



Wisconsin Conservation Congress  
 STRATEGIC PLAN IMPLEMENTATION COMMITTEE  
 Meeting Minutes

**WCC Meeting Minutes**  
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<b>ORDER OF BUSINESS</b>	03/12/2020	6:30 PM	CONFERENCE CALL
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**I. ORGANIZATIONAL MATTERS**

**A. CALL TO ORDER**

Meeting called to order by	Terri Roehrig, Chair at 6:30 PM
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**B. ROLL CALL**

ATTENDEES	TONY BLATTER, MIKE BRITTON, RYAN WAGNER, MIKE HAYES, DALE MAAS, MARAYA ROBINSON, PAUL GETTELMAN (ACTING SECRETARY)
EXCUSED	Don Nelson, Mike Murphy, Brad Wagner
UNEXCUSED	
GUESTS	KARI LEE-ZIMMERMANN DNR

**C. AGENDA APPROVAL/REPAIR**

DISCUSSION	
ACTION	MOTION BY TONY BLATTER 2ND BY MIKE BRITTON TO APPROVE THE AGENDA AS POSTED MOTION PASSED

**D. REVIEW COMMITTEE MISSION STATEMENT**

DISCUSSION	Chair Terri read the proposed updated mission statement. " The mission of the Strategic Plan Review Committee is to identify and set both short- and long-term goals for the Conservation Congress on an annual basis (state convention to state convention). Annually, goals will be implemented, reviewed, and measured to evaluate and assess progress and effectiveness. A committee representative shall report to the District Leadership Council." After some discussion on wording it was suggested to have Wisconsin placed in front of Conservation Congress so the updated mission statement would read, "The mission of the Strategic Plan Review Committee is to identify and set both short- and long-term goals for the WISCONSIN Conservation Congress on an annual basis (state convention to state convention). Annually, goals will be implemented, reviewed, and measured to evaluate and assess progress and effectiveness. A committee representative shall report to the District Leadership Council."
ACTION	MOTION BY MIKE BRITTON 2ND DALE MAAS TO APPROVE THE UPDATED MISSION STATEMENT MOTION PASSED

**E. PUBLIC COMMENTS**

DISCUSSION	NO PUBLIC COMMENTS SUBMITTED.
ACTION	NA

**II. INFORMATION & ACTION ITEMS**

**A. OLD BUSINESS**

[PRESENTER]

DISCUSSION	RESOLUTIONS IN ACTION--KARI LEE-ZIMMERMANN This is going to be put on the back burner as the Dept is changing over their web site. This would be to follow the resolutions as they proceed through the process and is a tracking method. Hopefully this will go through by the end of summer.	
ACTION	NA	
PERSON(S) RESPONSIBLE		DEADLINE

**B. NEW BUSINESS**

[PRESENTER]

DISCUSSION	REPORT FROM OUT REACH & PUBLIC RELATIONS COMMITTEE; Chair Terri reviewed what has been done; Outreach Public relations *WOCA Conference at Trees for Tomorrow for Outdoor Writers *(Deer Hunt WI TV on Fox Sports North, PBS, etc (Terri and WCC); *Facebook; Increased followers by 50%; Meeting Posts; FB Live events; Delegates in Action; Youth pictures and
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	<p>activities; YCC Newsletters; DNR Posts; News Articles (Paul Smith, etc)</p> <p>*Education Trailers &amp; Support;OHEC Trailers had over 50K through them in 2019. This year was baseline; Traveled to many counties and events from Milwaukee to Dunn counties, Eagle River to Platteville; Other venues like elderly facility in Grant County;</p> <ul style="list-style-type: none"> <li>* In process - Create a training guide to help delegates with transport, set up and take down.;OHEC already has guide that we are reviewing;</li> <li>*In process - TVs with loop on WCC ;50/50 Raffles;</li> <li>*In Simplifying the Sponsor Letter;</li> <li>*TOW Trailers at State Convention for delegates to experience;</li> </ul> <p>Chair Terri noted that we have a \$ letter request available but we have not been successful in getting sponsors for the WCC trailers. Terri also noted that we will have at least 1 OHEC trailer at the convention so delegates can experience the trailer and see what they are about if they don't know already. Terri noted that there was an upcoming trailer meeting on Monday and will discuss all this at that time. She also noted that WCC has 2 trailers that we are trying to get in use now. There has been some donation already, Mike Britton has donated 2 tires for the trailers, Gundy has said that he will work on the inside of one of the trailers to get it started. Mike Hayes indicated that he might have someone interested in funding for the trailers. This would be Grassland Dairy Products.:</p> <ul style="list-style-type: none"> <li>*Value of WCC delegation;             <ul style="list-style-type: none"> <li>*In progres - Delegate Training Manual Survey – what are delegates struggling with? Input into Training There is a group of folks that are looking into this and putting together what we need to do for the delegates.</li> </ul> </li> <li>*Increase Spring Hearing attendance and participation;             <ul style="list-style-type: none"> <li>*Facebook Posts;2019: 10.5K reached, 25 shares, 562 engagements;2020: 13K reached, 65 shares, 1700 engagements (in first 24 hours!);</li> <li>*Newspaper article to county chairs (In progress)</li> </ul> </li> <li>*Materials;             <ul style="list-style-type: none"> <li>*Banners ;Brochures; Business Cards;</li> <li>*We have 2 new roll up banners now, some blank business cards for delegates to use at the trailers.</li> </ul> </li> <li>*Education of public on role of WCC/NRB             <ul style="list-style-type: none"> <li>*NRB Live events posted, agendas ahead of time</li> <li>*Education posts from WCC/NRB web pages.</li> </ul> </li> <li>*Chair Terri noted that we are interested in using Face Book boost to increase our viability to the public. She will be bringing this up to the DLC. We will need to go through Friends of WCC to get the \$ for the FB Boost. Terri is going to put together a news paper article about Delegate elections for the spring hearings and what is required of them as a delegate. This will go to local chairs/vice chair for them to put in their paper.</li> </ul> <p>Long-Term Goals; Outreach</p> <ul style="list-style-type: none"> <li>*Communication Improvements             <ul style="list-style-type: none"> <li>*Press Releases for major topics</li> <li>*Internal WCC communications;</li> <li>*DLC Communications;</li> <li>*YCC Support</li> <li>*FB Posting of events</li> <li>* FB Posting of YCC newsletters;</li> <li>*FB Posting of YCC delegates in action;</li> <li>*MJSS – Raffle</li> </ul> </li> </ul> <p>Long-Term Goals; Outreach</p> <ul style="list-style-type: none"> <li>*County Conservation Alliance creation and support;</li> <li>*Delegate recruitment;Education program to Youth Groups</li> <li>*Education Trailers &amp; Support; Moved to Short Term but will be working on this into 2020</li> <li>*Short-Term Goals– OUTREACH**How will we Measure?             <ul style="list-style-type: none"> <li>*DNR and Advisory Committee - Require 2 posts per meeting by the Chair, Vice Chair or Secretary; Post #1 – Meeting announcement/event creation; Post #2 – Overview/Highlights from meeting                     <ul style="list-style-type: none"> <li>*Number of social media submissions per month</li> <li>*Increase requests for the use of the trailers</li> <li>*Increase the money/funding for trailers</li> <li>*Increase the number of mounts for trailers</li> <li>*Increase advertising for trailers</li> </ul> </li> </ul> </li> </ul>
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	<p>*Ask for Money to Sponsor Ad on FB for Spring Hearings*</p> <p>*Ask Friends of WCC to support Social Media</p> <p>NOTE; MUCH OF THE INFO ABOVE IS FROM A POWERPOINT PRESENTATION FROM TERRI ROEHRIG THAT WAS PRESENTED TO THE COMMITTEE. MOTIONS ARE NOT PART OF THIS POWER POINT.</p>	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

C. REPORT OUT TO DLC AND ANNUAL CONVENTION [PRESENTER]

DISCUSSION	<p>Chair Terri shared the report that we had for the DLC from 2019 and explained how we have done on both long term/short term goals. Funding again was discussed. We need to address this somewhere along the line. Terri suggested that we need to be a little more aggressively in regards to our funding goal. Motion by Dale Maas that we should add/update goals for funding to pursue more funding faster and different types (grants, raffles etc). (Terri will move this to the first bullet in the Short term goals) . 2nd Ryan Wagner MOTION PASSED</p> <p>Ryan Wagner made a motion to measure the % of increase over year to year of the participation in the YCC in the short term goals. 2nd Mike Britton MOTION PASSED (ONE AGAINST)</p> <p>Tony Blatter made a motion to add to the short term/long term goals a section to add to the agenda for each district meeting and each day at the annual convention a selection from the Code of Procedure that would be reviewed on a rotating basics to enlighten congress members. 2nd Mike Hayes MOTION PASSED (ONE AGAINST)</p> <p>POSSIBLE AS AN OUTREACH PROJECT TO HAVE IT IN THE NEWSLETTER OR SOME OTHER WAY. MAYBE IN A COMMITTEE MEETING.</p> <p>2019 Strategic Goal Measurement March 2019</p> <p>Short-Term Goal – OUTREACH**How will we Measure? DNR and Advisory Committee Require 2 posts per meeting by the Chair, Vice Chair or Secretary Post #1 – Meeting announcement/event creation Post #2 – Overview/Highlights from meeting Number of social media submissions per month Increase requests for the use of the trailers Increase the money/funding for trailers Increase the number of mounts for trailers Increase advertising for trailers Ask for Money to Sponsor Ad on FB for Spring Hearings* Ask Friends of WCC to support Social Media</p> <p>Short-Term Goal – FundingHow will we Measure? May 9, 2019: DLC Approval – Participate and Support in WI Coalition of Clean Water and Healthy Soils Establish committee that meets at least once Submit a progress report Written proposal for funding Obtain funding</p> <p>**New development – WI Coalition Formation Clean Water and Healthy Soils Long-Term Goals WCC Organizational Structure Annual review Measure effectiveness Two (2) At large positions THIS WAS TAKEN CARE OF AT THE JANUARAY DLC MEETING AND NOW TIE POSITIONS ARE "AT LARGE" POSITIONS Historian Outreach</p> <p>Value of WCC delegation Increase Spring Hearing attendance and participation</p>
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	NOTE; MUCH OF THE INFO ABOVE IS FROM A POWER POINT PRESENTATION FROM CHAIR TERRI. NOTIONS ARE NOT PART OF THE POWER POINT PRESENTATION.	
ACTION	Chair Terri will make the up date to the goals and get the report out to the committee. This will be done for the DLC and annual convention. The committee will get this for informational purpose only.	
PERSON(S) RESPONSIBLE		DEADLINE

**D. SET A DATE FOR NEXT MEETING**

[PRESENTER]

DISCUSSION	AFTER SOME DISCUSSION THE DATE WAS TENATIVELY SET AS 7/18/2020	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

**III. MEMBERS MATTERS**

DISCUSSION	Dale--If TOW 2 is going to the Dells we need enough handouts.
ACTION	

**IV. ADJOURNMENT**

MEETING ADJOURNED	<b>DALE/MIKE BRITTON TO ADJOURN AT 8:15 pm</b>
SUBMITTED BY	<b>Paul Gettelman</b>
DATE	<b>03/13/2020</b>