



Wisconsin Land+Water Conservation Association

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PIC Committee

Meeting Minutes

Date: Tuesday, August 10, 2021	
Start Time: 9:00 a.m.	End Time: 11:56 a.m.
Location:	GoTo Meeting
Committee Members: Patty Benedict, Secretary (Portage Co. LCD), Sue Hendrickson (Douglas Co. LWCD), Brian Holt, Vice Chair (Walworth Co. LCC), Dale Konkol (Door Co. SWCD), Mitchell McCarthy (Sauk Co. LRED), Dan McFarlane (Waupaca Co. LWCD), Kyle Minks (Dane Co. LWRD), Dan O'Connell (Technical Com. Rep. Portage Co. LCD), Anthony Reali, Chair (Calumet Co. LWCD), Geoff Schramm (Ozaukee Co. LWMD), Nick Stadnyk (Rusk Co. LCDD), Megan Steckelberg, (Adams Co LCD) Advisors: Karl Gesch - WDNR, Dan Zerr- UW Extension (arrived at 10:40), Eric Hurley - USDA Natural Resource Conservation Service, Coreen Fallat, Drew Zelle - DATCP	In Attendance: As highlighted to left. Others Attending: Monte Osterman, Board of Directors Chair Technical Committee: See below.
WI Land+Water Staff (non-voting members): Matt Krueger, Chris Schlutt, Kim Warkentin, Christina Anderson, Kristin Testin	
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.

Welcome, Zoom Details, schedule (Schlutt/Krueger)

- Call to order:** Reali called the meeting to order at 9:00 a.m.
- Roll Call:** Benedict called roll. Attendance as noted above.
- Adopt agenda:** Steckelberg/Holt to adopt the agenda. Motion passed by voice vote.
- Approve April 5, 2021 Meeting Minutes:** Benedict: McFarlane/McCarthy to approve the minutes. Motion passed by voice vote.

2022 Breakout Session Request for Proposals (RFP): Schlutt – Krueger noted Schlutt is unable to attend. He indicated there have been discussions to allow organizations to submit RFPs for breakout sessions at the annual conference. He said clear criteria must be established as to session content and topics of interest, encouraging non-profits and organizations with strong county and state connections as there are a limited number of openings. If not selected for the conference, sessions could be considered for other events or the following year's conference. Krueger and Reali will follow up with Schlutt and draft a process defining criteria, vetting of proposals, and a timeline for the PIC to consider at an October meeting.

2022 Promotional Item Discussion: All – Reali asked for input on whether to offer a promotional item at the conference. If it is decided to continue, Warkentin suggested usable, made in the USA items. Past items have been camp mugs, reusable bags, mini flashlights, water bottles, flash drives, insulated coffee mugs. Small items are preferred for ease of transporting. There was discussion on having consumable/food items from the area in which the conference is held or put the money toward scholarships. Warkentin said the local Convention and Visitors' Bureau may have suggestions. The item serves as a thank you gift for attending as well as promoting WI Land+Water. There was consensus to continue offering a promotional

item. Warkentin will forward a link for the company's website and asked PIC members to bring ideas to the October meeting. Between 400-450 items are ordered with a budget between \$1,200-2,000.

Discussion on Conservation Awards: Possible Addition – Lifetime Achievement: Reali/Schlutt – Reali stated Board of Directors Chair, Monte Osterman, contacted him regarding adding a Lifetime Achievement Award to be presented to longtime Board and Committee members. Current awards, the Conservation Steward and Special Recognition/Friend of Conservation, are somewhat similar. Krueger said criteria would have to be developed quickly for the 2022 conference, while avoiding redundancy with current awards. Osterman said the Board feels WI Land+Water champions that have made significant contributions over a long period of time should be honored. He asked the PIC to discuss and make a recommendation. The award would not have to be presented every year. Rather than create another award, suggested options were to bring forward as a resolution, an acknowledgement as part of the service recognitions during the banquet or dedicating the conference to the individual. Reali believes there are several people that are deserving of such an award; however, criteria and a process must be established. He suggested discussing further at the October meeting noting it may be difficult to put together for the 2022 conference. Osterman thanked the PIC for their consideration and their work.

Raffle Discussion: Warkentin/Benedict – Warkentin stated the raffle was not held for the 2021 virtual conference. Funds raised from the raffle ticket sales and the 50/50 raffle support the training scholarships. Raffle income in 2020 was \$2,536, in 2019 - \$3,218, and in 2018 - \$2,639. Warkentin has applied for the raffle licenses. The budget for raffle prizes and expenses is \$1,700. Benedict asked for ideas for raffle prizes, whether to have all cash prizes or the traditional gun, compound bow, etc. Warkentin said help is needed to sell raffle tickets. Benedict stated scholarship recipients are asked to sell raffle tickets. The Technical Committee coordinates the 50/50 raffle. A suggestion was made to hold 50/50 raffles on both nights of the conference. Benedict said raffle tickets are available at the December County Conservationist meeting for members to pre-sell in their counties. Consensus was reached to have cash raffle prizes. Increments will be discussed at the October meeting.

Silent Auction Discussion: Steckelberg – Steckelberg said the Silent Auction Subcommittee has yet to meet. The online auction in 2021 went well and she received many compliments. Warkentin said the 32Auctions site worked well for the virtual conference. The auction can be started online and transition to in-person.

Brainstorming Conference Sessions: All – Reali stated Schlutt previously emailed session ideas from the 2021 conference evaluations. Anderson will take notes and asked to have as much information provided as possible – speaker suggestions, details on what the session should cover, etc. Hendrickson recommended having more sessions for LCCs, especially new supervisors. PIC members provided session ideas, comments, and potential speakers. PIC members were asked to choose seven sessions and the choices were tallied to rank the sessions.

Break – 11:15 a.m. Reconvened at 11:20 a.m.

Rejoin with Technical Committee Review Ideas: Technical Committee Attendees: Ken Pozorski, Marathon Co.; Matt Albright, Vernon Co.; Ben Dufford, Bayfield Co.; Shawn Esser, Dane Co.; Brian Goepfert, Juneau Co.; Mike Haase, Winnebago Co.; Matt Hanewall, La Crosse Co. (Chair); Paul Klose, Marinette Co.; Dan O'Connell, Portage Co.; Tina Barone, Dunn Co.; Paul Fredrich, Kewaunee Co.; Brian Smetana, Walworth Co. Matthew Woodrow – DATCP, Mike Gilbertson – DNR, Kate Brunner, WI Land+Water

For the benefit of Technical Committee members, Krueger explained the prospect of developing a Request for Proposal (RFP) process which was discussed during the PIC meeting. He also mentioned WI Land+Water staff will be closely monitoring the virus progression and discussions will take place should a virtual conference be advised for 2022.

Session topics were reviewed and discussed. WI Land+Water staff will go over the lists and work on developing the sessions, and ensuring topics cover all areas of the state as well interests for LCC supervisors and LCD staff positions. Suggestions for keynote and/or general sessions/topics were:

- Jay Fuhrer (NRCS Soil Health Specialist and a participant on the Regenerative Agriculture podcast)
- Climate Change
- Diversity, Equity and Inclusion
- Wisconsin Dells area, i.e. Ho Chunk Nation, Stewards of the Dells of the Wisconsin River – Debbie Kinder
- Nutritional Value and Bio Functionality of Food Sources – John Fagan, Health Research Institute

Adjourn – PIC Chair, Tony Reali adjourned the meeting at 11:56 a.m.

Respectfully submitted,

Patty Benedict
PIC Secretary