Wisconsin Conservation Congress  
Strategic Planning Committee  
Meeting Minutes  

ORDER OF BUSINESS  
10/14/2020  
6:30 pm  
Zoom  

I. ORGANIZATIONAL MATTERS 

A. CALL TO ORDER 
Meeting called to order by Brett Weir at 6:35 pm  

B. ROLL CALL 
ATTENDEES  
Brett Weir, Brad Wagner, Terri Roehrig, Mike Britton, Michael Hayes, Dale Maas, Cassandra Erikson, Paul Gettelman, Michael Murphy, Mamaya 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  
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.  
B) Wisconsin Coalition of Clean Water and Healthy Soils Committee: Terri gave the committee 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.
### C. New Business - Review and update long-term goals

**DISCUSSION**

- 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.
- 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.
- 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.
- d) WCC Organizational Structure: No changes. Suggested this be posted at Spring Hearings to allow attendees to view.
- 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.
- 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.
- 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 unfilled 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.
- h) Increase spring hearing attendance and participation: continue the trend started in 2020 with 65K participants.

**ACTION**

- Make ourselves more relevant to the public.
- TBD at next meeting.

### III. MEMBERS MATTERS

**DISCUSSION**

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

**ACTION**

- Consider consolidating the Outreach and Strategic committees.

### IV. ADJOURNMENT

- **MEETING ADJournED:** 9:14 pm
- **SUBMITTED BY:** Brad Wagner
- **DATE:** 11/10/2020