

Wisconsin Waterfowl Association
Board of Directors Zoom Call – Monday, November 16, 2020

Board Members present: Ian Bartelmez, Mike Depies, Andy Ducato, George Ermert, Jim Freck, Dennis Nelson, Patrick Smith, Bruce Urben. Excused: Russ Olson, Randy Helbach. Absent: Joe Gonyo, Todd Schultz

Also present: Bruce Ross and Kelcy Boettcher

Agenda:

- **6:45 pm – Financial Update**
Bruce gave an overview of the October financials which show a positive trend mainly due to reduced expenses, Class A raffles, our PPP loan, and the successfully re-scheduled and regularly scheduled events held in fall. We are counting on calendar sales to meet budget yet. Discussion was had on state hunt, calendars and virtual events moving forward.
- **7:00 pm – Executive Director Updates**
Bruce Ross went over his ED report sent out earlier. As of today, both the Christmas Bash and the Lakeshore banquet are moving forward as planned.
- **7:20 pm – Committee Updates**
 - Dennis Nelson reported the Education Committee met, the committee would like to have an additional members including three to four representatives from the chapters. Looking forward to 2021 the committee hopes to get monthly articles into the newsletter and researching available DNR grants for the program.
 - George Ermert reported that the social media committee now has approximately 3,200 followers on Facebook and 3094 likes.
- **7:30 pm – WWA 2019 Tax Forms**
Bruce Ross presented WWA's 2019 tax form which has been reviewed and signed by Russ Olson and Bruce Urben and filed today. As a reminder we are not performing a compilation for tax year 2019. Year over year comparisons show a "slow leak" on WWA's fundraising income which reinforces our need to focus on fundraising options beyond events.
- **7:45 pm – State Meeting Update**
Last month it was determined that WWA would move forward in a different direction for our annual meeting of our Board of Directors, focusing more on the in-person meeting of the board and recognition of our volunteer's efforts. A meeting of the board would begin at 1pm on January 30, 2021 in a centralized location which would include work and action planning committee by committee. We would then move into an informal dinner program, inviting our volunteers and potentially Hall of Fame inductees.
- **7:50 pm – HOF Update & Volunteer of the Year Update**
The Hall of Fame nomination period has been extended to December 4th and to date we've had three submissions. Volunteer of the Year has historically been determined by staff and the board agreed that is the best way to move forward but Bruce Ross reiterated he is open for suggestions.
- **7:55 pm – Director Expectations**
Bruce Ross would like to run a monthly "Meet your Board" column introducing our Board in our monthly newsletter. All board members will be asked to review their commitment to the board at the start of 2021.
- **8:05 pm – WWF Directors Assignments**

As a member of Wisconsin Wildlife Federation, WWA receives three delegates. Bruce Urban, Bruce Ross and Randy Helbach.

- **Newsletter Advertising Initiative**

George Ermert reached out to California Waterfowl Association to investigate their program for communication and marketing. CWA has an email list of approximately 30,000 people and they sell advertising in their monthly newsletters. As a way to increase revenue, WWA will look into finding advertisers for our newsletters in a similar format. Bruce Ross is working on a media kit to put out.

- **2021 State Raffle(s)**

Last month the board determined we should continue with a 2021 UTV raffle and we are researching potential vendors. Now that Rob Monette is a staff member, we may need a board member to help him with putting together a 2022 calendar.

- **EXPO Update**

Bruce Ross included in the ED report the current plans for the EXPO, there is a Facebook page for the EXPO and board members are encourage to submit short 20-second videos to promote the event that will be posted.

Meeting adjourned at 8:30 pm