



Wisconsin Land+Water Conservation Association

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PIC Committee

Meeting Minutes

Date: April 5, 2021	
Start Time: 1:00 p.m.	End Time: 2:00
Location:	GoTo Meeting
Committee Members: Patty Benedict, Secretary (Portage Co. LCD), Brian Holt, Vice Chair (Walworth Co. LCC), Dale Konkol (Door Co. SWCD), Dan McFarlane (Waupaca Co. LWCD), Mitchell McCarthy (Sauk Co. LRED), Dan O'Connell (Technical Com. Rep. Portage Co. LCD), Anthony Reali (Calumet Co. LWCD), Geoff Schramm (Ozaukee Co. LWMD), Megan Steckelberg, (Adams Co LCD), Kathy Zeglin, (Trempealeau Co LCC) Advisors: Karl Gesch - WDNR, Dan Zerr- UW Extension, Eric Hurley - USDA Natural Resource Conservation Service, Coreen Fallat, Drew Zelle - DATCP WI Land+Water Staff (non-voting members): Matt Krueger, Chris Schlutt, Kim Warkentin	In Attendance: As highlighted to left.
Notes <ul style="list-style-type: none">WI Land+Water meetings are open meetings. Individuals may connect by way of videoconference or dial by phone.Order and time for agenda items may be changed due to pace of meeting or at the discretion of the committee chair.	
Next Meeting Time:	

ALL AGENDA ITEMS ARE ACTIONABLE.

- Call to order:** Reali called the meeting to order at 1:00 p.m.
- Roll Call:** Benedict called roll. Attendance as noted above.
- Adopt agenda:** Holt/Steckelberg to adopt the agenda. Motion passed by voice vote.
- Approve January 13, 2021 Meeting Minutes:** Benedict: Konkol/Holt to approve the minutes. Motion passed by voice vote.

Discussion on PIC Membership – New Member Recruitment – Reali/Schlutt: Reali welcomed new member Mitchell McCarthy, Sauk County. McCarthy gave a summary on his work in land conservation offices. Reali and Schlutt have discussed recruiting PIC members through Area Association meetings. Currently, the Northwestern and West Central areas do not have representation on the PIC. Reali plans to attend upcoming Area meetings when available to recruit new members. Schlutt drafted a flyer to distribute to Area Associations listing what the PIC does and will email to PIC members to review. It is important to have diverse staff representation from around the State as well as recruiting more LCC Supervisors. Schlutt said she may send the flyer to the listservs in June. Konkol said there has been a lot of staff turnover and suggested promoting committee involvement at the upcoming County Conservationist meeting. Warkentin will work with Krueger to include on the agenda for the July virtual county conservationist meeting and Reali said he can talk about the PIC. Holt suggested calling counties in the areas without representation. Zerr recommended promoting involvement through newsletters and new employee training events. Schlutt added there is information on the website and the Annual Report contains committee reports. McCarthy suggested conducting a survey with descriptions of committees and have people choose which committee(s) they would like to serve on.

Scholarship Guidelines Revisions – Final – Benedict/Reali: Reali said revisions to the guidelines are pretty much set with the exception of whether meals not included as part of trainings/seminars should be reimbursable. After discussion, consensus was reached that meals traveling to and from training events will not be a reimbursable expense. On the first page of the guidelines under “Background”, third line, Benedict proposed revising the second sentence to add “online” and read, “The fund is based on the realization that there are many workshops, conferences, webinars, online, and other training

opportunities...” There were no objections. Benedict will make the changes, update the revision date on each page, and send revised copies to Reali and Schlutt to post on the website.

2021 Conference Evaluations – Schlutt/Warkentin: Schlutt emailed evaluation comments previously. She thanked everyone for helping put sessions together, moderating, and assisting during the conference. There were many positive comments about the virtual format and content. There were 437 attendees. Schlutt feels some attended virtually that may not have attended in person. At the last Board meeting, Warkentin said feedback was positive as well. The Socio platform was user friendly and the networking room helped with the social aspect. Schlutt noted virtual attendance was similar to the last in person conference, but those numbers included speaking contestants and families. From a budget standpoint, Schlutt said there were fees associated with breaking the 2021 contract with the KI Center and Socio platform costs to cover. Registration fees exceeded expectations. Warkentin stated that Krueger solicited sponsorships, which also help defray conference costs. Most technical issues that arose were handled by staff without being noticed by attendees. The help desk was staffed throughout the conference to provide assistance. Zelle stated the time Schlutt spent providing descriptions of responsibilities and setting up practice sessions prior to the conference was appreciated. Hurley complimented everyone for putting on a very successful virtual conference but noted being in-person was missed by many and is vital. Zelle agreed, adding while the cost may be less with a virtual conference, the quality of presentations suffers not being face to face. He cautioned considering hybrid conferences in the future. Zerr suggested a hybrid option having keynote speakers and general sessions via Zoom, with breakouts in-person. Schlutt said financially and with their small staff, it would be difficult to put on a hybrid conference. McCarthy suggested recording in-person sessions and offer virtually after the conference at a reduced cost. Gesch said another hybrid option is to have pre-recorded sessions and focus on interaction during an in-person portion. Reali said the chat box was used for questions, which worked well, but in-person discussion is favored.

2021 Silent Auction Evaluation – Steckelberg/Warkentin: Steckelberg reported 84 items were donated from 31 counties, plus WI Land+Water, with a retail value of \$5,442.58. The total collected was \$3,526.50. All items have been paid for and most have been delivered/picked up. The traveling trophy for highest value was awarded to Outagamie County, second place went to Adams County and third place to Racine County. There were many positive comments using 32auctions.com. Holt prefers an online auction format. Bids can be made in-person or remotely and notifications sent when outbid may increase income. Warkentin thanked Steckelberg and Karyn Eckert for the well-organized online auction. The payment system worked smooth. The cost for using 32auctions.com was \$300 for up to 200 items. It is possible to begin online and transition to an in-person auction. The Youth Education Committee will consider options for future silent auctions.

Request for Proposals for 2022 Conference – Schlutt: Schlutt said the brainstorming meeting for the 2022 conference takes place in August. She receives inquiries from many nonprofits and other organizations to present. She and Krueger discussed sending RFPs in the fall, leaving some openings for sessions. Ideas for organizations/individuals to send RFPs to can be shared with Schlutt.

Warkentin reminded members the 2022 and 2023 conferences will be at the Chula Vista Resort, Wisconsin Dells and the 2024 and 2025 conferences will be at the KI Center, Green Bay.

Adjourn: Steckelberg/Holt to adjourn. Motion passed by voice vote. Meeting adjourned at 2:00 p.m.

Respectfully submitted,

Patty Benedict
PIC Secretary