



Wisconsin Conservation Congress
 Outreach and Public Relations
 Meeting Minutes

ORDER OF BUSINESS	09/14/2019	10:00 am	Mead Wildlife
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Terri Roehrig at 10:06 am
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B. ROLL CALL

ATTENDEES	Dale Mass, Paul Gettleman, Mark LBarbera, Trent Tonn, Yvonne Mertig Frank Pratt Peter Hellios, Cassandra Erickson, Paul Reith, Mike Janeczko,
EXCUSED	Justin Loehrke, Mike Britton, Joel Taylor, Krystal Westfahl, Tara Rueth,
UNEXCUSED	Colleen Locke, Kenneth Balestgrierie
GUESTS	

C. AGENDA APPROVAL/REPAIR

DISCUSSION	None
ACTION	Peter Hellios approved agenda as present, Frank Pratt second. Motion carried

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	
ACTION	Follow up with Kari that mission statement is included in the agendas (from previous meeting). For all agendas.

E. PUBLIC COMMENTS

DISCUSSION	None
ACTION	None

II. INFORMATION & ACTION ITEMS

A. Information and Action Items

Terri

DISCUSSION	<p>Accomplishments to date</p> <ol style="list-style-type: none"> 1. WCC Photo Library - Mark LaBarbera brought this up and the DNR has site we can use and delegates will be able to contribute to the library with photos of delegates in action, hunting, working with the public. 2. Increased exposure on Facebook - Sending out reminders to delegates to get updates, committee updates, pictures posted as well. People are sharing the posts. Increase in non-hunting followers. FB Admins are monitoring the discussions. It is bringing additional exposure to our FB page. Cassandra disappointed with the recent post that was being attacked. It was about a young lady with her trapped animal. Some posters/commenters were removed. Encourage other WCC delegates to comment in professional manner. Cassandra personally messaged them privately to engage in conversation and they did not respond. Terri - same people commenting on some of the posts. Trent - unaware of the controversy and young lady is his mentor. Scott is a delegate. Trent made an error in that he sent in her last name. We need to use only their first name for the youth. 3. Press releases sent out to delegates and media on important topics. 4. Disbursement of WCC brochures to delegation at Fall District Meetings. Tony - received 5 days after the meeting. Cassandra - didn't receive brochures. 5. WCC brochure updates; currently being printed. We updated the brochure based on the inventory depletion. Better, more recent pictures, youth pictures to freshen it up. New brochures are ready for delegates to use. 6. Education trailers: subcommittee formed and is working on it. Subcommittee formed. Mark LaBarbera - TOW1 received the WCC logo on the 9/13/19. The MOU did not specify that the logo needed to be on but Mark did anyway. Larry working on MOU. Michael Britton donating spare tires for trailers. We have agreement to get a 3rd trailer up and running. We have the mounts for the trailer. We are looking for a sponsor for the 3rd trailer. We have the parameters outlined 3 years \$3000 - logo on trailer along with WCC and OHEC. Friends throwing in money. Where will trailer be used? Dale - will be a 12' trailer with drop back and side door. Not a luxurious as TOW2 and easier to maneuver and haul. Where located - TBD? Intent is that there is a trailer in a region within WI. One is in Platteville and one is in Milwaukee. Is there a schedule for the trailers? We are working on the calendar for the trailers. We have WCC1 which is the original trailer. We have 2 LE trailers. We have one of those by Mark. The current recommendation on the current WCC trailer is to sell it and use the money to support the building of the other
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	<p>trailers. The 4th trailer is TBD for smaller events with tables and chairs. The trailers are steel frames. 2nd LE trailer - up and running - we want to see usage on 3rd trailer before investing in 4th trailer. We haven't determine what will go on the trailer and if the Fish will go on it. 3rd trailer - we are starting with a blank slate. Trent - we are looking for ways to advocate for the WI HIGH School Fishing teams. If the trailer includes the fish - the club may bite on it. Tony needs the letter and he will take it to the Ruffed Grouse Society. Peter - do we have brochures to give out? We didn't and we will be adding these to the trailers. Sponsors could include a brochure. Mark Labarbera has the small card handouts with info about the brochure and picture of TOW trailer. OHEC will cover that expense and do the work to create it and no cost to the WCC. Outreach with TOW trailer this past week to a Senior Living. This is a fantastic idea. The key is for delegates to have the tools to engage the people. Trailers will engage people onsite. Trent brought up Talking Points for the Trailers. Terri discussed that it is on our plan to train our delegates. Training Video. These are the talking points. Dale - Another option was a small flat screen with thumbdrive - in a loop referencing information about the WCC. We will be bringing a trailer to the WCC convention in 2020 for the delegates to see, feel, touch, experience.</p> <p>7. Outreach talking points for Fall District Meetings. - Will be discussed as New Business</p> <p>8. WCC Website - Kari working with DNR as they are updating their website and we need to update once the DNR website is complete. Paul Gettleman submitted recommendations. Terri - once we have direction from the DNR, we can recommend changes for the WCC site.</p>
<p>ACTION</p>	<p>1 Create a training/informational video to utilize the trailers consistently and send a stronger message to the public for staff and delegates. Motion to Advance: Dale Maas Seconded: Pete Hellios Discussion: Cassandra to work with videographers she knows to see if we can have a cost effective way to complete this. Motion Carries Unanimously</p> <p>2 Create a citizen facing video for using the trailers and other venues to educate the public at large about the WCC mission. (To include YCC, Schools - Science teachers, etc, Hunter Education) Motion to Advance: Paul Gettleman Seconded: Yvonne Mertig Motion Carries Unanimously</p> <p>3 Committee to explore purchase of equipment to display video in the trailer. Motion to Advance: Paul Gettleman Seconded: Paul Reith Discussion: Peter discussed including a video available to teachers in all 72 counties. Motion Carries Unanimously</p>
<p>PERSON(S) RESPONSIBLE</p>	<p>DEADLINE</p>

B. Old Business

[PRESENTER]

<p>DISCUSSION</p>	<p>1. Review of OPR plan -Terri Handed out a draft plan that will be updated and re-visiting and feedback from district meetings.</p> <p>2. Social Science study on WCC - One of the meetings we discussed the Social Science survey. Terri read the information from the department. We would want to talk more with you about specifics, but if you are thinking about assessing public awareness and opinions through a statewide general public survey, \$50,000-\$60,000 would be a good ballpark figure. Based on our past survey experience and professional judgement, we can predict that such a survey would show that the general public knows little about the WCC. As such, to ensure wise use of resources, you may want to consider first assessing awareness among license holders as a precursor to any effort with the general public. Starting with a more engaged segment could provide insights into the overall population and how best to approach it. We will be happy to consult further on options for addressing your information needs. That cost would likely come down some as we can sample that population using a mixed mode method (since we have email addresses for many in the Go Wild database). Using a mixed mode method would cut down on our printing, mailing and LTE expenses for data entry. Without talking through the specifics though, I can't say how much it would come down. Cassandra sent a survey to 10 people using FB. Discussions around surveys to the public - Paul discussed that we have online input so we have baseline metrics. Paul discussed that we don't need to do a survey as it provides no value. What we care about is that people get involved in providing input.</p> <p>3. Inventory of banners/ print materials on hand currently - Kari to get this.</p>
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	4. Education trailer update - Covered in previous discussions today.	
ACTION	<p>4 Differ discussions of paid surveys in Committee for the next 3 years unless directed by executive committee. Motion to Advance: Paul Reith Seconded: Yvonne Mertig Discussion: Dale feels that is a bad idea and limits the committee. Anything that has to do with cost has to go through the DLC anyway. Things change. Motion fails: 3 Yes/4 No</p> <p>Terri to follow up with Kari on the inventory of banners/print materials on hand</p>	
PERSON(S) RESPONSIBLE		DEADLINE

C. New Business

Group

DISCUSSION	<p>District Meetings feedback</p> <p>a. What can the Outreach Committee do to support your engagement and activity at the local/county level? D9 Input: Mostly the discussion reinforced the direction being taken by the OPR Committee, like increasing use of social media but also in-person presence at sport shows and local events where face-to-face outreach can be very effective. The key is not just having a trailer or a presence there, but all of delegates volunteering at these venues need to ask questions first to gauge a person's knowledge of WCC and their local conservation concerns, and then proactively inform them about WCC and how we do (or could) help them with the issues they care about most. Delegates suggested various events like county fairs and conservation days and youth events as good venues, plus outreach to local conservation clubs and local chapters of other organizations. Delegates agreed that these ideas and actions will increase public awareness, understanding, appreciation and support for WCC in our district, and that the strategic direction and implementation started at the state level will benefit delegates and their efforts in D9 and other districts.</p> <p>D5: Canned Trailer Talk Activities by county or district (County Meeting? Prep for Spring Hearings) Start with the Chair of the county and ask them to divide up the work County Chair can assign duties Videos (FB Live), YouTube Delegate, DNR Rep, Legislator (Example: Minnow Issue, RR Issue) Interview Wardens, etc Quarterly news "blip" to local Club Presidents What is going on in Conservation? Conservation Update SnapChat (YCC) - Target Kids Business Cards for WCC Delegates (Generic) Why WCC Exists and what we do, why important YCC - Develop a presentation they (YCC) gives How to Write a resolution training Non Traditional - %of sales (Pittman Roberts) Environmental Campaigns - Ho Chunk Nation Click Bait Conservation Alliances - County and broader alliances with non traditional groups YCC - Change requirements to up to 21 years old</p> <p>b. Where should we invest the most effort? You Tube Channel and Social Media DNR Booth - WCC in booth with them (Delegates need talking points) WCC Brochures @ State Properties, DNR Service Centers, License Outlets Target literature for purpose Networking Delegate Training</p> <p>Discussion around the Conservation Chronicle - Have a delegate interview and showing what the delegates are doing things with the public. It can be a form of recognition. We had discussed a highlight of county each week or</p>
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	<p>month. Need to get the delegate profile setup as well so we can randomly pick a delegate to showcase.</p> <p>Dale - Conference calls are unruly. Terri - need alignment on what is presented at DLC. Cassandra - recommends to have conference call but have a specific topic. Tony - are we biting off too much? Dale - having meetings for the sake of meetings doesn't always accomplish much.</p> <p>Next Meeting: Wait for DLC direction and wait until after the 1st of the year. Could we have a conference call to share what was learned at the DLC? or have conference call focused on one item. If delegate training is our priority then when do we meet to divide up the work? Mark LaBarbera - if the videos are approved - get prices and it would be a step towards completion. Cassandra - what is length? and ensure we are covering the topics. Video should be no more than 5 minutes. Target Audience is the delegates. Need scripting and bullet points for the Trailer Talks. Here is how you set up, tear down, who to report accidents to. Checklist. Partner with Cassandra - Paul/Dale/Mark. Do we have any upcoming events that we could use as a demo? Video should be showing modeling a conversation with someone about the trailer and the congress. We only need video cost information if we can get DLC approval. Tony - it is not too much to ask DLC to be mentors for new delegates.</p> <p>What is the "big idea"?/ What will or can we do to inspire people to long for value of connecting to WCC? a. Goals (by end of year, 2020) b. Decisions to be made</p> <p>Paul would like to engage the group about a Fall questionnaire (2020). Purpose is to engage the public more in the process other than once a year. Cassandra - likes the idea but from Brown County - how do you promote participation in the Fall? Tony - how do we deal with resolutions based off current schedule? Maybe we don't take resolutions? Does a 2nd input opportunity provide value, mission, outreach, etc? Would we be better having Fall seminars that helps with resolution writing. Issues have always been cost of where to host? DNR having conversations about District meetings due to cost and staffing. Down the road could look towards doing a fundraiser or party and give them culture of WCC.</p>
ACTION	<p>Develop delegate training and criteria of distribution of WCC promotional material motion made by Dale Maas and second by Paul Gettleman. Discussion: These items will be covered with the DLC as what the OPR Committee will work on. Doesn't prevent someone from making another motion to add items to the list. Delegate training can be the canned trailer talks as well. Delegate training is a broad cover topic with other activities within it. Motion Carries.</p> <p>Paul made motion to add to Delegate questionnaire/profile - if you are a returning delegate - what do you struggle with the most? 2nd by Trent Tonn Motion Passed. Discussion: Will provide guidance for what delegate training we need to do. Dale - confused - discussed during DLC meeting. Because delegate auto complete didn't work. Discussion about delegates making mistakes, didn't understand what they were doing, were assigned committee chair and didn't want to be. Quantity of mistakes made by delegates and you couldn't rely on what was being provided. Not only years served, leadership positions, etc. DLC should be chasing down the issues rather than have Kari or Michael chase down. Cassandra likes the open ended questions. Could also give multiple choice and rating scale. Paul commented that is the county chair's job. Is there another gap that we don't know about it? Is anyone tracking attendance.</p>
PERSON(S) RESPONSIBLE	
DEADLINE	

III. MEMBERS MATTERS

DISCUSSION	<p>Dale Maas- Keep our process - focused on meetings</p> <p>Paul Gettleman - More centralized place to meet</p> <p>Paul Reith - Excitement of trailers - more coordination, video and calendar</p> <p>Peter Hellios - None</p> <p>Trent Tonn -YCC meeting is 10/12 at Mead.</p> <p>Yvonne Mertig - Nothing</p> <p>Mike Janeczko - YCC Questions, Woods and Waters - 6th and 8th graders</p> <p>Mark LaBarbera - YCC Coordinator Position</p> <p>Cassandra Erickson - Nothing</p>
ACTION	None

IV. ADJOURNMENT

MEETING ADJOURNED	3:30 pm.
SUBMITTED BY	Terri Roehrig
DATE	11/18/2019