



Wisconsin Conservation Congress
 Strategic Planning Committee
 Meeting Minutes

ORDER OF BUSINESS	10/14/2020	6:30 pm	Zoom
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Brett Weir at	6:35 pm
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B. ROLL CALL

ATTENDEES	Brett Weir, Brad Wagner, Terri Roehrig, Mike Britton, Michael Hayes, Dale Maas, Cassandra Erikson, Pual Gettelman, Michael Murphy, Maraya Robinson, Kari Lee Zimmerman, Falon French, Christopher Tall, Brent Alderman, Tony Blattler
EXCUSED	none
UNEXCUSED	None
GUESTS	None

C. AGENDA APPROVAL/REPAIR

DISCUSSION	Ok as reviewed
ACTION	Motion to approve by: Seconded by: Terri Roehrig, Approved: unanimously

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Ok as written
ACTION	none taken

E. PUBLIC COMMENTS

DISCUSSION	No public comments
ACTION	none taken

II. INFORMATION & ACTION ITEMS

- A. Old Business - Update on resolution tracking database** Falon French/Kari Lee Zimmerman

DISCUSSION	Being developed using On Base software, this will allow for public access to resolutions. 2016 to 2020 metadata for resolutions and committee meeting minutes are being uploaded currently into the database. It will be a viewer on the WCC web page. The goal is to have this completed by the end of the year (2020). Terri R asked about testing of the public view and DNR staff responded that is currently in their plans	
ACTION	Complete years 2016 to 2020 by end of year	
PERSON(S) RESPONSIBLE	Falon French - DNR	DEADLINE
		12/31/2020

- B. New Business - Review and update short term goals** Brett Weir/Terri Roehrig

DISCUSSION	<p>A) Funding - current funding is from the DNR and WCC, Mike Hayes suggested we look for some champions within the state legislature to help provide more funding for the WCC and its activities. Terri stated the funding is for the WCC and groups for the of Wisconsin's environment. The WCC has a friends group, Friends of the Congress led by Rob Bowman & Ed Harvey. Discussion around expanding raffles a the Milwaukee Sports Show, other raffles and possible a calendar raffle. It was pointed out that the Congress can't run raffles and they would need to be done through the friends organization. Currently there is no funding goal established. We do not currently have an accounting group to understand expenses.</p> <p>B) Wisconsin Coalition of Clean Water and Healthy Soils Committee: Terri gave the committe an update on the history of the committee. It was created by multiple groups to secure funding for clean water. A single meeting was held and nothing more came after the initial meeting. Christine Thomas was the driving force behind the establishment of this committee.</p>
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	C) Outreach - covered in Outreach Committee meeting 10/12/2020. Refer to their meeting notes.	
ACTION	A) funding: Brett Weir to contact Rob Bowman at the Friends and work with Maraya on funding options	
PERSON(S) RESPONSIBLE		DEADLINE
A) Funding: Brett Weir		12/31/2020

C. New Business - Review and update long-term goals

All

DISCUSSION	<p>a) Outreach: YCC Oversight Committee meeting for March 21, 2020 was canceled, see YCC Oct 22, 2020 agenda online. WCC Newsletter was posted on Facebook in October.</p> <p>b) County Conservation Alliance creation and support. Terri Roehrig reported this has been an outstanding topic for many years with not much success. The idea was for county alliances of sporting groups and clubs to collaborate on county wide issues and conservation efforts. One of the biggest hurdles has been understanding which counties have alliances and which ones don't. Terri didn't think these were recorded anywhere. Strong support from committee to get a plan in place for county alliances</p> <p>c) Delegate recruitment, education to youth groups: Refer to YCC Committee meeting to be held on Oct 22, 2020 for update on youth education. Terri Roehrig made a motion to have the YCC committee and the Outreach committee report out their progress to the Strategic Planning committee. Discussion: Dale Maas asked that the report be shared with the DLC. Motion passed.</p> <p>d) WCC Organizational Structure: No changes. Suggested this be posted at Spring Hearings to allow attendees to view.</p> <p>e) Annual Review: Spring Hearing attendance increased from 11K in 2019 to 65K participants in 2020. Increase this number for 2021 for both in-person and on-line attendance.</p> <p>f) Measure of effectiveness: Terri Roehrig reported that the Outreach committee was looking at Facebook pages, posts, followers and average reach to determine effectiveness. Increased spring hearing attendance seems to bear out some of the activities are having a positive impact.</p> <p>g) Value of WCC delegation: it was stated that if citizens don't know who we are then we have no value. Every year there are 144 delegate seats up for election and many of these seats go unfulfilled or end up becoming vacant during the term. It is important to make sure these seats are filled at all times and should not wait to be filled until the next election. Tony Blattler made a motion to have 100% representation in all 72 counties of WCC delegates. Seconded by Terri Roehrig, discussion on wording and motion was changed to read, Create a goal to fulfill WCC delegate vacancies in a timely manner as they occur. Seconded by Mike Hayes. Motion passed.</p> <p>h) Increase spring hearing attendance and participation: continue the trend started in 2020 with 65K participants.</p>	
ACTION	Make ourselves more relevant to the public	
PERSON(S) RESPONSIBLE		DEADLINE
TBD at next meeting		TBD at next meeting

III. MEMBERS MATTERS

DISCUSSION	<p>Mike Britton - how do we streamline the agendas and prevent duplication across committees (Outreach and Strategic)</p> <p>Paul Gettelman - agrees with Mike B on duplication, would like committee member names added to the agenda and turn on video when on Zoom</p> <p>Cassandra Erickson - commented on the good job of everyone in adapting to Zoom meetings</p> <p>Brett Weir - tighten up the agenda</p>
ACTION	Consider consolidating the Outreach and Strategic committees

IV. ADJOURNMENT

MEETING ADJOURNED	9:14 pm
SUBMITTED BY	Brad Wagner
DATE	11/10/2020