



# Wisconsin Land+Water Conservation Association

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## Professional Improvement Committee Meeting Minutes

Date: August 22, 2023 Time: 9:00 a.m. Location: Portage County Annex  
1462 Strongs Avenue  
Stevens Point WI 54481

**Mission:** Lead the planning and implementation of the Wisconsin Land+Water Annual Conference, conservation awards, and the professional improvement scholarship programs.

Committee Members			
<input checked="" type="checkbox"/> Tony Reali, Chair	<input type="checkbox"/> Brian Holt, Vice Chair	<input checked="" type="checkbox"/> Patty Benedict, Secretary	<input checked="" type="checkbox"/> Laura Grunwald
<input type="checkbox"/> Sue Hendrickson	<input checked="" type="checkbox"/> Christina Hesselberg	<input checked="" type="checkbox"/> Mitchell McCarthy	<input checked="" type="checkbox"/> Daniel McFarlane
<input checked="" type="checkbox"/> Kyle Minks	<input checked="" type="checkbox"/> Dan O'Connell	<input checked="" type="checkbox"/> Haillie Passow	<input checked="" type="checkbox"/> Geoff Schramm
<input type="checkbox"/> Nick Stadnyk			
Non-Voting Advisors			
<input checked="" type="checkbox"/> Tim Anderson for Colleen Fallat DATCP	<input checked="" type="checkbox"/> Drew Zelle, DATCP	<input checked="" type="checkbox"/> Karl Gesch, WDNR	<input type="checkbox"/> Eric Hurley, NRCS
<input checked="" type="checkbox"/> Daniel Zerr, UW-Extension			
WI Land+Water Staff Liaison (non-voting)			
<input checked="" type="checkbox"/> Chris Schlutt	<input checked="" type="checkbox"/> Kim Warkentin	<input checked="" type="checkbox"/> Matt Krueger	<input checked="" type="checkbox"/> Christina Anderson <input checked="" type="checkbox"/> Michael Hook
Other Attendees			
<input checked="" type="checkbox"/> Carolyn Scholl	<input checked="" type="checkbox"/> Steve Kircher	<input type="checkbox"/>	<input type="checkbox"/>

WI Land+Water meetings are open meetings. Individuals may observe in person, via conference phone, or via web conference if desired. Order and time allowed for agenda items may be changed due to pace of meeting or at the discretion of the committee chair. Please inform your chair if you cannot attend.

**ALL AGENDA ITEMS ARE ACTIONABLE**

- I. Call to order: Reali
  - a. Roll Call: Introductions were made. Attendance as noted above.
  - b. Adopt Agenda – McFarlane/Minks to adopt the agenda. Motion passed by voice vote.
  - c. Approve April 25, 2023 Meeting Minutes: Benedict – Minks/McFarlane to approve the minutes. Motion passed by voice vote.
  
- II. SITCOM Update, Training Needs Assessment: Michael Hook – Statewide Training Coordinator – Hook distributed the 2023 SITCOM Training Needs Assessment Snapshot Report, which is conducted every two years. He explained the report is broken down first by interest in broad categories, then into specific topics under the categories. He recommended using the report when considering sessions for the conference. The full survey will be available on the SITCOM page on the Land+Water website.
  
- III. KI Convention Center Update: Warkentin – Warkentin reported the conference will take place at the KI Convention Center in 2024 and 2025 and return to the Chula Vista in 2026, after which, all obligations due to COVID are satisfied. Having worked with the KI Center in the recent past helps and they will begin working on logistics. Warkentin noted RFPs will go out in 2024 for the 2027/2028 conferences. She said it is helpful to have PIC members join L+W staff on site visits when the time comes.
  
- IV. Raffle, 50/50 Raffle Discussion: Benedict/Warkentin – Benedict suggested continuing with cash prizes and PIC members were agreeable. Warkentin reported the 50/50 and raffle grossed \$3,110, with expenses of \$1,084 in 2023. Raffle reports were filed with the State and she has the licenses. She was informed printing costs for the raffle tickets is increasing. She stated money raised by the raffles funds the scholarship program. One scholarship has been awarded in 2023. Benedict will send an email to promote the scholarships. Raffle tickets will be made available for presale through Area meetings. Tickets cannot be mailed.
  
- V. Silent Auction Discussion: Warkentin/Passow – Passow was thanked for stepping up after Megan Steckelberg left her position in Adams County. Passow is updating the documents for item donations and will distribute through the listserv. 32auctions.com will be used once again. The total raised to support youth education programs in 2023 was \$6,787. There may be training offered for downloading and using the app. There was mention of having the silent auction room open only during breaks and the socials so volunteers can attend sessions. Warkentin provided a summary of the youth education programs.
  
- VI. Break – 10:10-10:20 a.m.

- VII. Brainstorm Conference Session Ideas: All – Schlutt explained the process. There are 40 sessions. She would like to have half of the sessions ready by the beginning of October, and the rest finished by Thanksgiving. Registration is released early to mid-December and closes in February so rooms can be assigned for the sessions. In January, PIC and Technical Committee members will be asked to volunteer to moderate sessions and help with other conference activities. Area association coordinators will be asked whether they want to meet on Wednesday afternoon. Those wishing to do so would have rooms provided. Other options for that time slot may be to have an informal general session, begin the social earlier with a meet and greet for newer staff to engage with veteran staff, a conservation trivia contest, a comic, etc. Schlutt said MC(s) are needed for the awards banquet on Thursday evening. The next PIC meeting will be virtual and is scheduled for October 17 at 9:00 a.m.
- VIII. Lunch (pizza and soda provided or bring lunch)
- IX. Brainstorm Conference Session Ideas: All – Session topics and potential speakers were discussed and ranked by PIC members.
- X. Join with Technical Committee to Review Conference Session Ideas – Top session topics from the PIC and Technical Committee were reviewed.
- Ideas for potential keynote presenters should be shared with Schlutt.
- XI. Adjourn: McFarlane/Minks to adjourn. Motion passed by voice vote. Meeting adjourned at 1:45 p.m.

Respectfully submitted,

Patty Benedict  
PIC Secretary