

Wisconsin Waterfowl Association
Board of Directors Meeting – Wednesday, October 20, 2021

Board Members present: Mike Depies, Dennis Fleischer, Jim Freck, Joe Gonyo, Russ Olson, Todd Schaller, Pat Smith, Bruce Urben. Excused: Ian Bartelmez & George Ermert.

Also present: Bruce Ross and Kelcy Boettcher

Agenda:

- **6:30 pm – Financials**

Bruce Ross gave an overview of the September financials, we remain in a strong financial position, but will have a few months upcoming with a negative cash flow with no events occurring. We expect the PPP loan to be forgiven next month. We have purchased the Planned Giving in a Box, not budgeted, which will show on our October financials. Additionally, we are working through an insurance audit in regards to worker's comp and HRP which will require WWA to pay some amount to cover liability for HRP that was not anticipated.

- **6:45 pm – ED Report**

Bruce Ross went over the ED report that was emailed out to the Board. He has applied for a Mountain Dew grant for the trail enhancement at Abrams. The Sandhill Crane hunt bill was in the Senate yesterday and Bruce discussed the background of the bill's introduction, how it has gotten to this point and how WWA could be perceived with our participation. We have purchased an annual license to use the BBB logo and, as mentioned above, have purchased the Planned Giving in a Box and over the next few months we will roll out the website and expect to have it set for end of year giving. Discussed the phenomena of HunterNation and how the political overlay they bring to sporting issues will need to be watched carefully.

- **6:55 pm – Annual Meeting Date**

Bruce Urben asked that the board come to an agreement on the date and location of the annual meeting, usually held the third Saturday in January. Rob Monette has been looking into a few locations and Bruce Ross suggested February 5, 2022 as that is now the "off" week for the NFL prior to Superbowl weekend. The board agreed on that date and Bruce will move forward with locations but would like board input for what the annual meeting agenda should focus on. Feedback was an agenda similar to last year, including chapter recognition, Hall of Fame inductions, Sandhill Crane hunt information or a similar on-topic presentation, and an in-person board meeting prior to the state meeting.

- **7:05 pm – Committee Reports**

- **Habitat:** Jim Freck reported that with the drought this year there is no wild rice. There had been six projects set but we are only able to procure rice for one, Collins Marsh in Manitowoc. If anyone knows of a wild rice source, please let the committee know. In the latest Duck Stamp cycle WWA received an additional \$10,000 to become the DNR's wild rice distribution organization, serving as the "middle man" between the DNR and GLIFWC and projects.
- **Education:** Bruce Urben reported that the committee met last week and discussed the R3 grant application that has been submitted, a response is not anticipated until mid 2022. The Learn to Hunt process was discussed. The Green Bay chapter held their LTH last weekend with a low attendance of only 6 students (normally closer to 12), but all

students were able to harvest at least one duck and the event was very well received. Plans for education articles, parasite newsletters and a continuing series on the waterfowl management plan accomplishments were discussed along with the role of the education committee at the EXPO. Hunt for Food contacts will be made with a potential for partnership on newsletter articles. The committee will focus on monthly articles for 2022

- **Development:** Bruce Ross said the committee is focusing on growing chapters around the state. Wausau is still a work in progress and will need some help moving forward to a small Bash or shoot in 2022. Baraboo River is working on another opportunity at the local gun club to find new volunteers for the chapter. The next topic for the chapter discussion series will be on the retention of funds at the chapter level, which will then be brought back to the board to consider how we incentivize members by allowing them to keep some funds for projects at the local level.
- **Membership:** We are continuing to see a steady trickle of new memberships coming into the organization, most coming from Facebook. George is working on a software tool that will allow us to track when someone goes from FB to our website and what they are doing on our site when they go there.

- **7:20 pm – State Raffle**

This was our third year in doing an ATV or UTV raffle. This year we fell short of our budget in the ATV raffle. Jim Freck stressed that inventory of UTVs and ATVs are very low. The board concurs that we should do a statewide UTV, or ATV if a UTV cannot be found, raffle for 2022.

- **7:25 pm – Hall of Fame**

Bruce Urben reported that the 6th Annual Class of the Hall of Fame opened for nominations on October 15th and will stay open until November 15th. Two nominations have been received to date and he encouraged board members to nominate anyone they see fit. Chair Pat Smith reported that the committee will meet the week prior to November 15th and the week after the 15th to discuss the nominations. Discussion was had on honoring the inductees at both the annual meeting and a local event if they have ties to one as was done this year and whether those 5th Annual Class inductees, or even all prior inductees, should be invited to the 2022 annual meeting.

- **7:30 pm – Calendar Ads**

The 2023 Calendar is in the planning stages and we are looking to find businesses that would like to purchase ads for the calendar. If any directors have contacts that may be interested, please contact Rob Monette.

- **7:40 pm – New Business**

Bruce Ross mentioned that the Policy Committee has discussed a Legislator of the Year program and will produce a guidance document for board consideration.

Meeting adjourned 7:45 pm