

**Wisconsin Waterfowl Association  
Board of Directors Meeting – Monday, April 24, 2017**

Board Members present: Bruce Urben, John Regan, Randy Helbach, Chris Ferch, Al Klug, Peter Strenn, Joe Gonyo, Patrice Eyers and Rob Monette.

Also present: Don Kirby and Kelcy Boettcher

**Agenda:**

**Meeting opened at 6:30 pm by Bruce Urben, President**

**Financials update & ED report:**

- Good cash position at the end of March; within budget
- Don offered a detailed sponsors update

**Update: WWA Decoy Carving Competition & Exhibition project:**

- Updated UWSP coordinators on WWA progress
- Press release due out on/or about May 1<sup>st</sup>.
- Won't be able to set up until Friday morning...event starts at 9:30 am!
- UWSP planning for thousands of attendees
- Need volunteers! Commit now!
- UWSP Art Department very excited!
- Please contact your local carving clubs
- Make hotel reservation soon!

**WI Wingshooting Program**

- Peter Strenn working on an 8/6/17 program at J&H in Shiocton
- Volunteers always welcome!
- Patrice Eyers is a great resource for WWA to host programs
  - Patrice has instructor shirts and vests if we need them

**Conservation Calendar update**

- Calendar development a little behind, but we are catching up; currently populating prizes in calendar
- 2019 calendar will have photos from the decoy carving contest

### **Beaver Dam property update**

- Out-of-state property owners will be in town end of May or early June for a discussion about property

### **WDNR “Duck School” – October 13th, 2017**

- One-day event in Goose Island City Park, south of La Crosse
- Many changes to the waterfowl rules; expect large class
- Volunteers needed. Please let Don know within the next 10 days if you can help out

### **Promotional experiments: Facebook advertising**

- Fairly inexpensive to advertise via Facebook
- Drawback is you cannot promote fire-arms
- A bit of a learning process, but another tool in the advertising tool box

### **Introduction for future visit topic, with senior WDNR leadership**

- Eric Lobner, new Director of the Wildlife Management program, will meet with the BoD at the June board meeting
- He is looking for feedback on the following questions:
  - When looking back at wildlife management, the program and the activity, what do you identify as the top three successes and why?
  - When you think about the future of wildlife conservation here in the state, what concerns you the most?
  - What are the top three actions that you would like to see the WDNR Wildlife Management program do differently and what three do you feel we need maintain?
  - What are the top three items that you feel if we don't change, we cannot be successful?

Agenda ended at 7:45 pm