

IPAW Board Meeting Minutes
1:00 pm – 3:00 pm Thursday, November 12, 2015
Wisconsin DNR Office, 101 S Webster, GEF 2, Room 408, Madison, WI 53707

Board Members present: Willis Brown, Greg Bunker, Jerry Doll, Diane Schauer, Tony Summers, Patricia Trochlell and Christa Wollenzien

Board Members Present by Telephone: Mic Armstrong, Tom Boos, Mark Feider, John Lunz, and Jamie Nuthals

Also present: Michele Jasik; Kelly Kearns; Mike Putnam, Wisconsin DNR, Invasive Plants Program Specialist; and, by telephone, Mark Renz

Absent: Jeremy Chiamulera and Cody MacDonald

Administration

1. **Roll call** – Mike Putnam joined us for our meeting to meet everyone and to find out what IPAW is doing.
2. **Approval of Agenda** – No changes were made to the agenda.
3. **Approval of Minutes** – Schauer moved to approve the Minutes of September 10, 2015 and Trochlell seconded the motion. Bunker abstained because he was not at the September meeting. The motion passed.
4. **Treasurer's Report** – Brown provided the Board with the Treasurer's Report since the last IPAW meeting. There has been no change in the conference account – the balance is \$34,394.44. After expenses, the balance in the IPAW account is \$23,162.73. Boos moved to approve the Treasurer's Report. Doll seconded the motion. The motion passed.
Wollenzien questioned the expense of \$50.00 for HIS. Brown will look into what it is for and get back to the board.

Committee Reports

5. **CISMA** – Wollenzien stated that Kearns is going to prepare a Doodle request to set up a conference call with the CISMAs for sometime in December.
6. **Membership – Surveys** – Summers stated that he, Doll, Kearns and Jasik met last week to discuss the results of the membership surveys that were sent out – one to our current members, one to former members, and one to our followers on Facebook and the Listserve. He stated that after reviewing the surveys, two main categories kept coming up. One is how IPAW can increase the value of their membership and the other was how to market IPAW to increase membership. A recurring theme from the surveys was to host more workshops and field days. Summers stated that perhaps we could get involved with other groups to do this.
The membership committee discussed possibly posting a job board on our website to increase repeat site visits which would potentially increase interest in IPAW especially among students and young professionals. Summers stated that perhaps we could work with professors to express our research needs. Another point that was brought up was the people seemed to want species-specific treatment information. We could possibly include one species per newsletter and also make the MIPN Control Database more visible on the IPAW website. Schauer stated that if we are to put species-specific control methods in the newsletter, we have to be very careful on how we do this so there aren't any problems, such as someone spraying something to kill an invasive species and ultimately killing other unintended species.
Jasik added that we had a total of 109 responses between the three surveys and there were 3 people who won a years membership to IPAW, Alex Wenthe, David Eagan and Joanne Kline. Brown stated that perhaps we could get together with The Prairie Enthusiasts and The Nature Conservancy to do some workshops together.
 Trochlell stated that she would contact the Wisconsin Wetlands Association to see if they would be interested in teaming up on an event.
Schauer stated that we should reinstitute the field days.

Renz suggested that we reach out to the CISMAs and other local groups to see if they would like to have a field day in their area and see what types of things they would like covered to promote IPAW throughout the state.

Schauer stated that she would add this to the agenda on the CISMA conference call in December. Other suggestions were teaming up with Sauk Prairie and Urban Ecology for field days.

Summers also suggested that the membership committee discussed the board work on contacting potential corporate sponsors. These sponsors could possibly sponsor workshops and/or allow IPAW to receive funds to become a clearinghouse to distribute funds to CISMAs, which would lead to more involvement and coordination between them and IPAW.

7. **Legislative/Government Relations** – Lunz stated that he invited Dan Collins from the League of Conservation Voters to join us for today's IPAW meeting, but he was unable to make it. Lunz stated that Collins had four issues, which needed clarification. They are: 1) Who are the funds meant for? 2) What is the source? 3) Which legislator(s) would be most approachable? and 4) What would IPAW want the Wisconsin League of Conservation Voters to do?

Wollenzien stated that these topics need further discussion outside of today's board meeting and that she would like a smaller committee to get together and bring their thoughts back to the IPAW board.

- ☐ **Lunz, Feider and Schauer** will meet to discuss answers to these questions with possible input from **Wollenzien and Kearns**.

8. **Website** – Jasik stated that she has not received any new updates for the website since our last meeting. However, she will continue to update it as things come in.

Jasik stated that after speaking more with Kurt Brownell about his poster and paper that were on the old website and not put on the new website, she found out that they were not presented at the 2012 UMISC. She stated that there are four or five other papers that were on the old website, along with Brownell's that were never put on the new website. Jasik asked if IPAW would like to put this paper back on the website. There was discussion as to putting papers such as this on the website or not. Boos stated that we had papers that were unique and/or had different approaches to dealing with invasives on the website. Doll suggested that we put the abstract in a newsletter with an attachment to the journal in which the papers are published. Summers asked if our target audience would really read these articles or if they would just want to know if something worked or not. Wollenzien asked that we do not post any of these papers on the new website until the Board has had time to reevaluate what should be done.

Old Business

9. **Education/Conference Displays**

Urban Forestry Workshops – Renz stated that between 150-170 attended the workshops at 4 different locations. They did have to cancel one because there were not enough people signed up. The feedback from these workshops was very good and several people enjoyed them and learned something new from them. He stated that the problem was getting enough people to attend. Both Summers and Schauer had talked to people who had attended one of the workshops and they also heard good feedback about them.

Midwest Environmental Education Conference (MEEC) – Summers stated that he mostly spoke to people at different booths about invasive plants. Brown stated that he thought there was a low frequency of interaction but the interaction was of high quality. Jasik stated that she also felt that although there was not a lot of interaction, the connections were good.

Wisconsin Wetland Association conference – February 23-25, 2016 – Wollenzien stated that there seemed to be some confusion from the last meeting and wanted to know if IPAW could pay for a sponsor at this meeting. Schauer stated that she will be attending the conference and that she would be more than happy to sit at an IPAW booth, if IPAW pays for the registration. The cost is \$200, which includes a table and one registration to the conference.

There was some discussion about WPS sponsoring IPAW to be at the conference. It was decided that WPS should be asked to sponsor something else, such as a field day in the Green Bay area, in the future. Renz stated that this might be a good opportunity for IPAW to promote membership by raffling out something to those who sign up as new members from this meeting. Boos suggested that if WPS wanted to purchase a gift for the raffle, that would be great.

IPAW Annual Meeting – Wollenzien said that Kearns has talked to Tim Campbell about the possibility of having the IPAW Annual Meeting at the AIS/CISMA meeting, which will take place in mid-to-late April, 2016. Schauer stated that the location can be changed, however, Stevens Point is centrally located and the room rentals are free.

Others

Brown stated that The Prairie Enthusiasts Annual Conference and Banquet will be held in Madison on February 20, 2016. He added that Renz and Kearns will be speaking at the conference.

Jasik stated that she has ordered an extra table for the 2016 Garden Expo, which takes place February 12-14, 2016.

10. **Board of Director Insurance/Herbicide Email** – Doll stated that back in 2008 they spoke to Nancy Denman from Denman and May about insurance for IPAW. Denman and May is now called Tigor. He stated that there were three categories of insurance which still exist. One is Directors & Officers Liability Insurance, which is designed specifically for non-profit organizations. This would cover claims arising out of wrongful acts. For coverage up to \$1,000,000 the price is \$450 per year. Another is a General Liability Insurance which is event related and would cover one on recreational land if something were to happen. Doll stated that there is some coverage for a board member getting hurt on their homeowners or renters policy. The last is Worker's Compensation Insurance. The law states that if your employees are getting paid more than \$500 per quarter, you are required to provide Worker's Compensation Insurance. The cost of this would be \$330 per year. Jasik makes more than \$500 per quarter.

Doll moved that IPAW purchase Worker's Compensation Insurance. Schauer seconded the motion. The motion passed.

Doll stated that the Trico employee suggested that might want to consider coverage for Treasurer Bonding. Because of the amount of funds we hold in our account for conferences, we would be at risk if something happened.

There was discussion as to what insurance we would need.

- Doll** and **Brown** will speak with Trico insurance try to determine IPAW's needs.

11. **PlayCleanGo** – Jasik stated that she has signed IPAW up for the PlayCleanGo campaign, so we are free to use their logos and publications.
12. **IPAW Brochure** – Jasik stated that she could not find the final version of the IPAW Brochure. However, she was able to find a draft version and it is some format she is not familiar with and that she will have to ask her graphic artist friend to help her modify it.
 - Jasik** will get a draft of the IPAW Brochure to the Board prior to our next board meeting.Schauer asked if the brochure will be ready by February and Jasik responded that she thought it would be.

13. **IPAW Budget & Bookkeeping** – Wollenzien stated that she made a very rough version of the IPAW budget based on the Treasurer's Reports since January 1, 2015. She stated that she would need to get together with Brown to fine-tune the numbers. Wollenzien stated that she would like to create a budget so that she does not have to ask the board every time IPAW spends money. If things are preapproved, she will be able to authorize many of our expenses. She also stated that she has created a President's Discretionary Fund to be used on things that cannot be foreseen, such as Gene Roark's memorial fund that was sent to The Nature Conservancy. Wollenzien asked that if any of the Board members had ideas that she may have missed, please pass them along to her. She would like to have a budget approved at the January board meeting.

14. **Results of Strategic Plan Survey** – Summers stated that based on the board survey, the number one item from the strategic plan is legislative outreach. Landowner outreach, facilitation with the CISMAs, membership development plan and increasing field days were also high on the IPAW Board's priority list.

There was discussion as to what the next steps are to continue with legislative outreach. Boos asked what kind of legislation we are talking about, would it be local or state. He expressed that this could be a huge undertaking. Schauer stated that it needs to be multi-prong and that legislators will pay the most attention to their own constituents. She suggested that perhaps we could get Dan Collins from the League of Conservation Voters in to speak with the IPAW Board.

Kearns stated that if we could identify a funding source would be a good place to start. Wollenzien said that perhaps we should pay someone to train some board members on how to reach out to our legislators.

15. **Membership vs. Website Sponsorship** – This item was tabled until the next IPAW board meeting.

New Business

16. **February Newsletter** – Articles Due January 20th – Jasik stated that as a result of the surveys, we discovered that our members do not really know who IPAW is. Therefore, the membership committee discussed having an article in our newsletter about our board members and explaining who IPAW consists of and what we do.

- Feider** will write up an introduction
- Jasik** will send out a questionnaire for the IPAW Board with specific questions, to be used for an article on who IPAW is
- Jasik** will write up an article summarizing who IPAW is with a map of where the board is from
- Jasik** will write up an article with Summers help on the results of the membership surveys
- Wollenzien** will have something on spotted knapweed for the newsletter
- Schauer** will write an article on water plants and what has been seen in 2015
- Bunker** will write an article on dirty equipment and the spread of invasive species

17. **Wisconsin Wetlands Association, CISMA, DNR-EPA GLRI Funded Project** – This item was tabled until the next IPAW board meeting.

18. **IPAW Bounty Program** – This item was tabled until the next IPAW board meeting.

19. **Board Member Changes** – Wollenzien stated the funding ran out for MacDonald at the Ozaukee Washington Land Trust and that he has moved to Colorado. She stated that he asked if he could remain on the IPAW board. Wollenzien stated that she told him she would ask the board, however, she thought that it would be best if the Secretary position be from someone within the state. Wollenzien opened up the floor for any board member to take the Secretary position. At this time, the duties of the Secretary have been to review the minutes and review the newsletter prior to them being emailed out. There was discussion as to whether or not to allow MacDonald continue on the IPAW board. It was decided that it would probably be best to keep the board within the state of Wisconsin, with the exception of Boos, because of his long-time standing and knowledge of the IPAW board.

- Wollenzien** will talk to MacDonald informing him of the IPAW board's decision.

Schauer stated that she spoke with the person that she thought would be good on the IPAW board and he is not interested.

Trochlell stated that she has a retired lawyer friend who she knows has expressed interest in the IPAW Board.

Announcements

20. **NA-IPC** – Wollenzien stated that she is on the NA-IPC committee.

21. **UMISC Executive Committee** – Wollenzien stated that she has been asked to sit on the UMISC Executive Committee. Kearns stated that UMISC is in the works for October 2016 and they are searching for topic ideas and field trip opportunities. If any board member has an idea, please pass it along to her.

Meeting adjourned at 3:03 p.m.