Wisconsin Conservation Congress
Strategic Plan Implementation Committee
Meeting Minutes

ORDER OF BUSINESS | 12/13/2016 | 10:00 | Portage County Library

I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by Jayne Meyer at 10:01

B. ROLL CALL

<table>
<thead>
<tr>
<th>ATTENDEES</th>
<th>Excused</th>
<th>UNEXCUSED</th>
<th>GUESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jayne Meyer, Terri Roehrig, Douglas Burrows, Alan Balliett, Ron Waller</td>
<td>Jim Thompson, Dale Maas, Jason Dorgan</td>
<td>Art Lersch, Kari Lee-Zimmermann</td>
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C. AGENDA APPROVAL/REPAIR

<table>
<thead>
<tr>
<th>DISCUSSION</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>None</td>
<td>No Changes</td>
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D. REVIEW COMMITTEE MISSION STATEMENT

<table>
<thead>
<tr>
<th>DISCUSSION</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>Reviewed</td>
<td>No changes</td>
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E. PUBLIC COMMENTS

<table>
<thead>
<tr>
<th>DISCUSSION</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>No public guests</td>
<td>No action</td>
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II. INFORMATION & ACTION ITEMS

A. B. 1. Track and communicate the outcomes of resolutions advanced through the WCC

<table>
<thead>
<tr>
<th>DISCUSSION</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>Lee-Zimmermann: Plan is to track, but no database currently available.</td>
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B. B. 2. Collect and communicate data on how well the WCC is known and perceived

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<tr>
<th>DISCUSSION</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>Meyer: We are getting more information out there - website, presentations to sporting groups, brochures, but how to collect metrics on feedback and impact? Meyer- Sporting groups can be contacted in the winter. Roehrig: Delegates need to get in front of the alliances and organizations. Burrows: Most sporting groups are special interest groups, and really only involved and receptive for their specific interest. Meyer: Interaction with sports groups is sometimes not pleasant because of the varying level of opinions of members of the other organizations. Lersch: How can we get participation in an online survey? Maybe pilot in a certain county? Lee-Zimmermann: We should talk to a social scientist on DNR staff to scope questions and ensure we get the sample that we want. Lersch: controlling the the sample range can give you a view of what you're expecting.</td>
<td></td>
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</table>
Meyer: Maybe a more public survey like a retail establishment could yield an interesting result.
Lersch: Even if a sporting group knows what the WCC is, how deep is that knowledge?
Burrows: Not deep at all. With the DNR reorg, the spin could influence the perception of the WCC.
Roehrig: Need a script for the same information delivered among the delegates.
Roehrig: Also a survey for delegates to understand what the involvement is.

**ACTION**
- Lee-Zimmermann to talk to Ben Beardmore
- Burrows to review survey through Outreach Committee, already on agenda!

**PERSON(S) RESPONSIBLE**
Lee-Zimmerman & Burrows

**DEADLINE**
L-Z: 12/23; B: 12/13

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**DISCUSSION**
Meyer: Concerned in the past about online voting because it's difficult to control the field of voters.
Reith: The hearings are testimony, not a town hall meeting for Q & A.
Lersch: Is there opposition to online voting?
Lee-Zimmermann: Yes. Consistently.
Meyer: But how would the delegate election happen?
Reith: Transition period with both would be most reasonable. Questions both online and at the hearings. Elections in 3-5 years. Then could assess the overall success/challenges moving forward.
Lersch: If the statewide vote is in favor of online voting, and the delegation still does not support it, what is the alternative to reverse the trend of declining participation?
Reith: The WCC is not aligned by committee with the DNR, or with changing demographics of the public.
Roehrig: And the WCC is not aligned with the Legislature and vice versa.

**ACTION**
Wait for Spring Hearing results

**PERSON(S) RESPONSIBLE**

**DEADLINE**
April 2017

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**DISCUSSION**
Meyer: More open communication with the author is in place prior to leadership meeting.
Waller: Now it's on the books, but people were often given a chance historically.
Lee-Zimmermann: There are communication guidelines in the District Councilor Code of Procedures.
Meyer: Add survey item - is your councilor giving you the information you want?
Lee-Zimmermann: A disciplinary process is being developed to help maintain delegate alignment to the Code of Procedures.

Motion by: Balliet
Second by: Roehrig
Recommend that the Chair clearly communicates the progress made in this area to the delegation
Motion passed.
E. C. Next steps after 2018

[PRESENTER]

**DISCUSSION**
Meyer: Would like to see a new 5 year plan effort
Lersch: Possibly annual planning?
Waller: Need participation at all levels in strategic planning

Motion: Burrows
Second: Roehring
Ask Leadership Council to approve Annual Meeting presentation and request annual planning moving forward the body of the WCC

**ACTION**
Ask for presentation and affirmation
Ask Outreach committee for additional questions

**PERSON(S) RESPONSIBLE**
Burrows

**DEADLINE**
2/12

III. MEMBERS MATTERS

**DISCUSSION**
Burrows: Zoom
Meyer: Technology Committee needs to explore and deliver preferred platforms

IV. ADJOURNMENT

**MEETING ADJOURNED**
1:39PM

**SUBMITTED BY**
Paul Reith

**DATE**
12/13/2016