



Wisconsin Conservation Congress
 STRATEGIC PLANNING COMMITTEE
 Meeting Minutes

ORDER OF BUSINESS	03/30/2019	9:30 AM	PORTAGE COUNTY PUBLIC LIBRARY
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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 (Price); Michael Britton (Barron); Mike Hayes (Clark); Dale Maas (Dodge); Michael Murphy (columbia); Terri Roehrig (Buffalo) Chair; Paul Gettelman (Green Lake) Temp. Secretary
EXCUSED	Douglas Burrows (Eau Claire); Oscar Mueller (Walworth); Maraya Robinson (Milwaukee)
UNEXCUSED	Bob Ellingson (Oconto)
GUESTS	Kari Lee-Zimmerman Staff

C. AGENDA APPROVAL/REPAIR

DISCUSSION	REVIEWED/DISCUSSED
ACTION	Tony Blattler moved to accept the agenda; 2nd Michael Hayes MOTION PASSED

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	STATEMENT READ
ACTION	Dale Maas moved to accept the Mission Statement as read 2nd Michael Britton MOTION PASSED

E. PUBLIC COMMENTS

DISCUSSION	NO PUBLIC REPRESENTATION PRESENT
ACTION	

II. INFORMATION & ACTION ITEMS

A. REVIEW REPORT TO DLC

Terri Roehrig

DISCUSSION	The Strategic Planning Committee Report was briefly reviewed and discussed.	
ACTION	We were going to try to get everything completed to day for a report to the WCC at the Annual Meeting in May. The Committee Report was reviewed that was presented to the DLC.	
PERSON(S) RESPONSIBLE		DEADLINE

B. GOAL SETTING (ACTIVITY) FOR STRATEGIC PLAN

[PRESENTER]

DISCUSSION	There were 2 type of goals that need to be addressed along with an action for the goals: Short Term Goals; Long Term Goals; and the Measurement of Goals. Comments on what the goal time frame was to be. Other various discussions on goals and ideas were brought up. ie; Convention Location; should be in a central location (forward this thought to the powers that be). From here we went into the goal specific for Long Term and Short Term Goals	
ACTION	Tony Blattler made a motion that the Stratigic Planning Goals would run from Convention to Convention for a time frame of the the goals to be evaluated. 2nd Michael Murphy MOTION PASSED	
PERSON(S) RESPONSIBLE		DEADLINE

C. DEVELOPMENT OF LONG AND SHORT TERM GOAL PROCESS

Terri Roehrig

DISCUSSION	At this point chairman Terri informed us that we would be using flip charts, post-its and sticky dots to go forth with the development of the various goals. From here on the "discussion" section will have either the long term or short term goals with actions attached.	
ACTION	During some discussion on this it was brought up that the term "Long Term" should be changed to "On Goring" Goal. This was acceptable to all.	
PERSON(S) RESPONSIBLE		DEADLINE

D. ON GOING GOALS

GROUP

DISCUSSION	<p>The following are the six On Going goals along with the suggested action plans for each.</p> <p>1) COMMUNICATION/OUTREACH/PUBLIC RELATIONS/Recruitment and Participation (public relations—Facebook; communication improvements; education of public, NRB & WCC; communication plan, Create County Conservation Alliances or information to support creation of county alliances, YCC Support, Recruitment of delegates, increase participation at Spring Hearings, Education Program to youth groups)</p> <p>2) FUNDING (alternative to funding—WCC budget, funding for a stenographer, support WCC mission and Wisconsin’s Natural Resources)</p> <p>3) PROCEDURAL (redesign the state speakers presentations or order of agenda for the convention, Resolutions voted in on Friday not Saturday, Move Congress meetings around the state to highlight other areas of the state)</p> <p>4) RECRUITMENT PARTICIPATION (recruitment of delegates; participation at spring hearings; YCC support)</p> <p>5) WCC ORGANIZATIONAL STRUCTURE (WCC organizational structure review on an ongoing basis)</p> <p>6) GOAL MEASUREMENT (develop on going goal measurement)</p>	
ACTION	Mike Murphy moved to adopt the Ongoing, Long Term Goals as posted. We will vote on the Short Term priority goal and the remainder will move to the Ongoing Goals. MOTION PASSED UNANAMOUSLY	
PERSON(S) RESPONSIBLE		DEADLINE

E. SHORT TERM GOALS

GROUP

DISCUSSION	<p>The following are the six Short Term Goals along with the suggested action plans for each. NOTE: NUMBERS 1 & 2 are the top short term goals to be addressed this year. The remainder are to be added to the on going goals as noted above.</p> <p>1) OUTREACH (9 votes) (outreach goals for the committee, public relations—facebook, education of public of the role of WCC/NRB, value of WCC delegation VS online participation, increase interest surrounding & participation in the Springs)</p> <p>2) FUNDING (8 votes) (Ad hoc committee (4 to 6 members) created to find alternative Funding sources, DLC/EXEC to determine alternative funding ie; % of sales tax)</p> <p>3) ORGANIZATIONAL STRUCTURE (0 votes) (annual review of organizational structure, measure effectiveness, 2 at large positions—historian-outreach, land use committee should include water)</p> <p>4) MEASUREMENT (3 votes) (short term goal measurement, short term goals go to Ongoing if not used now, track resolutions)</p> <p>5) PROCEDURAL (1 vote) (on line participation, adjust plan to adapt to newly elected political leadership, can’t vote on local issues not in your county)</p>	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

F. OUTREACH GOAL BREAK DOWN & MEASUREMENTS

GROUP

DISCUSSION	<p>- EVERY COMMITTEE HAS OUT REACH RESPONSIBILITY</p> <p>- USE SOCIAL MEDIA (Facebook, twitter, instagram), to announce meetings, share meeting overview of discussions @ meetings</p> <p>- CREATE GUIDE "HOW to POST" for FB, Twitter, Instagram and hand out at convention.</p> <p>- EDUCATION TRAILER; (PR & plan develop trailer & program)</p> <p>- RELOOK AT OUTREACH COMMITTEE; Committee members & assign people that will do the work for this goal priority for next 12-14 months.</p> <p>- CREATE OUTREACH PLAN TO SUPPORT GOAL.</p> <p>- DIFFERENT METHODS TO COMMUNICATE; media press release, radio, TV, social media--paid ads.</p> <p>- REINFORCE WCC DELEGATE RESPONSIBILITY TO PARTICIPAT IN COMMUNITY.</p> <p>Notes: "Nothing else matters if we can't reach more people." This is a NOT ALL INCLUSIVE OF ACTIVITIES This was not meant to put down the current work of the Outreach Committee</p>
ACTION	<p>OUTREACH MEASUREMENTS:</p> <p>- DNR COMMITTEE and ADVISORY COMMITTEE Require 2 posts per meeting by the Chair, Vice Chair or Secretary (Post #1 - Announcing meeting/creating event, Post #2 - Overview/Highlights from meeting)</p> <p>- NUMBER OF SOCIAL MEDIA SUBMISSIONS PER MONTH</p> <p>- INCREASE REQUESTS FOR THE USE OF THE TRAILERS</p> <p>- INCREASE MONEYN/FUNDING FOR TRAILERS</p> <p>- INCREASE NUMBER OF MOUNTS FOR TRAILERS</p> <p>- INCREASE ADVERTISING FOR TRAILERS</p> <p>- ASK FOR MONEY TO SPONSOR AD ON FACEBOOK FOR SPRING HEARINGS*</p> <p>- ASK FRIENDS OF WCC TO SUPPORT SOCIAL MEDIA</p> <p>* (KARI TO CHECK INTO LEGAL if we can sponsor Ads on FB)</p> <p>Tony Blattler made a motion to have the Strategic Planning Committee recommend to the rules/Resolution Committee to have an outreach report from a committee Chair, Vice Chair or Secretary submitted with in 14 days of a committee meeting. This should be in the code of procedure and forwarded to the rules and resolution committee. 2nd Mike Murphy MOTION PASSED</p>
PERSON(S) RESPONSIBLE	DEADLINE

G. FUNDING GOAL AND BREAK DOWN & MEASUREMENTS

GROUP

DISCUSSION	<p>CREATE AD HOC COMMITTEE (5-7 members); suggest items for discussion to support the WCC & Natural Resources; ic; habitat stamp; ?% sales tax</p>
ACTION	<p>FUNDING MEASUREMENT:</p> <p>- ESTABLISH COMMITTEE and they should meet at least once.</p> <p>- SUBMIT A PROGRESS REPORT</p> <p>- WRITTEN PROPOSAL FOR FUNDING</p> <p>- OBTAINED FUNDING</p> <p>Dale Mass made a motion to approve the short term goals as presented/posted and discussed 2nd by Tony Blattler MOTION PASSED UNANAMOUSLY</p>
PERSON(S) RESPONSIBLE	DEADLINE

H. REVIEW ORIGINAL STRATEGIC PLAN GOALS (2013--2018)

TERRI ROEHRIG

DISCUSSION	<p>Chairman Roehrig reviewed with the committee the original goals (Ongoing or Did Not complete) to discuss if we addressed in the Ongoing Long Term Goals and Short Term goals outlined above, determine if we need to add a goal or remove a goal. The following goals from original plan were not added to the goals moving forward.</p> <ol style="list-style-type: none"> 1. Improve the process of study committee selection and how study committees function. 2. Delegates increase their volunteer activity in order to better educate the public about the WCC
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	3. Work towards having a WCC delegate on every county Land Conservation Committee 4. Working with partners, take an active role in coordination of citizen - based research 5. Foster more discussion during Spring Hearings 6. Provide attendees with short educational seminars/presentations on relevant topics.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

III. MEMBERS MATTERS

DISCUSSION	General comments by committee present that it was an efficiently well run meeting with getting a lot accomplished. A second meeting will not be needed, thus saving time and money for the WCC and delegates.
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	2:35 PM
SUBMITTED BY	Acting Secretary, Paul Gettelman (Green Lake County)
DATE	03/31/2019