

**IPAW Board Meeting Minutes**  
**3:00 to 5:00 pm**  
**Tuesday, August 6, 2013**  
**UW Arlington Research Station, Arlington, Wisconsin**

**Board Members present:** Tom Boos, Willis Brown, Greg Bunker, Jeremy Chiamulera, Greg Cleereman, Jerry Doll, Mark Feider, Jamie Nuthals, Brian Pillsbury, Diane Schauer, Patricia Trochlell, Jim Reinartz, Rolf Utegaard and Christa Wollenzien.

**Board Members Absent:** Gene Roark

**Also present:** Mic Armstrong and Michele Jasik

**Administration**

1. **Roll call and Introductions** – Each member of the Board introduced themselves and indicated how their background and knowledge would benefit the goals of IPAW. Boos stated that he believes that this is the most diverse that the Board has ever been, with numerous organizations being represented. Boos asked that everyone be sure to fill out their Statement of Commitment and return them to him. Boos also stated that the IPAW Board does not have a Secretary at this time and asked the Board to think about if anyone would be interested in taking on this position.
2. **Board Member Voting** – Mic Armstrong introduced himself and stated that he would represent the green industry. Armstrong was asked to write up a bio about himself. Boos moved to approve Armstrong as a member of the Board. Brian Pillsbury seconded the motion. Motion passes.
3. **Approval of minutes** – approved
4. **Treasurer's report** – Brown reported on our current income and expenses. \$17,000 was transferred to an account for our next conference and \$1,000 was taken out for ISAM. After income and expenses, the balance is \$28,457.87. The Treasurer's report was approved.

**Old business**

5. **Program Assistant** – Jasik reported that on June 5<sup>th</sup> she mailed out a final postcard to all past members who had not responded to either emails or mail. As of August 5<sup>th</sup> we now have 189 active memberships. Since we started with 93 active memberships, this is an increase of 103 percent. However, the membership list contains 506 (past and current) memberships. This means, our database list contains 63 percent inactive memberships.
6. **Newsletter – Ideas for New E-Newsletter** – Jasik stated that she had spoken to Kate Howe of MIPN on June 15<sup>th</sup> to discuss how she creates MIPN's newsletter. Howe indicated that she uses Adobe InDesign. Because of the cost of the program and the huge learning curve, Jasik researched the idea of using Microsoft Word for the newsletter. Jasik and Boos tossed around several versions of the newsletter. Word was used to create the latest version of Plants Out of Place. Jasik said that because we have created a template for the newsletter, any new ones would not take as long to create. Wollenzien suggested that we look into Constant Contact to possibly create our newsletter. Boos asked for ideas for our next newsletter and several suggestions were given.
  - Jasik** will look into Constant Contact.

**New Business**

7. **Susan Slapnick Comp Membership** – Boos stated that Susan Slapnick had volunteered to create IPAW's newsletter since it started. Since we have converted over to the e-newsletter, Jasik will be doing it now. Boos suggested that we give Slapnick a two-year free membership to IPAW. Reinartz suggested that we also get her a gift and that he would be willing to pick it out. Utegaard made the motion and Jerry Doll seconded it. Motion passed.

- Reinartz** will purchase gift for Slapnick.
- Jasik** will give Slapnick two-year membership.

- 8. Website Revision Update** – Boos stated that we have now chosen a template for our new website. Jasik and Boos have been working with Scott with the DNR to create this new website. Scott is very good at websites and also at explaining things to those of us who do not know that type of computer language. Scott has gotten approval from the DNR to work with us on this project. We have created a map of how the website will look. The website will be very simple, especially at first, and we can always add to it and/or change it.
- 9. Field Day** – Boos asked what the Board thought of today’s event. Everyone thought that it is a good event and that we should continue to have these types of events yearly, possibly in different locations in Wisconsin.
- 10. Strategic Planning for IPAW** – Boos asked the Board if they would be interested in having a strategic planning meeting for the future of IPAW sometime in mid-October. He stated that it would be an intense and long meeting and that he would like all of the Board Members to attend. This meeting would be used to reassess what IPAW is and why we exist. Issues to be discussed would include: building partnerships with organizations that are doing similar things, how to support or be more active with CWMAs, creating an expert list, and costs to control. It was suggested that this meeting take place in a central location for the Board Members.
- 11. Any Other Business** – Boos asked if the Board had seen the ListServe post that the Native Plant Conservation Initiative Grant Program is going to be dissolved. The Chairman of the NGO section of the Plant Conservation Alliance has asked us to write letters to the National Fish and Wildlife Foundation Board as an effort to reverse this decision. Since this is one of the only federal funding sources of plant conservation, Boos feels that it is within our mission to write the letter she has requested.
  - Boos** will send the Board this ListServe post.

**Possible dates for next meeting in October**

- Boos** will send out doodle request.

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