

Wisconsin Waterfowl Association
Board of Directors Virtual Meeting – Monday, February 25, 2021

Board Members in virtual attendance: Ian Bartelmez, Mike Depies, Andy Ducato, Dave Elwing, George Ermert, Dennis Fleischer Jim Freck, Joe Gonyo, Todd Schaller, Pat Smith, Bruce Urben. Excused: Russ Olson.

Also virtually present: Bruce Ross and Kelcy Boettcher

Agenda:

- **6:33 PM – Meeting Convened**

- **6:35 PM – 2021 Meeting Schedules (*Note: BoD dates are corrected from those discussed*)**

The BoD agreed to meet monthly at 6:30 PM on the 3d Wednesday of each month during 2021. BoD meetings will be: 3/17, 4/21, 5/19, 6/16, 7/21, 8/18, 9/15, 10/20, 11/17, and 12/15.

The Executive Committee will meet the 3d Monday of every other month at 1:000 PM. Executive Committee meetings will be: 3/15, 5/17, 7/19, 9/20, and 11/15.

Committee Meetings will be left to individual committees. Committees will report progress at each BoD meeting.

Face-to-Face BoD Discussion: BoD members discussed conducting at least one more Face-to-Face (F2F) meeting in 2020. Ian Bartelmez suggested the F2F be conducted prior to the State Shoot on Saturday August 21st. The Board agreed that a F2F was a good idea. Specifics will be confirmed by late June.

- **6:49 PM – Financial Report**

Bruce Ross presented the monthly financial update. Report highlights included: Receipt of the 2021 Payroll Protection Program (PPP) grant (\$25K) confirmed, notice that Rhinelander's 1st Quarter (Q1) event was canceled, and Appleton's Q1 event (\$13-15K) is postponed until June (Q3). Green Bay's Q1 banquet remains on schedule (\$40K).

WWA qualified for the 2021 PPP Grant because a comparison of 2019 vs 2020 Q1 reflected a 40% drop in revenue (PPP criteria is a 25% drop). Based upon receiving the 2021 PPP grant and the requirement that the funds be used to protect employee salaries, Pat Smith motioned that the Executive Director's and Tom Seibert's (RD's) salaries be restored to their previous full-time levels for an 8-week period IAW PPP requirements. Ian Bartelmez seconded. Motion passed unanimously. (Salaries for the other RD and the Director of Administration were previously restored and are not affected by this decision.)

- **7:02 PM – Executive Director's Update**

Bruce Ross reported that the Draft 2020 Annual Report was out for BoD review and addressed the benefits of having the report be approved (#1: Collects WWA's history; #2: Provides transparency/accountability when pursuing investors, philanthropists, new members/BoD members, and to inform existing members how funds are handled; and #3: Helps WWA receive a Better Business Bureau rating). A significant discussion regarding the report ensued, after

which Bruce Urben asked for a Motion to Approve. George Ermert explained that while he changes prior to the document going final. Based upon the discussion, George Ermert motioned the Annual Report with editorial changes be approved. Mike Depies seconded the motion. Motion passed unanimously.

- **7:15 PM – Committee Discussion**

BoD reviewed Committee membership and Committee Chairmanship. Committee Chairmen were directed to reach-out to their members within the next two weeks to initiate/reinvigorate membership and to begin work on each committee's 2021 Activity Plans. Committees will present brief monthly progress updates during future BoD meetings. 2021 Activity Plans will be presented during the April BoD meeting.

Committee Membership is as follows:

Habitat Committee: Jim Freck – Chairman, Mike Depies, Cliff Wendorf*, Brain Miller*, Ryan Disterhoft*, Pter Ziegler*, Russ Olson (Ad hoc member), and Bruce Ross.

Education Committee: Andy Ducato – Chairman, Bruce Urben, Todd Schaller, Jonathan Braun*, Bruce Ross, and Kelcy Boettcher.

Policy/Advocay Committee: Bruce Urben – Chairman, George Ermert, Kim Shady*, Dale Schultz*, Peter Ziegler, Bruce Ross, and Todd Schaller (Ad hoc member)

Development Committee: Dave Elwing – Chairman, Pat Smith, Russ Olson, Joe Gonyo, Marty Young*, Bruce Ross, Tom Siebert, and Rob Monette

Communications/Membership Committee: George Ermert – Chairman, Ian Bartelmez, Kevin Banaczek*, Don Kirby, Bruce Ross, and Kelcy Boettcher

(* denotes non-BoD/State Staff status)

- **7:33 PM – Chapter Retention of Funds Discussion**

This topic came about through resignation of two 2020 BoD members and their previously unvoiced comments that WWA Chapters should be allowed to retain a portion of funds raised during their events for use at the local level. Pat Smith opened the discussion with a statement that many chapters voiced similar concerns throughout his tenure with WWA. An in-depth discussion followed. The majority of the BoD seemed to concur with the initiative so long as checks and balances were established as operating guidelines, and so long as WWA's state-wide goals/mission was able to be achieved. The Development Committee will take the matter for action. Bruce Urben, Bruce Ross, Pat Smith, and Dennis Fleischer asked to be discussion members.

A side-bar discussion arose regarding chapters having sufficient on-hand funds to purchase firearms (or other high dollar items) for events. Some chapters ask chapter members to front the cost of the item and having on-hand funds could eliminate that need. Dave Elwing suggested that rather than have chapter members pay out-of-pocket, that state-level WWA funding could be provided as an event cash advance. Bruce Urben confirmed that the mechanism to provide event cash advances already exists and that chapters needed to be reminded of this option rather than to constantly rely on the generosity of their members.

- **7:58 PM – Corporate Sponsors**

WWA continues to seek new sponsors to increase revenue flow. BoD members are each requested to provide 1 or 2 potential leads during the new BoD meeting. Bruce Ross is available for further discussion. BoD members can reach out to sponsors on their own, with Bruce Ross, or simply present the suggestions to Bruce Ross and he will initiate contact. Thanks to Mike Depies for identifying ATI; ATI committed to a check for \$1,500.

The next board meeting will be February 15th from 6:30 pm until 8:00 pm via Zoom.

- **8:03 PM – 2022 Calendar Raffle**

More 2020 calendars were sold than ever before. The Calendar Raffle is WWA's single largest revenue stream. Mike Depies volunteered to help Rob Monette organize the 2022 Calendar Raffle with the intent to assume the lead as the 2023 Calendar Raffle organizer.

- **8:10 PM – President's Recap**

Bruce Urben did a recap of tonight's agenda and action items.

- **8:15 PM – Last Call**

A question was raised about the status of Waterfowl Expo matching funds/sponsorships from Delta Waterfowl and Ducks Unlimited. Bruce Ross touched upon the Expo's progress and agreed to place an Expo Status Update as an early agenda item for March's BoD meeting. Dennis Fleischer asked the BoD members what each saw as WWA's biggest challenge. REspoines included: "Viewpoints of older generation vs. younger generation about duck hunting;" "How to maintain fiscal solvency in the current environment (F2F vs online);" "Sustainable revenue stream and education in this environment;" "Marketing WWA to achieve a sustainable cash flow and membership;" and "Revenue streams followed by membership."

- **8:21 PM – Meeting Adjourned**

The next board meeting will be Wednesday March 17th from 6:30 pm until 8:00 pm via Zoom.