

IPAW Board Meeting Minutes

3:00 to 5:00 pm

Tuesday May 27, 2014

DNR Headquarters, 101 S Webster Street, GEF II, Room 428, Madison, Wisconsin

Board Members present: Tom Boos, Diane Schauer, Patricia Trochlell and Christa Wollenzien

Board Members present by telephone: Mic Armstrong, Greg Bunker, Jeremy Chiamulera, Greg Cleereman, Jerry Doll, Mark Feider, and Jamie Nuthals

Also present: Michele Jasik, Kelly Kearns, Mark Renz, and Hannah Spaul

Absent: Willis Brown

Administration

1. **Roll call**
2. **Approval of agenda** – Trochlell moved to approve the agenda of the Board of Directors Meeting for May 27, 2014. Wollenzien seconded the motion. The motion was approved.
3. **Approval of minutes** – Wollenzien moved to approve the Minutes of February 24, 2014 and Schauer seconded the motion. The motion passed.
4. **Treasurer's report** – In Brown's absence, Boos reported that there has been \$10,457.90 in income and \$5,537.50 in expenses for the upcoming UMISC conference, which has left a total of \$14,776.22 in the conference account. He also reported after income and expenses, the ending balance in the IPAW account is \$26,533.80. Jasik added that there is also \$434.73 in IPAW's PayPal account for memberships and the sale of the book "Invasive Plants of the Upper Midwest."

Old Business

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

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

 - Kearns** is going to write up the history of IPAW for the website and perhaps a newsletter.
 - Kearns** is going to set up coordination with CISMA representatives.
 - Boos** is continuing to try to reach Fred Clark regarding legislative outreach.
 - Schauer** is meeting with Al Ott on Friday, May 30th regarding legislative outreach.
 - Wollenzien** will write up the membership plan.
6. **Program Assistant – recent progress** – Jasik stated that she has completed taking off the items from our old website and that the old website no longer exists as of March 16, 2014. Jasik had sent out 36 emails to companies who are either current members or were past members inviting them to advertise on our website. From that emailing, we received one more sponsor, which brings our website sponsors up to a total of five, including We Energies for giving us the grant for the website. Boos said to go ahead and repeat sending out the email for sponsors because sometimes it is simply a matter of timing. Jasik would like to write an email introducing IPAW to companies (i.e. forestry, landscapers, etc.) explaining who we are, what we can do for them, and asking for them to become members. Boos told her to go ahead with her plan.
7. **Newsletter** – Boos stated that he thought that our last newsletter was one of our best. Our next newsletter will be going out in August and the deadline to have articles in is July 20th. He asked for suggestions for articles for this newsletter. It was suggested that perhaps the West Central Wisconsin Invasive Plant Management Area or perhaps Door County could write up an article on what they have been up to. It was also suggested to have the results of the Invader Crusader awards and other events for ISAM reported in the newsletter. Boos asked that our newsletters have a link to the CISMAs in Wisconsin.
 - Kearns** is going to write up a summary on the research project done by Becky Trewartha for the Friends of the Platte River on Japanese hops control.
 - Renz** is going to write up an article on an updated version of the GLEDN app that will be coming out.

- Kearns/Boos/Renz** are going to write up an article regarding the presentation given by Bernd Blossy and Victoria Nuzzo regarding their study on Garlic mustard.
- 8. Website Revision Update** – Boos stated that we still need our website reviewed.
 - Jasik** will send out the list of items that need to be reviewed on the new website to the Board as a reminder.
 - Renz** is going to put some students on reviewing the website.

New Business

- 9. Recent Board Resignations** – Boos read Brian Pillsbury’s resignation letter to the Board. He stated that he would really like to have someone from NRCS on the Board. Several names were suggested.

- Boos** will contact Kristen Westad of NRCS to see if she is interested.
- Renz** is going to ask Marie Raboin from the Dodgeville office of NRCS to see if she is interested.

Boos stated that Rolf Utegaard has also retired and replacing him with someone in Extension work or dealing with Master Gardeners would be ideal.

- Renz** will ask Tony Summers from UW Extension to see if he would be interested.
- Feider** is going to contact John Lunz who leads The Park People’s “Weed-Out” program to see if he is interested.

It was also suggested that the board consider asking someone to be on the board from the wetland’s groups.

- 10. Letter to WDNR Supporting Budget Initiative** – Boos asked if IPAW would write a letter to the Wisconsin DNR to support a larger budget for support of terrestrial invasive species. Kearns stated that the money often tends to be given to aquatic species when terrestrial species are oftentimes overlooked. Both species need to be on the same level. The letter needs to be done by July. It was suggested that possibly a representative from all of the Cooperative Invasive Species Management Areas (CISMAs) also sign the letter.

- 11. Strategic Planning – Legislative Outreach** - There was discussion as to whether or not IPAW should approach the League of Conservation Voters to help with reaching out to the Legislators in regards to invasive species. Feider stated that he knows Dan Collins, the President of the League of Conservation Voters, and that perhaps he could guide us. Boos stated that he believes we should have this discussion after speaking with Al Ott and Fred Clark to find out what they suggest.

Schauer brought up the fact that the Wisconsin Waterfowl Association was at the Secretary of the DNR Conservation roundtable discussing conservation issues in April. She wants to know how did they get invited and why IPAW was not invited?

- 12. Where Ecology Meets Economy** – Boos stated that last September, Johnson’s Nursery and the Southeastern Wisconsin Invasive Species Consortium, Inc. (SEWISC) hosted a meeting called “Where Ecology Meets Economy” – a forum for green industry and land manager professionals in Menomonee Falls, Wisconsin. It was a fun and successful event. SEWISC and Johnson’s Nursery are once again holding this event on September 17, 2014 and he was wondering if IPAW would like to support the event by giving them \$400.

Schauer moved to support the “Where Ecology Meets Economy” event by giving them \$400. Doll seconded the motion. The motion passed.

- 13. Mapping for Land Trusts** – Mark Renz, Extension Weed Specialist from the University of Wisconsin and Hannah Spaul, Director of Land Management, The Nature Conservancy came to the meeting to discuss IPAW’s financial involvement in creating an invasive plant management and mapping tool for land managers to adequately map and track management methods for pests over time.

Renz stated that they wanted to bring this to IPAW before opening it up to everyone. They have been working with Invasive Plant Control Inc. (IPC) to create a web-based mapping program. This program will allow land managers to use their smartphone or tablet to create customized reports. They will be able to tell how many of a certain species they had to deal with in one year to the next, they will have the information as to how it was treated, and they will be able to track their management successes and failures.

Spaul stated that she has learned through reaching out to land trusts in 55 different properties and 16 different counties that the development of an easy to use and accessible tool for mapping invasive plants is a critical need. She stated that there is no uniformity on how land trusts are mapping and that many do not have access to GIS.

Spaul stated that they had looked into utilizing either the Great Lakes Early Detection Network (GLEDN) or iMAP Invasives (iMAP) but they were too involved, too complicated and there were too many hurdles. ICP has been using this program for their own uses and they believe that, with some tweaks, it could be a very user-friendly product that all land managers could utilize.

The first phase of funding is the goal to raise \$20,000 for the project. \$15,000 would go towards the development of the software and \$5,000 would go towards travel and training. The entire amount of funding needed for this project is \$50,000. Currently, \$5,000 has been volunteered as a matching grant for this project. The timeline for the project funding is as follows:

Activity	Spring 2014	Summer-Fall 2014	Winter-Spring 2014/15	Summer-Fall 2015	Winter-Spring 2015/16	Summer-Fall 2016	Winter-Spring 2016/17	Summer-Fall 2017	Winter-Spring 2016/17
Raise \$20,000 to initiate project	X	X							
Fundraise/write grants for remaining \$30,000			X	X	X	X	X		
Work with select Land Trusts to pilot resource¹		X	X						
Finalize resources for Wisconsin Land Trusts and Launch			X						
Train Land Trust staff on how to use resource²			X		X		X		X
Staff available for consultation²				X		X		X	
Resource available to trained Land Trust staff			X	X	X	X	X	X	X
Technological update					X		X		X

¹UW extension intends to work with IPC in during the 2014 field season and pilot the tool with several professional land stewards from WI Land Trusts.

²UW extension will provide training to Land Trust affiliates in preparation for the use of the starting Winter 2015.

There was some discussion as to what this mapping tool can do that GLEDN cannot do. This would be an interactive tool that land managers can utilize in the field. It will keep track of the land manager's needs (i.e. provide a list of species they are managing, what chemicals to use, track hours spent on management, create maps of the area to be managed, etc.). ICP currently has a YouTube video on how it will work at <http://www.ipcwebsolutions.com/projects.htm>. This information will be able to be put into a national database. Land managers will then be able to see what others are doing for management and determine if it is their management is actually working or not.

Kearns asked if other states have utilized this program. Renz stated that Illinois is interested and looking into it and that New Jersey has something similar to it.

ICP will handle all of the technological issues with the program and the Renz lab will provide all of the training for the operation of the program. There will be an annual fee of maybe \$2,000 or \$3,000 to keep up with the technological issues. The more it is utilized, the less the annual fee would be. The data from this new tool can be uploaded into GLEDN or other mapping programs. There was discussion that IPAW could be an umbrella for the CISMAs to utilize it through us with their support. It may be a way to get more CISMA involvement with IPAW. Perhaps a committee

should be made to keep an eye open for grant opportunities to keep the funding for this tool. Kearns added that the more groups that utilize the program, the better the program will become. Boos moved to give ICP \$10,000 for the development of this tool with the caveat that we double-check IPAW's accounts. Schauer seconded the motion. Doll and other board members questioned the amount of money we are going to spend and asked to see a budget before we decide. Kearns asked how soon do they need to know. Renz stated that they would like to know within a week to two weeks, so they can move on to others who may be interested in supporting this project. The motion on the floor was tabled.

Boos will send out additional information on IPAW's accounts and the board will make a determination on the motion within the next week.

14. UMISC – October 20-24, 2014 – Boos stated that the plans for UMISC are moving along well. We now have all of the abstracts, which exceed the number of slots and need to be narrowed down. There are several talks on terrestrial, aquatic and forest pests.

15. Any Other Business – Boos stated that it is the Wisconsin Green Industry Federation's 150th anniversary this year and they will be celebrating at Evergreen Nursery Company, Inc. in Sturgeon Bay, Wisconsin in August. He was wondering if IPAW would like to attend this event. Kearns stated that when the weather is good we have a good response to our booth but when the weather is not so good, we do not. It was suggested that we speak to Ron Amos of Evergreen Nursery if there were any inside spots open. Jasik stated that we have received a renewal of our membership with The Prairie Enthusiasts. She was wondering if IPAW would like to renew their membership. Boos said to renew our membership with whatever amount we had given last year.

Possible dates for next board meeting in April – Boos stated that he will be holding the next IPAW meeting somewhere in northeastern Wisconsin. The location is yet to be determined.

Boos will send out doodle request for mid to late July.

Meeting adjourned at 5:04 p.m.