

Wisconsin Waterfowl Association

Board of Directors Meeting - Saturday, January 24, 2015

Board Members present: Jesse Beske, Randy Helbach, Al Klug, Russ Olson, Joe Porten, Peter Strenn, Bruce Urben, Eric Urben, Ryan Zankl. Excused: John Greene, Joe Gonyo, Rob Monette, Pat Smith. Staff present: Don Kirby, Tom Seibert & Kelcy Boettcher.

Agenda:

- **9:00 am - Opening of Closed Session**
- **9:05 am - Introduction of Board of Directors**
- **9:10 am - Review of 2014 Financial Performance/Current Condition**

Don went over financials and the status of the 2015 calendar raffle which is still being finalized. We have one event left to complete paperwork on, as well as reconcile out in the books, so the financials are still in draft form. We are, however, running at or above budget and will end the year as such although cash flow during our first quarter will still be tight as in most years. Don overviewed corporate sponsorships for the year and other key items from his emailed ED report. Don also went over opportunities for board attendance at various events, especially our Milwaukee Sports Show booth which is taking place during other key events.
- **9:40 - Discussion/Review of 2015 Proposed Operating Budget**

Don discussed the planning process that goes into developing budget numbers. The budget remains in draft form due to the December financials still being finalized and we have not yet budgeted for a 2016 calendar. Discussion was had on the update of the organization's website and how those funds could be leveraged to move forward on that in 2015.
- **10:05 am - 2016 Calendar Update**

The calendar committee has put together a plan for the 2016 calendar, working on increasing the value/marketing strategy of the calendar. The plan is to have calendars printed and distributed by early to mid July. Discussion was also had on creating a new class of membership that could be provided with a calendar purchased, which will be discussed and voted upon at the next board meeting.
- **10:20 am - Channel 10/36 Auction**

The auction runs April 24 - May 2, 2015. If WWA were to donate an item valued at over \$400, the item (and WWA recognition) would also go on the 10/36 website. The auction is televised for approximately twelve hours each day and by donating items for auction, WWA would receive essentially free televised advertising. Al will continue to work towards the items for donation as the board approved involvement in 2014.
- **10:30 am - Discussion of 2015 BOD Meeting/Call Schedule**

Don has put together a proposed schedule for 2015 meetings. Al motioned that we approve the schedule as written. Eric seconded. Motion passed.

Closed session adjourned 11:00 am

Open Session:

- **11:15 am - Opening of Open Session**
- **11:20 am - Introduction of Board Directors & Opening Remarks by President Bruce Urben**
- **11:30 am - Recognition of 2014 High Performance Volunteers**

- All Chapters Achieving Goal - Green Bay, South Shore, Wild Wings Shoot, West Bend
- All Chapters Achieving Super Goal - Northern Wetlands, Twin Rivers, Appleton/Valley, Cedar Creek, Waukesha, West Allis.
- Best Improvement 2014 versus 2013 - Waukesha County - 24.9% improvement
- Best Fundraising Efficiency - State Shoot at Wern Valley - 55% net to gross
- Highest Net Contribution - Green Bay
- Volunteer of the Year - Erich Pitz, Lakeshore Chapter.
- **12:00 -1:00 pm - Break for lunch**
- **1:00 pm - 2014 Review/2015 Preview - WWA Wetlands Restoration Program and Q&A with Peter Ziegler**
Peter presented a map of the history of WWA projects and went over all projects completed in the past year. He has a full project load scheduled for the year with nine projects permitted and ready to go for construction and four others ready for permitting.
- **1:40 pm - Break**
- **1:55 pm - 2015 Event Plan Review - Outreach & Fundraising**
Don went over the planned events for the year. We're excited to have a new, established volunteer group, the Fox River Chapter, planning their first WWA event in Berlin on March 7. We've also planned for a handful of new events and re-establishment of dormant chapter groups. With the recent successes of our shooting events, there is a planned 5-6 event Shoot Sporting Clays Series for this year as well.
- **2:15 pm - Hunter Recruitment Grant Program Review & Update**
The purpose of WWA's successful grant application is to reach out to a targeted audience of women, potentially with school aged children, that would not otherwise be exposed to waterfowling. Our Twin Rivers chapter is spearheading the grant, which will be carried out using existing programs such as Learn to Hunt, Advanced Shooting Skills clinic and group target shooting, providing multiple group opportunities for new hunter interaction and learning.
- **2:35 pm - 2015 Conservation Calendar Campaign Review, 2016 Campaign Changes Proposed**
WWA had another successful calendar sales year, selling approximately 2600+ calendars. We do plan to hold a calendar raffle again in 2015 but will likely make some changes, increase our marketing and plan to have calendars ready in early to mid July.
- **3:10 pm - Abrams Long Term Project Update**
Our Abrams Stewardship grant has been wrapped up, expanding our trail work and other additions. We've applied for an extension on our federal trails grant and over the past few months, the planning and permitting process has begun for accessible trails to expand into the north portion of the property. Enclosed, disabled-accessible deer blinds were also installed and the new trail should allow for new deer blinds and, in the future, hopefully waterfowl blinds as well.
- **3:20 pm - Learn to Hunt Support Document/Shooting Skills Clinic**
One of our goals is to expand our Learn to Hunt program and we can easily help volunteer groups to put together an event if interested. Bruce went over the Wingshooting for Migratory Birds course, which provides the information and skills to decrease the wounding of birds and to

increase hunting ethics. We have certified instructors to put on the classes and if any groups are interested, they should contact Bruce. For the Learn to Hunt program, Bruce has put together a document, which will be posted online shortly, with all of the steps one would need to take to put on a LTH program.

- **3:55 pm - Update for 2015 on Current State Sponsors & Donors**
- **4:05 pm - Q&A**

Meeting Adjourned 4:30 pm