



Wisconsin Conservation Congress
 Outreach & Public Relations
 Meeting Minutes

WCC Meeting Minutes
 Form 8300-026 (R 11/17) Page 1 of 3

ORDER OF BUSINESS	02/22/2020	10:30AM	Schmeeckle Reserve, Stevens Point
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Mark LaBarbera at 10:29AM
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B. ROLL CALL

ATTENDEES	Michael Britton, Joel Taylor, Terri Roehrig(via CC), Peter Hellios, Tara Rueth, Justin Loehrke, Paul Gettelman, Cassandra Erickson, Brad Martinson, Colleen Locke, Mark LaBarbera, Trent Tonn
EXCUSED	Mike Janeczko, Frank Pratt, Yvonne Mertig, Dale Maas, Paul Reith
UNEXCUSED	Krystal Westphal, Ken Balestrari
GUESTS	Michael Murphy

C. AGENDA APPROVAL/REPAIR

DISCUSSION	NA
ACTION	No action taken

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Terri Read the mission statement
ACTION	No Action Taken

E. PUBLIC COMMENTS

DISCUSSION	None
ACTION	No action taken

II. INFORMATION & ACTION ITEMS

A. Old Business

Chair Roehrig

DISCUSSION	<p>1. Cassandra was looking into what it would cost to have a person do a training/information video for Congress on how to use trailers. Discussion revolved around if we really needed a video for a manual of LE Trailers. Discussion around the different trailers (LE and TOW) Committee felt like Manual might be better than creating video. Action taken.</p> <p>2. Create a citizen facing video for use in trailers and other venues to educate public on WCC/YCC. Cassandra noted that they do have film students around university that would be willing to help make the video. It would need to happen in Brown County but would be free. She does have a professional person that could do it for \$200. Would need to work around his schedule and see if we could align dates that would work for them. We do have a Power Point that can form the basis for a video. Justin noted his contact at the Reel Shot had produced podcasts and even some DNR related videos (sturgeon spawning, walleye tagging, musky netting, etc) in the past. Justin will see if we can arrange meeting with Mark and him before the Milwaukee show. They may have an interest in helping produce a video. TOW will be down at Milwaukee Sports Show and other big item would be the Youth Exp May 20-21,2020. Justin and Cassandra to continue to explore options.</p> <p>3. Committee to explore purchase of equipment to display video in trailer. Cassandra and Brad to look at options and report back at next committee meeting. Paul expressed concern for WCC putting video equipment in TOW trailers owned by OHEC.</p> <p>4. Inventory of print materials-need to know what is needed and maybe keep some in trailers. Worked to redo the brochure. Make less male focused, add youth, remove 85th. Committee would like at annual convention. Justin noted that we are missing a big opportunity by not having materials to all delegations before spring hearing. We have interest in spring hearings because of the deer questions so we need to make sure we are getting our story out. Committee agreed it might be tough, but wanted to ask that new brochures are sent out for district meeting. Terri will make connection to see if possible. Business cards-folks can get two ways. First is generic card for free with just logo. There is also way to order via VistaPrint. Very low cost. Many folks wanted to know how they missed this option. Committee would like to see a link added to website under delegate resources and communicate card info again to the delegation. Terri will work with Kari.</p> <p>5. Paul gave update on both LE Trailers. No large logo sponsorships sold. No painting build-out or graphics started</p>
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	<p>yet on the two 12' LE trailers. Scott G offered do internal build out. Need plan. Paul said we need an outside canopy. Discussion on location to keep at least one of the LE trailers in northern WI. Paul said Dale reported no sponsorships sold at \$3000 for three years. Reported some sponsor prospects want to know how many events, miles on the road, etc. There is a letter that they used to try to get money and can ask Kari for that letter if warranted. Last year Dale collected donations totaling \$1330 towards the build-out. Dale needs a supply list. Discussion on OHEC's offer of free space for Friends of WCC and shared Wall of Guns raffle at Milwaukee Sports show as part of Mark's OHEC deal with the show. Both TOW trailers will be there. OHEC offered FWCC space for raffle to benefit trailers and YCC if enough WCC volunteers want to help OHEC volunteers sell raffle tickets at the show. TOW might be featured in MJS insert. Typically gun raffle and they made \$7,500 net last year. Justin to go down on Thursday and do FB live. Should have some YCC delegates in attendance. Thoughts on holding raffle at Annual Convention to wrap up loose ends so we can get a WCC trailer finished and on the road. To get things moving committee agreed to accept some donations and not sponsorship money until we have it up and running. Discussion followed if this should be pushed to subcommittee or if this committee should take action. Committee felt strongly enough they took action. Questions that would be sent to Friends. Will Friends fund/loan for build out of trailer? Will Friends allow Outreach committee to hold raffle at Convention and use proceeds to to benefit build-out? Will Friends allow us to hold raffle at trailer locations? Can we ask groups donate to Friends and have it ear marked for trailer build out. Terri to take to Friends.</p> <p>Discussion on location of LE trailers again. Poll delegates on who is going to use. Send to sub committee to figure it out. Maybe have each district identify 4-5 events they would like to see the LE trailers at. Might be good to have subcommittee flesh out what they want asked at district meeting.</p> <p>6.)Delegate training. Start of delegate education needs to happen before elections. The requirements are printing in the spring questionnaire. We do share on FB. Needs to be easier than code of conduct. Should have a meeting of new delegates before annual convention. Revolve around districts. Get them introduced to others outside of county before convention. Getting into processed, what to expect. Include things like committee assignments. Could also include youth delegation? Terri to lead group to explore. Group includes Peter and Cassandra.</p> <p>7. Delegate profile--this might be something that needs to be in delegate training. Would be helpful if computer could produce returning delegates profile and it just needed to be reviewed for updates versus having to put all in again.</p>
<p>ACTION</p>	<p>Michal B motion, Paul Second that we develop manual instead of video for use of trailer and post to the website. Paul and Joel to take lead on manual.</p> <p>Cassandra and Brad to look at TV equipment options and report back at next meeting.</p> <p>Terri to work with Kari on Banners and retractable banners for trailers</p> <p>Terri to talk with FWCC for trailer funding and raffles</p> <p>Terri to take trailer information to next Trailer Meeting</p>
<p>PERSON(S) RESPONSIBLE</p>	<p>DEADLINE</p>

B. New Business

Chair Roehrig assisted by Paul G

<p>DISCUSSION</p>	<p>1.) Report out to Strategic Committee. Facebook was a big focus for the group this year. Justin noted the increase in reach and traffic. Some of this driven by the issues on the ballot. Last year our post about the spring questionnaire reached 10.5K folks and we had 25 shares, 562 engagements. This year, in the first 24 hours, we had over 13K reached, 65 shares, and 1700 engagements. It will easily go over 20K reached and due to the increase in followers and folks that are interacting with our page. The previous year, we increased our followers by ~20%. Even with the bigger base to start this past year, we increase followers by 50%. Issues are helping, but reminding folks at district meetings, spring hearings, other events only increases our followers and in turn our reach. Talk about increasing this reach via Boosting posts. Can be done cheaply. We have also done some press releases. Mark noted WCC PR opportunities like WOCA conference at Trees for Tomorrow for Outdoor Writers. He offered to check with Pat Durkin, WOCA President, if Terri could be added to agenda. Peter noted cleanup of Black River and his role for Congress. Also noted Mark featured Terri and WCC on Deer Hunt WI TV on Fox Sports North, PBS, etc. OHEC trailers had 50K folks through them in 2019. Many more see them on the road with WCC logo. This year was baseline. Traveled to many counties and events, from Milwaukee to Dunn Co., Eagle River to Platteville, plus other venues like elderly facility Grant Co.</p> <p>Do have challenge of educating folks of how every one fits together. WCC & NRB & DNR. Could even include Legislators as all have a role in this. Different between new state statue, rule proposal vs advisory question. Spring hearing attendance and more importantly, folks that are providing input. YCC support should be noted. Kyle is</p>
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	<p>producing very nice newsletter.</p> <p>2. Spring District Meetings-Script for delegates that are doing public outreach. Justin noted that media comes calling when spring hearing results are put out. This will be a very popular post, but would be good to have press release and talking points pushed to members that may be contacted by media.</p> <p>3. Lots of interesting stuff coming from the Nelson Institute. Newsletter for CWD. Lots of information around CWD surveillance. Highlight progress being made on issue. Group was supportive of sharing information.</p> <p>4. National Archery in Schools. State meet would like a WCC representative. No volunteer stepped forward. Should check with Kyle to see if attending for YCC.</p> <p>5. Discussion on if need to provide know how guide. Questions about impact if folks are not using it now. Need to get email reminder out to delegation about sharing, liking, commenting.</p> <p>Website update coming Marchish. Mark has provided images from WCC mtgs, TOW, MOHEE etc to start Photo library through Kari but project has taken lower priority. If folks have photos they need to be sent to Kari. Group activities by district. Need to work to make sure all districts are represented. Need to see if we can get 3-4-5 ideas of what is going on in the district. Places/events that have interest in hosting TOW or LE trailers when done.</p> <p>Some partnership opportunities like we have with DNR and booths.</p>
ACTION	<p>Terri to create reports for Strategic Plan Committee, DLC and Annual convention on action items and progress against Strategic Goals.</p> <p>Terri to work on Communication to DLC for District Meetings</p> <p>Terri to work on Communications for Spring Hearings (County Chairs)</p>
PERSON(S) RESPONSIBLE	DEADLINE

III. MEMBERS MATTERS

DISCUSSION	<p>Trent noted they are finalizing things for YCC to do at annual convention. Looking at working with DNR & TU to do stream repair on waterway leading into Big Green Lake. Also working to help staff Milwaukee Sports Show. Looking at doing Trap Skeet shoot. YCC has a very good newsletter. Can we also discuss amount of time department has to talk. Too often this goes long and it can make the meetings drain on.</p>
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	Motion to adjourn at 2:20
SUBMITTED BY	Justin Lochrke Winnebago
DATE	03/04/2020