leadership and delegation -Improve the process of study committee selection and how study committees function
<b>ACTION</b>	Motion by Paul Gettleman to approve, 2nd by Doug Burrows - Motion Carried
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**C. Goal 2. How can delegates create greater awareness of the Wisconsin Conservation Congress** [PRESENTER]

<b>DISCUSSION</b>	Committee agreed that the following strategies were not complete: -Work towards having a WCC delegate on every county Land Conservation Committee -Help create County Conservation Alliances where they are desired - Recommended to move to Outreach Committee  Committee agreed that the following strategies were ongoing and in progress. -Work on delegate retention and recruitment methods - Delegates increase their volunteer activity in order to better educate the public about the WCC - Track and communicate the outcomes of resolutions advanced through the WCC process -Designate person and or committee with in the WCC to work on public relations
<b>ACTION</b>	Motion by Dale Maas to approve 2nd by Tony Blattler - Motion Carried
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**D. Goal 3. How can the WCC expand what it does** [PRESENTER]

<b>DISCUSSION</b>	Committee agreed that the following strategies were complete: -Take advantage of new programs on a county level created as a result of the Kroll report  Committee agreed that the following strategies were not complete: -Directly - Working with partners, take an active role in coordination of citizen - based research  Committee agreed that the following strategies were ongoing and in progress: -Provide educational program and information to youth groups -Indirectly - Working with partners, take an active role in coordination of citizen based research
<b>ACTION</b>	Motion by Dale Maas, 2nd by Doug Burrows. Motion Carried.
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**E. Goal 4. What must be done to make the Spring Hearings more effective?** [PRESENTER]

<b>DISCUSSION</b>	Committee agreed that the following strategies were complete: -Determine to what extent members can advocate for legislative changes (can the WCC request sponsorship of a bill?) -Track and communicate the outcomes of resolutions advanced through the WCC process  Committee agreed that the following strategies were not complete: -Provide attendees with short educational seminars/presentations on relevant topics -Foster more discussion during the hearings  Committee agreed that the following strategies were ongoing and in progress. -Modify voting procedures -Increase interest surrounding and participation in the hearings
<b>ACTION</b>	Motion by Dale Maas, 2nd by Paul Gettleman, Motion Carried
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

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**F. Recommended Priorities Moving Forward**

[PRESENTER]

<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. Re-Commit to buy in to whole strategic plan and use the roadmap to follow</li> <li>2. Every other year review</li> <li>3. Listen and respect what the committees come back with</li> <li>4. Metrics Identification. We need to measure ourselves so we know if we are making progress.</li> <li>5. Committees aligned to the strategic plan goals.                         <ol style="list-style-type: none"> <li>a. Agenda - Are we meeting the strategic plan goals?</li> <li>b. Mission - Is our committee aligned to the strategic plan goals?</li> </ol> </li> </ol> <p>Create wallet size "Tab K" type cards for all WCC that lists the Strategic planning goals so we have it in front of us. Further discussion around what we call the it. Is it a strategic plan or are they goals and we categorize short term and long term goals?</p>
<b>ACTION</b>	<p>Tony Blattler made a motion and 2nd by Doug Burrows:                      Motion: Current Strategic Planning Process is not the best use of time for this volunteer organization. We would like to recommend a different approach of creating yearly goals both short term and long term and include a yearly review.                      Motion Carried</p>
<b>PERSON(S) RESPONSIBLE</b>	
<b>DEADLINE</b>	

**G. Develop a report for the DLC.**

[PRESENTER]

<b>DISCUSSION</b>	Terri agreed to draft a report out for the DLC and the recommendation to move to a GOAL setting process with yearly review rather than a Strategic Plan as part of the next steps of this process.
<b>ACTION</b>	
<b>PERSON(S) RESPONSIBLE</b>	
Terri Roehrig	
<b>DEADLINE</b>	

**H. Educational Trailers**

Dale Maas

<b>DISCUSSION</b>	Dale talked about the education trailers, the progress being made and the need for more mounts, hides, etc. Discussion around getting the information out to Social Media would help.
<b>ACTION</b>	None
<b>PERSON(S) RESPONSIBLE</b>	
<b>DEADLINE</b>	

**III. MEMBERS MATTERS**

<b>DISCUSSION</b>	None
<b>ACTION</b>	

**IV. ADJOURNMENT**

<b>MEETING ADJOURNED</b>	<b>2:15 PM</b>
<b>SUBMITTED BY</b>	<b>Bob Ellingson and Terri Roehrig</b>
<b>DATE</b>	<b>01/14/2019</b>