Board Members in virtual attendance: Ian Bartelmez, Mike Depies, Dave Elwing, George Ermert, Jim Freck, Todd Schaller, and Bruce Urben.

Unable to Attend: Dennis Fleischer, Joe Gonyo, Russ Olson, and Pat Smith

Also virtually present: Kelcy Boettcher and Bruce Ross

**Agenda:**

* **6:33 PM – Meeting Convened**
* **6:34 PM – Financials Update**

BoD members previously reviewed the financials delivered via email. Board members had no questions. Bruce Ross highlighted to the BoD, that for the first time in (10) or (12) years WWA’s invoices to HRP are completely paid off. Bruce Ross will work with Kelcy Boettcher to “tune-up” WWA’s grant payment procedures to ensure HRP receives reimbursement for services in a more timely manner in the future. Further, Bruce Ross informed the BoD that HRP’s current retainer is $1,800 per month plus reimbursable grant hours and costs; prior to COVID it was a $3,900 per month flat rate plus reimbursable grant expenses outside of HRP time. At the Board’s request, Bruce Ross will present the BoD with a proposal to bring HRP’s retainer closer to, if not at, $3,900 per month flat rate plus additional grant expenses (permits, materials, etc.), again. George Ermert took the opportunity to remind the BoD that WWA needs funding streams which do not rely on in-person events and Class A raffle sales.

* **7:00 PM – Executive Director’s Report**Bruce Ross delivered, and the BoD accepted, the Executive Director’s Report**.** Bruce Ross highlighted that the ATV Class A raffle has approximately $3000 to go to break even and is thus at risk of a negative net. He also addressed University of Wisconsin Stevens Point’s request for non-fiscal support of expanding Dr. Sarah Orlofske’s avian parasite in waterfowl study should UWSP receive a grant for those purposes. WWA’s role in the study will be to communicate the study’s purpose and to solicit hunter support through specimen donations.
* **7:05 – Planned Giving Discussion**

Bruce Ross informed the BoD that the purpose of tonight’s discussion would be to vote on the $5,999 expenditure to contract PlannedGiving.com to provide their “Planned Giving-in-a-Box” services. Russ Olson, Bruce Ross & Kelcy Boettcher were identified as key personnel (other volunteers are welcome) to push the long-term investment strategy forward in the event the BoD supports the initiative. While the BoD is in full agreement that funding streams other than in-person events and Class A raffles are needed, the BoD reserved its vote and expenditure of the necessary funding until the Development Committee brings forth a written Donor Engagement Plan which identifies specific donors and methods of engagement (initial contact, follow-ups, tracking, etc.). Dave Elwing committed to bringing an engagement plan to the BoD for vote in August. The engagement plan will be further enhanced once Planned Giving’s consultants can be brought under contract and their resources utilized to further market the opportunity.

**6:47 PM – Class A Discussion**Based upon discussions during June’s BoD’s meeting, Bruce Ross & George Ermert contacted Zachary Bemis of the legal team with Godfrey & Kahn to conduct an initial legal review of WWA’s online Class A raffle practices. Minutes from the 19 July Executive Board were distributed to the BoD prior to this evening’s meeting to provide a preamble to our discussion and to conserve BoD members’ time. Options presented to the BoD for decision were: 1) Do not engage further legal support and “clean-up” our online Class A Raffle standard operating procedures (SOP) internally; 2) Contract Godfrey & Kahn to review our SOP and provide informal (emails and other communications) insights, recommendations, and guidance to reduce (ideally prevent) negative impact to WWA’s resources in the event Department of Administration (DoA) takes action; 3) Contract Godfrey & Kahn to perform a more in-depth review and provide formal finding relative to WWA’s compliance with Wisconsin’s online gaming laws. Anticipated costs associated with each option are: Option #1 (Do nothing): $0.00; Option #2 (Informal review): $3,000 - $5,000; Option #3 (Formal Review): $7,000 - $10, 000. A motion to adopt Option #2 was brought forward by Dave Elwing and seconded by Ian Bartelmez. The BoD unanimously adopted Option #2 and approved expenditure of the necessary funds. Bruce Ross will contact Godfrey & Kahn to initiate the review. He will periodically update the BoD on their progress, findings, and recommendations.

* **7:40 PM – EXPO Update**

Bruce Ross informed the Board that EXPO planning continues to go well. With roughly (40) days to go prior to the event, the focus is on selling the less than (20) remaining booths and addressing last-minute details and expenditures. Todd Schaller reported that support from EXPO partners (DU, Delta, Wisconsin Wildlife Federation, Green Bay Duck Hunters, and WWA) is lighter than desired and George Ermert reported concerns relative to the BoD’s and WWA staff’s availability to man both WWA booths, as well as manage larger EXPO responsibilities (logistics, calling contest, “shell answer man” etc.). George will individually contact each BoD member to align booth support. WWA will man (2) booths – one inside & one outside, at which we will sell tickets for three Class A raffles (ATV, fishing trip, and shotgun). Booth priorities are: 1) Sell raffle tickets; 2) Sell memberships; 3) Inform attendees of WWA’s activities and “how” those activities benefit them as Wisconsin waterfowlers. George requested that BoD members provide booth handout/merchandizing recommendations to him ASAP. (As an aside, Bruce Ross has EXPO Event Staff polos and will distribute them during the Fox Valley outing, and state shoot. Remaining BoD members will receive their shirt at the EXPO).

* **7: 34 PM – Committee Updates**

***Membership Committee*** (George Ermert presented): The June/July membership drive yielded less success than desired. It delivered $1,800 (43) of the desired (500) memberships, which included (16) new members and (4) recurring memberships. (17) memberships were credited as responses to Kelcy Boettcher’s mailing campaign to lapsed memberships while (25) memberships and (1) donation were credited to online renewals. Advertising on Facebook was problematic as FB labeled WWA as a gun advocate and therefore suspended our advertisements.

***Development Committee*** (Dave Elwing presented): The 6 August Wausau area “Pint Night,” like the membership drive, progresses less favorably than desired. The membership survey ended on 15 July; (809) people started the survey, but only (248) completed it. Initial results will be presented during the August BoD meeting. The initial Chapter-assistance Monthly Zoom session kicked off during July as an All-hands open forum “Meet the President & Executive Director” session. Beyond BoD members only (2) people participated; (1) of those was on an iPhone and was unable to speak. That said, the discussions held with the person that Zoomed in were great, may lead to another new WWA membership, and potentially yield an avenue to re-start an Oshkosh-based chapter. While our focus remains on chapter-assistance Zoom sessions, (1) Zoom per quarter will be reserved as an open forum session to continue to inform members and the public of what WWA is doing.

***Habitat Committee*** (Jim Freck presented): The Executive Director’s Report does a great job of addressing the Habit Committee’s ongoing activities. Discussions regarding WWA’s participation in Mitigation Banks will be guided by habitat committee members, but decisioning on WWA’s involvement will be through Executive Board and the BoD.

***Education Committee*** (Bruce Urben presented): The Education Committee consists of (9) members, (2) of which are new. Education efforts will focus on individuals wanting to become waterfowlers and upon current waterfowlers. Educating non-hunters, while a good thing, requires too much resource expenditure for the anticipated return on investment at this point in time. Supporting mentored hunts also remains a top Education Committee priority. Based upon feedback, Dr. Sarah Orlofske’s avian parasite study is dependent upon receipt of a National Science Foundation grant. If received, WWA’s participation will involve the 2022-2023 waterfowl season (the grant will not be awarded prior to January 2022). Dr. Robert Jadin, Curator of UWSP’s museum, plans to revamp displays in the museum to either permanently, or at a minimum, through rotating exhibits, highlight WWA’s habitat, education, and legislative involvement within Wisconsin.

***Policy/Advocacy Committee*** (Bruce Ross presented): The duck stamp increase was lauded for its success. WWA thank you letters will be sent to Governor Evers and the Joint Finance Committee (JFC). Todd Schaller’s series of sandhill crane educational articles will, at a minimum, include (5) articles; (3) are published to date and have appeared in our monthly newsletters. Bruce Ross initiated discussions with a start-up organization called Green Fire (mostly retired DNR biologists) regarding science-backed aspects of the SHC hunt possibility. George Ermert emphasized having a science-based approach generally carries credibility to legislative arguments, thus increasing our chances for future successes.

* **8:13 PM – In-Person BoD Meeting**

Earlier in the year Ian Bartelmez suggested an in-person BoD meeting following the state shoot. While timing being a week prior to the EXPO would be good for last minute coordination, a BoD quorum on that date is not feasible. Bruce Ross, Todd Schaller, and Dave Elwing will propose a location and date for an in-person BoD meeting.

* **8:21 PM – 2022 Annual Meeting**

Mike Depies, Bruce Ross, the WWA staff and Dave Elwing will solicit suggestions and present 2022 Annual Meeting location and date options to the BoD.

* **8:23 PM – Hall of Fame**

Bruce Ross confirmed that John Regan is not interested in running the 2022 Hall of Fame nomination process. Nominations are solicited between 15 October and 15 November. Volunteers are being sought to continue the Hall of Fame selection process.

* **8:24 PM – President’s Recap/Action Items**

Bruce Urben did a recap of tonight’s agenda and action items. Action items/decisions include:

1. Bruce Ross will present a HRP Retainer Plan to the BoD.
2. Development Committee will present a formalized Planned Giving Engagement Plan to the BoD during August’s BoD meeting to secure funding for the Panned Giving-in-a-Box initiative.
3. The BoD unanimously accepted online Class A raffle Option #2: Contract Godfrey & Kahn to review our SOP and provide informal (emails and other communications) insights, recommendations, and guidance to reduce (ideally prevent) negative impact to WWA’s resources in the event Department of Administration (DoA) acts against us.
4. Regarding the EXPO, Todd Schaller and George Ermert are to continue efforts to get volunteer commitments. BoD members are to send WWA booth handout recommendations to George Ermert ASAP to facilitate review and printing.
5. Bruce Ross, Todd Schaller, and Dave Elwing will propose a location and date for an in-person BoD meeting.
6. Mike Depies, Bruce Ross, the WWA staff and Dave Elwing will solicit suggestions and present 2022 Annual Meeting location and date options to the BoD.

* **8:30 PM – Meeting Adjourned**

The next board meeting will be Wednesday 18 August from 6:30 PM to 8:30 PM via Zoom.