



Wisconsin Land+Water Conservation Association

121 S. Pinckney Street, Suite 420 • Madison, WI 53703
(608) 441-2677 • wisconsinlandwater.org

**Board of Directors
Meeting Minutes**

Date: July 13, 2023 **Time:** 8:30 am – 11:30 am
Location: Holiday Inn Stevens Point, WI (Spruce/Sands Room), and via Zoom

Zoom link:

<https://us02web.zoom.us/j/83236130025?pwd=TVVCdW1TWkIjaTBHY0RISDUrNIZIUT09>

Phone Dial-in: 312-626-6799

Meeting ID: 832 3613 0025

Board Members			
<input checked="" type="checkbox"/> Monte Osterman (Chair), Racine Co. LCC	<input checked="" type="checkbox"/> Bob Micheel (Vice-Chair), Monroe Co. LCD	<input checked="" type="checkbox"/> Amy Piaget (Treasurer), Dane Co. LWRD	<input checked="" type="checkbox"/> Carolyn Scholl (Secretary), Vilas Co. LWCD
<input checked="" type="checkbox"/> Ken Gerhardt, Clark Co. LCC	<input checked="" type="checkbox"/> Melissa Luck, Richland Co. LCC	<input checked="" type="checkbox"/> Scott Frank, Shawano Co. LCD	<input checked="" type="checkbox"/> Tom Mandli, Marinette Co. LCC
<input checked="" type="checkbox"/> Brian Haase, Waupaca Co. LWCD	<input checked="" type="checkbox"/> Mike Hofberger, Calumet Co. LWCC	<input checked="" type="checkbox"/> Marissa Castello, Waukesha Co. LRD	<input checked="" type="checkbox"/> Mary Henry, Vernon Co. LCC
<input checked="" type="checkbox"/> Chase Cummings, Dunn Co. LWCD	<input checked="" type="checkbox"/> Ben Dufford, Bayfield Co. LWCD	<input type="checkbox"/> Craig Conroy, Burnett Co. NRC	<input checked="" type="checkbox"/> Mike Ritter, Marathon Co. ERC
Advisors (Non-Voting)			
<input type="checkbox"/> Tim Anderson, DATCP	<input checked="" type="checkbox"/> Shannon Haydin-Dobbins, DNR	<input type="checkbox"/> Chris Clayton, DNR	<input checked="" type="checkbox"/> Ty Larson, NRCS
<input type="checkbox"/> Beth Mason, NACD	<input type="checkbox"/> Coreen Fallat, DATCP	<input checked="" type="checkbox"/> Dan Zerr, UW-Madison Division of Extension	
WI Land+Water Staff (Non-Voting)			
<input checked="" type="checkbox"/> Matt Krueger	<input checked="" type="checkbox"/> Kim Warkentin		

ALL AGENDA ITEMS ARE ACTIONABLE

- 1) Call to order – Chair Osterman called the meeting to order at 8:30 am at the Holiday Inn in Stevens Point and the agenda was adopted. All Ayes.
 - Roll call: Secretary Scholl conducted roll call; a quorum of the BOD was present.

- Motion by Piaget/Micheel to approve the meeting minutes of March 1, 2023, contingent on change of wording in Exec Comm Report (3rd bullet item) from “standing committee” to “work group”. All Ayes.
- 2) Introductions of New Board Members, Advisors – Chair Osterman
 - Mike Ritter – New NC Region “elected” representative – healthy soil is his passion.
 - Mary Henry – W Region LCC representative – attending for first time in-person.
 - Tyrone “Ty” Larson – New NRCS State Conservationist
 - Shannon Haydin-Dobbins – DNR alt. rep for Chris Clayton – first time in-person.
 - 3) WI Land+Water Staff Report – Kristin Teston, Communications Manager
 - Teston shared her presentation – with WI Land + Water for 2 years. Has worked on: a) Publication & Design; b) Canva for Counties; c) Social Media; d) Capitol Update news about policy; e) Conservation in Action (success stories); f) The Note Newsletter 3X yr; What's Next? a) Media Relations; b) Refresh Communications Plan; c) Communications Boot Camp
 - Contact her if you have ideas!
 - 4) Guest Appearance – Roger Wenning, Past-President of Indiana Association of Soil and Water Conservation Districts
 - Introduced himself to the BOD. Representative of state association, local board of conservation districts, and NACD. Funding is always an issue in Indiana. Counties have very few employees. Leverage grant funding from federal govt (NRCS). Nitrogen and Total Phosphorus runoff and soil health are the top concerns; Leverage Federal 319 watershed grants.
 - 5) 2023 Q1 Financial Reports – Treasurer Amy Piaget, Exec. Director Matt Krueger
 - Profit & Loss Budget vs. Actual – Piaget highlighted summary of Q1 (Jan – Mar 23) – Revenues: conference registrations were up; climate resiliency is up. Expenses: NACD up; some expenses are heavy at certain times of the year; in future, will flag which line items are not front-end loaded.
 - Profit & Loss Prev Year Comparison & Balance Sheet Prev Year Comparison provided in packet for reference.
 - Osterman announced that the 1-million-dollar threshold has been reached; and we have doubled the staff of Association! Huge accomplishment! This will be very important in the strategic planning process that is coming up this year.
 - Motion to approve financial reports as presented by Frank/Hofberger. All Ayes.
 - 6) Executive Committee Report – President Bob Micheel
 - Annual WI Land+Water membership dues – For 2024, increase of \$50 (flat fee each county), in addition to the equalized value calculated. What should our membership dues cover? There is a sub-committee working on a re-structuring the dues calculation.
 - Health & Conservation work group as a standing committee. Priority for the association to change this work group into a standing committee – complete with guiding principles, etc.
 - Development of an Event Code of Conduct. A few incidents occurred at the last conference. This has spurred the need to develop a code of conduct. Marathon County working on document relevant to the event size.

- Document Retention Policy – we are working to understand what documents need to be retained over time. Volume of documents will only grow as the organization grows.

7) Revised Committee Policy – Krueger

- The Committee Policy that was approved at the March BOD meeting needs to be revised in our bylaws- to add a section for ‘Standing Committees’. Each committee would have a modest budget line, will follow 2-year cycle, and have guiding principles. External Committees should be included in the bylaw language.
- Cummings updated the BOD on the necessity to increase our relationship with Public Health agencies to deal with potential groundwater issues (Nitrates, PFAS, septage spreading, opioids, etc). Participation in the working group has been equal on both sides. A participation roster was requested.
- Krueger will add language to bylaws about including WI Land + Water support staff appointments to each committee.
- Motion by Mandli/Luck to accept the revised committee policy as amended with the addendum language. All Ayes.

8) Strategic Planning – Krueger

- Currently working under a 5 year plan that will lapse by year end. Planning process has been discussed. New Leaf Consulting (Jen Wilson) has been selected as the facilitator for the strategic planning process. October 19, 2023 will be an in-person strategic plan retreat for the WI Land + Water BOD.

9) External Committee Representation – Review of Reports – Sec. Carolyn Scholl, Krueger

- There are several conservation staff representing us (WI Land + Water) on outside committees. We requested annual reports from the reps of the committees and about 15 reports were returned. Krueger showed responses on screen, and reviewed the questions that were asked. This was the first year that we asked reps to turn in a short report. Minor changes will be made to make this process efficient for all and focus on the information that matters most.
- Motion by Frank/Dufford to receive and file the 2023 annual reports. All Ayes.

10) BOD 2022-24 Planning Update – Micheel

- Current workplan goals and initiatives were shared with the board and status was discussed.

11) Executive Director’s Report – Krueger

- Staffing changes – Isabelle Paulson is moving on to graduate school at Purdue. We wish her well. Plan is to refill that position.
- County Con Meeting preview – timely topics, NRCS topics, DNR supreme court decisions on wetlands; registration is down a bit, probably because of busy field season.
- State Biennial Budget debrief – 2023-24 decreased funding to counties. We need to do work with Fiscal Bureau, Legislators, Ag Coalition who lobbied with us. It will be discussed at Leg/Admin meeting also. Krueger to meet with Dan Barr next week.

12) Advisors' Reports –

- Ty Larson NRCS State Conservationist – 5 counties have been declared in drought (another 12 next week)- CRP lands emergency funds. His top priority is customer service. Fiscal year wrap up is going on now. Slight increased funding this year.
- Shannon DNR – GPR money opens more ability for us to shift funds use. Funding of SOC and FITS will continue. Nat Res Educators funding was cut. NRCS may have funding to help with Educators. Wastewater program will start PFAS sampling (voluntary). Working on post-build guidance for solar program. Legislation would take away authority to restore ponds near larger surface waters.
- Dan Zerr, UW Extension – sources of funding are cobbled in many ways. Have applied to NRCS to fund for 2 years. 175 Anniversary of Extension. Tours are being planned. High staff turnover has occurred. New position in La Crosse for Ag and Water Quality. Emergent contaminants position (PFAS) is underway.

13) WI Land+Water Committee Report; Professional Improvement Comm. – Tony Reali, PIC Chair

- Shared overview of what PIC does. They plan the annual conference. Close to 500 people at the last conference! 2024 conference will be at KI Center in Green Bay. Administration of scholarship program. In 2023 they had only 2 requests (max \$350). Administer conservation awards program. Silent auction help, help judge youth conservation contests. Membership – always looking for new people and perspectives.

14) Land Acknowledgement – Osterman

- Will move this topic to next meeting.

15) Next Meeting Date – Oct 19, 2023 (in-person strategic planning retreat)

16) Adjourn – 11:45

Respectfully submitted by: Carolyn Scholl-Huza, WI Land + Water Secretary