

## **Wisconsin Waterfowl Association**

### **Board of Directors Conference Call - Thursday, November 23, 2014**

Board Members calling in: John Greene, Al Klug, Rob Monette, Russ Olson, Joe Porten, Pat Smith, Bruce Urben, Eric Urben. Excused: Joe Gonyo, Pat Smith. Staff calling in: Don Kirby, Kelcy Boettcher.

#### **Agenda:**

- **7:15 - September & October Financials Update**

Don went over the October reporting, we have just two events still outstanding on reporting and our actuals are starting to even out with our budget. We still have two events, Madison & Lakeshore, coming up next month. Staff met earlier this month to budget 2015 events (emailed) and discussed the ordering for our 2015 sponsor gift. Don went over in detail the process of budgeting for the 2015 events.

- **7:45 pm - Nutro Sponsorship Update**

Nutro, WWA's current highest-level state sponsor, has recently gone through a major reorganization and two of the Nutro representatives that we worked with most closely are no longer employed by the company and another representative has had a significant title change. Most likely this will affect our sponsorship with the company in the future and will be taken into consideration for the 2015 budget.

- **7:55 pm - Review of Endowment Account Program meeting**

Don and Russ recently attended a Greater Green Bay Community Foundation's (GGBCF) event focused on networking within the Foundation. Don was very pleased to report that WWA will be included in the Foundation's upcoming almanac, which is a tool for donors to learn about organizations they can support through GGBCF. Russ stressed that we continue to be involved with GGBCF as much as possible to keep WWA in the front of their minds for donor conversations and planning.

- **8:00 pm - DNR Hunter Recruitment Grant Program**

Don reported that the meeting scheduled for last night was re-scheduled as two of the integral volunteers celebrated the birth of a new grandchild yesterday. The meeting held last month, with 6 volunteers, was very productive and focused on facilities and attendee recruitment. Don stressed record keeping and focus to remain within the terms of the grant. Don feels we are still very well on track with the grant planning and execution.

- **8:05 pm - 2015 Conservation Calendar update**

2200 units of the calendar were distributed on October 30<sup>th</sup>, immediately after calendars were ready to be picked up from the printer. We still have approximately 400 pieces in reserve to re-supply any large sellers. Despite some significant issues with the layout of the printed calendar the raffle aspect is not affected and sales are so far positive. The first sellers incentive drawing is Monday December 1<sup>st</sup>.

- **8:15 pm - Review of Potential State Hunt Replacements**

Due to Department of Gaming rules we will be required to move away from our annual Dream Hunt raffle for 2015. Don reported that the idea of moving to a 4-Wheeler raffle is not looking terribly positive due to the need to have a significant donation for the ATV, another idea is to do a hunt but in a Class A format which staff is currently looking into.

- **8:20 pm - State Meeting plan for 2015**

After our last board discussion we are planning a one-day event for January 24<sup>th</sup>, again at Cabela's in Richfield. Don and Kelcy will start working on the agenda early next month and we will again offer recognition for our volunteer recognition group as well as our 30-year volunteer from the Waukesha group. Additionally, new board members will be presented at this meeting.

- **8:40 pm - DNR Meeting Updates**

Bruce stressed the importance of WWA being a part of the small circle of organizations involved in these regulatory meetings. Don reported on the Wild Rice Advisory meeting he attended on October 14<sup>th</sup>, as well as the part WWA has played in the seeding of wild rice in the northern part of the state. Don also attended the Conservation Roundtable meeting on October 27<sup>th</sup> and the allocation of Pittman Robertson funds on public lands throughout the state. Don also attended the Migratory Team Meeting on November 12<sup>th</sup> and reported that the elimination of the 9am start rule for opening weekend will again be covered at the Spring Hearings.

- **8:45 pm - Budget submissions for consideration**

Don forwarded an email from Lamar Outdoor Advertising who was looking to determine if WWA would be interested in again running the billboard campaign done a few years back. This was historically done in cities where we were looking to start a new chapter, which while not successful in that arena, did provide some good exposure for the organization. However, as these are "vacant" billboards, we cannot target locations and dates very well. The board determined that at this time, unless Lamar would be interested in exchanging specific billboard locations for event sponsorship, we will decline the offer. Don also forwarded an email in regards to a potential sponsorship of Envirothon. As no board members were opposed, Don will reach out to find out the timing of the donation and will look to donate at a level he can proceed with without board vote.

- **9:00 - Open**

Bruce updated that the railings will go on the two disabled deer blinds tomorrow and they will be usable for this deer season. Also, Bruce gave out a reminder that the next board meeting is scheduled for Thursday, December 4 at the Scheels location in Appleton, December 10<sup>th</sup> is our Madison banquet and December 11<sup>th</sup> is our final banquet of the year in Manitowoc.

- **9:05 pm - Adjourn**