



## Wisconsin Land+Water Conservation Association

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# Public Outreach Committee

## Meeting Agenda

|   |                                  |
|---|----------------------------------|
| <b>Date: March 17, 2020</b>   |                                  |
| <b>Start Time: 0900</b>   | <b>End Time: 1030</b>            |
| <b>Location:</b>  | Conference Call Only             |
| <b>Conference Phone:</b>  | (877)826-6967                    |
| <b>Conf ID:</b>   | 9793943                          |
| <b>Committee Members:</b> Paul Backhaus (Washington); Greg Cleereman (Marinette); Kevin L Trushenski (Pepin); Derek Kavanaugh (Green Lake); Danielle Santry (Calumet); Joe Strupp (Jefferson); Ben Wojahn (Vernon); Kate Nelson (Kewaunee); Kelly Nechuta (Sawyer); Justine Bula (Sauk)   | <b>In Attendance:</b>            |
| <u>Non-Voting Advisors:</u> Coreen Fallat (DATCP)   | <b>Absent Committee Members:</b> |
| <b>WI Land+Water Staff:</b> Elliot Meyer  |                                  |
| <b>Notes</b>  |                                  |
| <ul style="list-style-type: none"> <li>• WI Land+Water Meetings are open meetings. Individuals may observe in person or via conference phone if desired.</li> <li>• Order and time allowed for agenda items may be changed due to pace of meeting or at the discretion of the committee chair.</li> <li>• More volunteers are welcome to attend. If interested contact Paul Backhaus Washington County LCD 262-335-4803 <a href="mailto:paul.backhaus@co.washington.wi.us">paul.backhaus@co.washington.wi.us</a></li> </ul> |                                  |
| <b>Next Meeting Time:</b> TBD   |                                  |

**ALL AGENDA ITEMS ARE ACTIONABLE.**

- **Call to order:** 0910
  
- **Roll Call:** Conference call only: Backhaus, Trushenski, Danielle Santry, Kelly Nechuta, Coreen Fallat, Elliot Meyer
  
- **Review of Final Guiding Principles Document:**
  - Make the committee secretary an actual role.
  - Final edits from Matt and Perry were reviewed and discussed.
  
- **Review of other guidance documents:**
  - Social media template: Has not been updated in a while, there may be some things that are obsolete and should be modified. There was discussion about preparing this document for distribution to the counties to help them with their own social media policies. It was discussed that the committee should highlight county social media use to show its full potential.
  - Success story template: There was discussion about the template and potential updates. Most stories come from the “Picture and a Paragraph” submissions, or people contacting Elliot directly enthusiastic about projects.

- **Initial discussion on Bi-annual meeting agenda template:**
  - Paul explained some different components of the meeting and the business that only happens biannually. It will be difficult to have a face-to-face meeting in the near future due to Coronavirus issues. It could be a couple of months before we could
  
- **Initial discussion on Workplan update:** Potential ideas for updates to the workplan include:
  - Press release template: working with local media, how to get other counties to advance their storytelling with local media. Engaging elected officials for the promotion of conservation.
  - Social media template: self-promotion has a lot of potential. How to help people wrap their minds around social media.
  - Power of self-promotion: Bring this discussion to the Association Area meetings and County Conservationist Meetings.
  
- **New Members drive:**
  - Make a push at area meetings
  - If you have a good connection with someone in another county, invite them to join in the call.
  - Look to younger people at the new employee trainings.
  
- **Discussion of Next Meeting:**
  - Would be ideal for it to be a face-to-face meeting to start working on the outreach plan but may be difficult with Coronavirus.
  - Phone call in about 6 weeks. Will discuss the outreach plan.
  
- **Adjourn:** Adjourned at 1033