

**IPAW Board Meeting Minutes**  
**3:00 to 5:00 pm**  
**Monday, February 24, 2014**  
**DNR Headquarters, 101 S Webster Street, GEF II, Room 408, Madison WI**

**Board Members present:** Tom Boos, Greg Bunker, Willis Brown, Patricia Trochlell and Christa Wollenzien

**Board Members present by telephone:** Mic Armstrong, Greg Cleereman, Jeremy Chiamulera, Jerry Doll, Mark Feider, and Diane Schauer

**Also present:** Michele Jasik

**Absent:** Jamie Nuthals, Brian Pillsbury and Rolf Uttegaard

**Administration**

1. **Roll call**
2. **Approval of agenda** – Brown moved to approve the agenda of the Board of Directors Meeting for February 24, 2014. Trochlell seconded the motion. The motion was approved.
3. **Approval of minutes** – Doll moved to approve the Minutes of December 10, 2013 and Brown seconded the motion. The motion was approved.
4. **Treasurer's report** – Brown reported that there has been \$4,475.00 in expenses for the upcoming UMISC conference, which has left a total of \$9,846.82 in the conference account. He also reported that with some memberships and donations coming in and after paying Scott Huelsman, giving \$100 to the National Association of Exotic Pest Plant Council (NAEPPC) and other expenses, the ending balance in the IPAW account is \$25,287.30. Trochlell moved to approve the treasurer's report and Wollenzien seconded the motion. The motion was passed.

**Old Business**

5. **Review of Action Items from October Board Meeting**

If not here, it means the action has been completed since the December meeting minutes.

- Kearns** is out for a month but is going to write up the history of IPAW for the website and perhaps a newsletter.
- Chiamulera** is going to write an article regarding invasive species from a forestry perspective for the May newsletter.
- Nuthals** is going to write an article regarding utility BMPs for the May newsletter.

6. **Program Assistant – recent progress** – Jasik stated that the Wisconsin Energy Foundation (We Energies) grant to possibly pay for our new website was submitted on January 31, 2014. She has not heard anything as of yet, however, the awarding of the grant may take up to 90 days. Therefore, the latest we should hear about the grant would be May 2, 2014.

Jasik stated that she is continuing to work on transferring over the old website and that she would like to get as much done as possible before March 16<sup>th</sup>, because the old host will no longer be in existence and that means it will be more difficult to retrieve any items that we may have wanted from the old site.

Jasik said that she had volunteered at both the Garden Expo and the Pheasant Fest and Quail Classic. In addition to that we created and purchased a new IPAW banner and other displays (with our new logo) for these conferences. A donation box was also created for the Garden Expo. Boos stated that \$16 was taken in from that donation box. One two-year membership was taken in and a t-shirt was given to this new member. Boos stated that everyone seems to think that if it's green, it's good. He would like to have two large photos for our exhibit of "would you like this" or "this" for a forest - One photo with lots of invasives and the other without. Trochlell said that the photo should have a buck to attract hunter's attention. Jasik suggested having a photo contest on Facebook. Schauer added that the majority of the people at Pheasant Fest covered a lot of territory. They travelled from state to state with their equipment carrying invasives throughout on a regular basis. She is hoping that we can have a booth at the 2015 Ducks Unlimited conference with wetland invasive species.

In mid-December, Jasik sent out a plea to members asking them to think of IPAW in their gift giving and from that we received approximately \$400.

7. **Newsletter** – Boos stated that the next newsletter will be going out in May and the deadline to have articles in by is April 20th. Boos stated that there will be a big push for Invasive Species Awareness Month (ISAM) in the next couple of weeks and we may want to start thinking about species specific related items for the May newsletter.
- Brown** is going to write up an article regarding invasive species control from a contractor's perspective.
  - Bunker** is going to write up an article regarding food plots for deer and invasive species.
  - Boos** is going to write articles on wetland and terrestrial best management practices.

#### **New Business**

8. **Website Revision Update** – Boos stated that every page of the website needs to be reviewed by one or two people. He said that we will be sending out a listing of what is on the website and when someone has reviewed it, to let Jasik or Boos know and we will keep track of what still needs to be done. Periodically, we will email the list to all of the Board members so all are updated.
9. **Comp Members** – Boos stated that the council on invasive species and the council on forestry have always had a free membership. There are others who have received free memberships for other reasons, for example as a thank you for helping IPAW out. He stated that these have always been difficult to keep up. Jasik stated that since she has been working for IPAW, she has not automatically renewed their memberships. If their membership expires, she writes to them, as anyone else, asking them to renew their membership. It was decided that these comp memberships should be removed.
10. **Committees – Restructuring?** – This item is hold until committees are determined.
11. **Strategic Planning – Making it Happen**  
Discussion was held on the following topics: membership increase/retention, field days, legislative outreach, and coordination and facilitation of CWMA's.

#### **SEE STRATEGIC PLAN NOTES FOR PREVIOUS INFORMATION**

**CWMA Coordination** - Boos stated that CWMA's will now be called Cooperative Invasive Species Management Areas (CISMA's) to distinguish that they are for invasive species management. Kearns is on vacation, but when she returns, he will get on her to work on setting up conference calls with CISMA representatives to see what they want, especially because there are new CISMA's forming.

- Kearns** set up conference calls with CISMA representatives.

**Memberships** – Wollenzien stated that the membership committee has met and we came up with a draft plan of action for membership recruitment and retention. Because the committee consists of volunteers and without taking up all of Jasik's time, we would like the board's input as to how to prioritize the strategies that we came up with or and help determine what can be done within a year's time. After discussion, it was determined that Strategies C (establishing a regular membership communications schedule), D (compose and distribute value of membership communications to current members) and E (conduct a member satisfaction surveys) were doable in the first year and that the rest will fall into place. Boos stated that there will be a discount to IPAW members at the UMISC conference. Boos said that Renz would help with the survey and Fieder said that he would help with the survey questions.

- Boos** will send what we have to offer our members information to the Membership committee.
- Wollenzien** will write up the membership plan based on what was discussed.

**Field Days** - Boos spoke with Renz and Pillsbury and they are thinking about the possibility of having two field days this year. One would have a fire component and the other one would have a grazing component. The locations are yet to be determined. In 2015 the topic would revert back to herbicides.

**Legislative Outreach** - Since Legislator Days has already taken place on February 11<sup>th</sup>; we will have to plan for next year. Boos has attempted to speak with Fred Clark from Baraboo to ask how best to reach our legislators, however, the legislatures are in session and he was told that Clark will get back to him when session is over.

- Boos** will continue to check with Fred Clark.
- Schauer** also has tried to reach Al Ott and he is also in session and too busy for calls at this time. She will keep trying.

**12. UMISC – October 20-22, 2014** Boos said that the conference was going to have an emphasis on terrestrial, aquatic and forest pests.

- Boos** said he will ask on their listserv if wetland issues will be discussed.

**13. Other Business** – Boos stated that Armstrong had sent him some dates of meetings that will be taking place for the landscaping industry. There is one on August 14<sup>th</sup> in Sturgeon Bay celebrating evergreen nurseries. Boos would like IPAW to engage in these types of meetings. Armstrong stated that the “Where Economy Meets Ecology” meeting will be held in September this year. Jasik stated that we received a request asking if we would like to have a booth at the 2014 Farm Technology Days in Portage County from August 12-14<sup>th</sup>. The exhibit is free at this time. Boos said that if others have ideas of conferences or meetings IPAW should attend, to please pass them on to him.

Boos stated that he is thinking of travelling to a more central location to conduct some of these IPAW board meetings, so they are not always in Madison. He also asked if the time of day that we have our board meetings works for everyone. If not, please let him know.

Boos had sent out several gifts to former board members and Clarissa Hammond has sent a thank you for her gift – a gift certificate to REI.

**Possible dates for next board meeting in April**

- Boos** will send out doodle request for the end of April.

**Meeting adjourned at 4:35 p.m.**