



Wisconsin Land+Water Conservation Association

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Public Outreach Committee

Meeting Minutes

Date: May 5, 2020	
Start Time: 0100	End Time: 1430
Location:	Conference Call Only
Conference Phone:	(877)826-6967
Conf ID:	9793943
Committee Members: 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)	In Attendance: Absent Committee Members:
Non-Voting Advisors: Coreen Fallat (DATCP)	
WI Land+Water Staff: Elliot Meyer	
Notes	
<ul style="list-style-type: none"> • WI Land+Water Meetings are open meetings. Individuals may observe in person or via conference phone 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. • More volunteers are welcome to attend. If interested contact Paul Backhaus Washington County LCD 262-335-4803 paul.backhaus@co.washington.wi.us 	
Next Meeting Time: TBD	

ALL AGENDA ITEMS ARE ACTIONABLE.

- **Call to order:** 1306
- **Roll Call:** Conference call only: Backhaus, Trushenski, Bula, Nechuta, Meyer
- **Approve Minutes from March 17, 2020:**
 - Motion was made by Kelly Nechuta and seconded by Justine Bula to approve the minutes from March 17, 2020. Motion carried by voice vote with no dissenting votes.
- **Bi-annual meeting agenda template:**
 - Draft agenda for the bi-annual meeting was presented by Paul and discussed.
 - Elliot explained some challenges regarding the timeline of when this meeting would take place due to COVID-19.
 - Looking at having this meeting around August at the earliest at this point.
- **New Members drive follow up:**
 - Reach out to area associations to try and recruit new members.

➤ **Workplan Update:**

- It would be much easier to come up with an effective workplan if the full committee were on the phone.
- Reviewed the running list of ideas developed at the last meeting.
 - Press release template (success stories template) – potentially ready to go.
 - Social Media – help counties have a baseline for a social media presence.
 - Potentially put out a survey to the counties to better understand where the needs are.
- WI Land + Water will be getting a new website. Media will be merged to be included in the main website. There will be potential for this committee's resources to be listed on the new website in a more user-friendly way.

➤ **Discussion of Next Meeting:**

- Paul will try to connect with all the area associations in order to speak with them all regarding having a member join this committee. This will involve existing members as well. Future follow up will be coming.

➤ **Adjourn:** Adjourned at 1358