



Wisconsin Land+Water Conservation Association

131 W. Wilson St. Suite #601 · Madison, Wisconsin 53703
 (608) 441-2677 · Fax: (608) 441-2676 · www.wisconsinlandwater.org

Board of Directors Meeting Minutes

Date: Thursday, December 17, 2020	
Start Time: 8:30 a.m.	End Time: 12:30 p.m.
Location:	Virtual meeting, via Zoom; contact Matt Krueger (matt@wisconsinlandwater.org) for access info
<p>WI Land+Water BOD Members: <u>Area 1 (LM)</u>: Ken Dolata (<i>Oconto LCD</i>), Chuck Wagner (<i>Kewaunee LWCC</i>); <u>Area 2 (LW)</u>: Brian Haase (<i>Waupaca LWCD</i>), Mike Hofberger (<i>Calumet LWCC</i>); <u>Area 3 (SE)</u>: Monte Osterman (<i>Racine LCC</i>), Alan Barrows (<i>Waukesha LRD</i>); <u>Area 4 (S)</u>: Amy Piaget (<i>Dane LCD</i>), Melissa Luck (<i>Richland LCC</i>); <u>Area 5 (W)</u>: Bob Micheel (<i>Monroe LCD</i>); Kathy Zeglin (<i>Trempealeau ELUC</i>); <u>Area 6 (WC)</u>: Russell Rindsig (<i>Barron LCC</i>); Chase Cummings (<i>Pepin LCD</i>); <u>Area 7 (NW)</u>: Craig Conroy (<i>Burnett NRC</i>), Ben Dufford (<i>Bayfield LWCD</i>); <u>Area 8 (NC)</u>: Bob Mott (<i>Oneida LWCD</i>); Carolyn Scholl (<i>Vilas LWCD</i>).</p> <p>Non-Voting Advisors: Dan Bahr (<i>WCA</i>), Angela Biggs (<i>NRCS</i>), Chris Clayton (<i>DNR</i>), Lacey Cochart (<i>DATCP</i>), Coreen Fallat (<i>DATCP</i>), Ken Genskow (<i>UW-Madison Division of Extension</i>), Mike Gilbertson (<i>DNR</i>), Beth Mason (<i>NACD</i>), Dan Zerr (<i>UW-Madison Division of Extension</i>)</p> <p>WI Land+Water Staff: Matt Krueger (<i>Executive Director</i>), Kim Warkentin (<i>Operations Manager/Youth Education Director</i>)</p>	<p>In Attendance/Virtually: Ken Dolata, Brian Haase, Mike Hofberger, Monte Osterman, Alan Barrows, Amy Piaget, Melissa Luck, Bob Micheel, Kathy Zeglin, Russell Rindsig, Chase Cummings, Ben Dufford, Bob Mott Chad Rhodes, MaryJo Gingras, Angela Biggs, Chris Clayton, Coreen Fallat, Ken Genskow, Dan Zerr, Matt Krueger, Kim Warkentin</p> <p>Via Conference Phone: Chuck Wagner</p> <p>Absent Board Members: Carolyn Scholl, Craig Conroy</p>
<p>WI Land+Water Mission: To protect, conserve, and enhance Wisconsin's natural resources by advocating for and supporting county conservation efforts, for current and future generations.</p>	
<p>Notes:</p> <ul style="list-style-type: none"> • WI Land+Water meetings are open meetings. Individuals may observe in person or via conference call if desired. Please state your name if using the dial-in option. • Order and time allowed for agenda items may be changed due to pace of meeting or at the discretion of the board. 	
<p>Next Meeting Time: TBD</p>	

All agenda items may be actionable

- 8:30 am Call to Order – Chair Monte Osterman**
- Pledge of allegiance
 - Roll call
 - Adopt agenda Motion- Alan Barrows, Second- Bob Mott-none opposed
 - Approve previous meeting minutes – Oct 15, 2020 -Motion-Russ Rindsig, Second- Amy Piaget none opposed
- 8:35 am President's Report – Bob Micheel**
- Exec. Comm. Performed Matt Krueger's Performance Review, Matt is well respected among his colleagues, partners and staff. A raise of 3% was recommend across the

board for staff and Matt and reflected in the budget. Matt has a lot of plans in place, a lot of accomplishments, strategic plan, annual plan, Climate Change, Gov. came out with the WI Task Force on Climate Change. NASAW -emphases on soil health. The Exec. Committee set their meeting schedule for the 3rd Thursday of the month. Accept and file the Presidents report

8:40 am

Financial Report – Treasurer Alan Barrows, Contract CPA Chad Rhodes

Alan Barrows-a couple of points to highlight- we had a tough year due to COVID, but we had a successful conference and received a good amount of money which helped but the association in good standing during these challenging times. We were able to keep our staff fully employed.

- Overview of engagement with CPA Chad Rhodes
- Moving our accounting system from Cash to Accrual (fiscal cycles with various grants) didn't reflect those commitments-
- Chad-getting a good closeout on 2019 tax returns and 990 filed
- Moving the internal processes- to accrual-based accounting- for tracking grants, and matching revenue with expenses and making journal entries
- Historically done at the end of the year but with accrual we want to give a real time accounting
- Rhodes- everything has gone smoothly and the QB file was in good shape just had to make a few adjustments.

Rhodes provided three reports to review for the board

- **Balance Sheet**
 - Bank accounts-accounts receivables
 - Fixed assets- expenses over the use of their time- expense over a few years
 - Pre-paid expenses- booking expense when the expense occurred- insurance- utilized over the twelve months
 - Liabilities- expense booked and paid in another period
 - Payroll Liabilities-
 - Equity-
- **Budget v. Actual 2020 Report**
 - How we are tracking toward that plan
 - Quick check-in- how we are tracking on the plan
- **Comparable Profit & Loss Report (2019 thru Q3 v 2020 thru Q3)**
 - Show year over year in changes
 - Review changes
 - Net income
 - Balance Sheet Report
 - Alan- appreciates the new reports- increased revenues decreased spending
 - Having Chad on board on how to navigate and get our financial systems in order is very helpful.

- 9:21 am** **2020 WI Land+Water Annual Plan Review – Exec Dir Matt Krueger**
- Year-End Annual Plan Highlights Review
 - Proud of what we’ve accomplished in a challenging year
 - How to turn in person meetings into virtual meeting and adjust during covid times. Had a lot of income come in before covid hit
 - Virtual with County Con meetings, trainings, researching on virtual planning and platforms
 - Accomplishments- operationalized annual work plan check in on it quarterly
 - Chad Rhodes improving financial systems
 - Reviewing Resolutions
 - New website
 - Sitcom reviewing how it functions
 - YE program took the brunt of hits with having to cancel Envirothon/YE Camps
 - Source water program-making good progress -covid hit and any progress with meetings was halted
 - LCC road show- had to be put on the back burner
 - Associate membership program didn’t happen
 - Leg admin-reviewing how we take up positions on certain topics or issues-to be determined

9:45 am **Break**

- 9:55 am** **2021 WI Land+Water Annual Plan Review/Approval and BOD Planning – Krueger, Barrows/Melissa Luck, all**
- Overlap of 2021 plan review and budget**
- Review program areas, all staff engage committee chairs regarding things we want to work on
- Financial systems/Reserve accounts- work on processes
- We want to integrate board members into our annual work plan
- Focus on diversity and equity regarding conservation
- Developing statewide strategies on Climate Change
- Developing and reviewing board initiatives-
- Alan and Melissa-annual review and updates
- Strategic plan- in context of the work plan-
- Don’t want to have individual board members micro manage the staff
- Structure- goals and objectives- review based on the plan- owners and team member
- Melissa- 2021 work plan- reporting on this mid-year- do not want to create more work for the staff- already doing a mid-year review- coordinate an update mid-year to report to BOD. Important to have Owners and leaders- but should leave up to Matt to assign – Matt and staff are the ones who know how to meet objectives-
- Monte- Living document that will change
- Monte will step up on Associate membership
- Respond to Matt on what board members are interested in working on.

- 10:33 am** **2021 WI Land+Water Operating Budget Review/Approval – Barrows, Krueger, all**
- 2021 Draft Budget Highlights

- Exec Committee met Nov. 19 to review and discuss the draft budget. The budget was recommended for approval and moved to the full board for review today
- Highlights-
- See budget highlight document
- DATCP carryover- specific money need to revise- midyear correction
- We proposed Increasing our reserve fund contribution
- We created new lines and eliminated old lines to clean up the budget and track better
- We budgeted conservatively and didn't zero out the budget this year because of covid and too many unknowns
- Alan- review of comparisons- Bob Mott had asked if we could compare previous year to this year. Adding or changing line items
- See document for what is different
- Budget- reduced spending increased revenue a lot of this is based on uncertainty

Reduction In meeting costs for attendance, costs and travel

Increase to spending- outreach programs

Budgeted for reserve and increase is funding for the health of our association

Draft Budget review-Matt

Matt provided an overview and indicated any changes of the budget in the notes section to highlight specific changes to those lines.

See notes section in budget line.

Chad Rhodes felt that we provided a systematic approach to the budget and that it looked good from an accountants' perspective.

Motion-to approve and accept the 2021 budget as presented Chuck Wagner

Second Kathy Zeglin

None opposed

11:50 am Break

11:55 am Executive Director's Report – Krueger

– **Annual Conference**

- Planning is underway working with new Socio platform
- Working on keynote everyday
- Business meeting- more reporting- state of the state
- Figure out roll call votes- suspend the bylaws to allow us to meet virtually
- Resolution process- discussions at the area meetings
- **Action item:** Board to offer their assistance on soliciting on potential sponsors, and silent auction items
- **Action item:** Matt will follow up with Monte, Bob, Amy (and any others who are interested) regarding representing the BOD at the conference

– **County Conservation Sessions wrap-up**

- Summer meeting was much different than Winter CC meeting. Summer meeting had more of a conference feel. The winter meeting was over three different sessions 3 three different days

- First session focused on Tech and Ag standards- DNR and DATCP
 - Last Friday- we had Pat Kreitlow- former State Senator-provide an advocacy pitch- where we engaged in small group roll play to lobby for budget priorities
 - We need to build our grassroots advocacy bench- figure out how to engage LCC's
 - Next meeting (12/18) will focus on partnerships- highlighting those who work with us. Will also have a surprise send-off for Perry
- **Communications updates**
- Mid-January-hope to bring on a new Comms Manager
 - Clean water initiative- press release went out on Tuesday- working with different partners (Dairy Business Assn, Clean Wisconsin, Nature Conservancy) on shared water/agriculture priorities

12:15 pm

Staff Appearance: Kim Warkentin, Operations Manager/Youth Education Director
Overview of Operations and YE programming

Operations- working with Chad Rhodes to improve accounting systems. Move from cash to accrual. A little challenging to update systems when COVID hit had to set up QB for access for Chad and I and our payroll system changed hands so had to adjust to new payroll system. But now in a much better position and working to improve systems. Youth Education was a little challenging we were lucky to get our P&S contest and Conference in before covid hit had to cancel Envirothon and camps due to covid but now working to put together virtual programming with our YE committee for Poster and Speaking, and WI Envirothon and an online silent auction. Still waiting to see what happens with our camps but our committee is thinking outside of the box and adjusting and updating our programs to engage more youth in conservation.

12:25 pm

Advisor Reports

Dan Zerr- Ext- Education and outreach- can't travel, had an all colleague meeting- virtually focusing on diversity and inclusion. Had around 400-500 ext. members attended. Also had session on how to use technology to reach folks. Have hired three new folks, SW, Upper Fox and NW. Have had a hiring freeze and will need to take furloughs. Lost a lot of people.

Chris Clayton-DNR- Reference Clean Water Initiative- appreciated Matt reaching out for a heads up on the initiative- CAFO and run-off- going through a strategic planning process- timeline on targeted performance standard- Draft rule- Public input Feb. 1, public comment process- on economic impact statement first and then looking for comments on rule itself around May.

Angela Biggs-NRCS – In the process of hiring different positions in the field- 17 new positions, also hiring positions at the state office, 1,500 entry level positions across the country. National Conservation Planning Partnership- Virtual conference in April Link to federal register- released info on the non-industrial private forest land- Jan 19 can submit comments online

Coreen Fallat- DATCP-Will be sending out a monthly report. Have had a lot of staff changes. Provided an updated staff chart in the chat. New hires coming soon. Feel free to reach out anytime.

12:30 pm

Announcements – all

Action item: Monte-Will be holding a meeting to work on the financial policy in the new year. Those on the committee are Russ, Chase, Chuck, Alan, Matt, Kim and Monte. Meeting will be 1-2 hours and will provide a draft for review.

12:41pm

2021 BOD Meeting Dates

Proposed schedule

March 18

July 22 (Farm tech days) Maybe look at new date? **Action item: Matt will follow-up**

Oct 21

Dec 9

12:45 pm

Adjourn