

## IPAW Board Meeting Minutes

1:00 to 3:00 pm

Monday, November 17, 2014

WisDOT – Hill Farms, 4802 Sheboygan Avenue, Room 470, Madison, Wisconsin

**Board Members present:** Diane Schauer, Willis Brown and Christa Wollenzien

**Board Members present by telephone:** Mic Armstrong, Tom Boos, Jeremy Chiamulera, Greg Cleereman, Mark Feider, Jamie Nuthals and Pat Trochlell

**Also present:** Michele Jasik

**Also present by telephone:** Kelly Kearns

**Absent:** Greg Bunker and Jerry Doll

### Administration

1. **Roll call**
2. **Approval of agenda** – Boos moved to approve the agenda of the Board of Directors Meeting for November 17, 2014. Cleereman seconded the motion. The motion was approved.
3. **Approval of minutes** – Schauer moved to approve the Minutes of September 16, 2014 and Cleereman seconded the motion. The motion passed.
4. **Treasurer's report** – Because Brown was unable to provide a treasurer's report at the September meeting, this report also includes money since the July board meeting. The conference account had an income of \$135,353.63 and expenses of \$108,231.21. There may be more outstanding expenses from the conference that are not included on this report (for example, the bus service for the tours). The IPAW account had expenses of \$1,586.30 and an income of \$1,048.26, leaving a balance of \$26,018.06.  
Boos stated that IPAW acted as the middleman for a grant from the Wisconsin Department of Natural Resources for two years of Invasive Species Awareness Month and that he is expecting IPAW to receive \$8,500 for that grant.  
Wollenzien said that Renz sent an email stating that the Minnesota invasive plants group is questioning how much money IPAW is holding for them with regards to the conference account. Brown stated that he has the history.  
Boos moved to approve the treasurer's report and Trochlell seconded the motion. The motion passed.

### Old Business

5. **Review of Action Items from September Board Meeting**  
If not here, it means the action has been completed since the September meeting minutes.
  - Kearns** is going to write up the history of IPAW for the website and perhaps a newsletter after the field season.
  - Renz** is going to write up an article on an updated version of the GLEDN app.
6. **Website Revision** – Jasik stated that she spoke with Kate Howe and has now posted the "Code of Conduct" on IPAW's Listserve. An email went out on the Listserve informing its members of this change and an email will go to anyone who joins the Listserve with the details of the "Code of Conduct." Jasik has also set up the Listserve so that she moderates all of the messages unless they are posted by Kearns, Renz, Doll, Feider or herself. Or all of the board members who are currently Listserve members.  
Because of UMISC and the budget letter sent to WDNR, Jasik was able to update the CISMA listing on the website. She also posted the new CISMA map on the website.  
Jasik stated that she had sent out an email to companies about advertising on the IPAW website. We charge \$50 per year for them to advertise. And unfortunately, we have lost Michler & Brown but we have gained others – Good Oak Ecological Services and Wisconsin Public Service. Agrecol Native Nursery and Applied Ecological Services have also expressed an interest and she is waiting to hear back from them.  
Jasik stated that she has received the feedback from Renz's students regarding reviewing IPAW's website. She has made all of the corrections that she is able. However, there are several

questions that have come up regarding content (for example, under The Solution – Prevention – BMPs, a comment was made that this seems to be geared toward forestry and not very helpful to landowners). Jasik stated that she does not feel as though she has the knowledge to be able to make these types of content changes and that is why she would like members of the Board to review the website. Wollenzien suggested that we assign board members to review the website.

- Brown, Chiamulera and Boos** volunteered to look it over before the next board meeting.

- Jasik** will pass on the reviews from the students to these volunteers.

**7. Newsletter** – Wollenzien asked for suggestions for the February newsletter, which are due January 20th. The following suggestions were made:

- Trochlell** is going to write up an article on a phragmites project;

- Schauer** will write up something encouraging private individuals to contact their legislators to include invasive species in their budgets;

- Feider** and **Kearns** will help Schauer with coming up with talking points for these individuals;

- Feider** recommended an article on a list of early invasive species and which herbicide to use;

- Boos** suggested an article on a specific species;

- Wollenzien** stated that at UMISC there were a lot of information on the Emerald Ash Borer and that perhaps an article can be written up on how the Ash trees dying creates open canopies allowing invasives into a habitat;

- Brown** will write up an article on the types native shrubs to plant when replacing invasives;

- Kearns** will ask Bernie Williams to write an article reminding plant collectors to be aware of crazy worms in the soil;

- Feider** suggested that an article be written clarifying where invasive species should be reported, prohibited species to the DNR and GLEDN and others simply to GLEDN;

- Wollenzien** stated that there might be an article introducing IPAW's new board members.

Jasik asked that everyone get his or her articles in by the due date. She stated that there were some problems with the newsletter this time and that because of time constraints, she could not reduce the file down to a smaller size, and so it went out in a very large format. If she has all of the articles by the due date, it would allow for more time to correct these types of problems.

**UMISC Feedback** – Kearns stated that she thought that the conference was flawless, except for the lack of food at the reception. Schauer stated that the recognition presentations were very hard to hear because they were done during lunch. She stated that she also thought it diminished the significance of the awards being presented. Boos was on the UMISC executive committee and he thinks that the committee should be made aware of this. Feider asked if the researchers could provide a general summarization of their research without giving all of the details. Both Kearns and Boos stated that a general summarization is what is asked for, but it is not always what they get. Wollenzien stated that there seemed to be confusion as to what a sponsor actually got and that early communication on this would help a lot. Boos stated that this is known and that hopefully it will get better in the future. Jasik said that because she worked at the conference, she was not able to attend as many of the sessions as she had hoped to, however, what she saw was very interesting. She also stated that the conference allowed her to network. Jasik also stated that Belle was able to comp one night of her hotel bill and get her the reduced rate of \$89.00 per night for the other two nights which IPAW graciously paid for.

**8. Where Ecology Meets Economy Feedback** – Wollenzien stated that it was a great event, but it did not seem to be much different than the previous year. Kearns disagreed and thought that it was a great follow-up to last year's event. Kearns stated that she felt that there was a consensus that invasives and ornamentals are important and that there is a need to get them out of the industry. She said that there seemed to be no conflict between individuals and land managers. Feider agreed with Kearns that there was less controversy and everyone seemed to be getting along. He would have liked to have had more time for everyone to mill around and speak with each other. Wollenzien stated that she felt a little conflict between designers and land managers.

**9. Candidates for the Board** – Wollenzien asked if the board would like to vote on the individuals interested in being on the IPAW board. Boos stated that he would still like to contact Gary Birch to see if he is interested in being on the board. Trochlell stated she has called him and they

haven't been able to connect, but she will continue to do so. Schauer voiced her concern of having board members from more geographic locations. Boos stated that he believes we have a pretty good distribution and that he thinks that more motivated bodies are more important than geographic location. Wollenzien stated that Jasik spoke with Steve Bertjens at UMISC and he indicated that he would be happy to be a liaison for NRCS, but not a voting member of the board. Boos stated that Bertjens is concerned that he will not be able to give IPAW very much time. Kearns spoke to the candidates and she said that Bertjens seems mildly interested, MacDonald is super psyched, Summers is pretty interested, and Lunz was a little confused as to why he was invited.

Boos moved to elect Cody MacDonald as an IPAW board member. Brown seconded the motion. The motion passed.

Boos moved to elect Tony Summers as an IPAW board member. Brown seconded the motion. The motion passed.

Feider moved to elect John Lunz as an IPAW board member. Boos tabled the motion to make sure that Lunz is really interested in being a board member. If Lunz is interested, a motion will be done by email prior to the next board meeting.

**Renz** will be asked to speak to Steve Bertjens to determine his interest in being on the IPAW board.

**Wollenzien** will send an email to the new board members with the Standard Operating Procedures and the Bylaws.

- 10. Letter to WDNR Supporting Budget Initiative** – Jasik stated that IPAW sent out the budget letter on September 30<sup>th</sup>. We had 13 “signatures” from the CISMAs in Wisconsin. She emailed a thank you to all of those who “signed on” and passed a copy of the letter to them. For the CISMAs that did not respond to “signing” our letter she asked them to consider writing a similar letter to the WDNR.

Kearns stated that there might be some potential for the governor to put some money in the budget for invasive terrestrial plants. This is how Michigan got their money for terrestrial invasive plants. There was discussion as to asking IPAW members to write letters to the governor in our next newsletter. Kearns stated that she is not sure that this is the correct way to proceed and suggested that we talk to Paul Heinen at The Nature Conservancy to find out what is the best way to go about pushing our governor to put money in the budget for terrestrial invasive plants.

**Boos** will contact Paul Heinen to determine how to proceed.

#### **New Business**

- 11. Secretary Position** – Wollenzien asked in any of the board members would be interested in the secretary position. Boos suggested that we wait until the next meeting to elect all members of the executive committee, including vice president and treasurer, to give Feider and Brown a chance to decide whether they want to continue to be executive committee members.

**All** are to let Jasik or Wollenzien know within the next 30 days of their desire to take one of the executive committee positions.

With the next agenda, a list of interested people will be provided.

**Jasik** (a non-voting person) will collect the votes.

- 12. Natural Heritage Site Workshop – Report back** – Feider stated that people from several different backgrounds were invited to this workshop. Everyone from scientists to those involved with the state natural programs, private landowners and municipalities. Currently, only 1% of the Natural Heritage lands are protected. The purpose of this workshop was to create a program that recognizes and give awards to those providing food, water and shelter to wildlife within the Natural Heritage lands. They are going to try to partner with environmental organizations. Kearns added that there will be different categories of those who receive the awards and that this is in the very early stages of development. It was suggested that this could be used to also make people aware of the importance of controlling invasive species.

- 13. Strategic Planning**

**CISMA Coordination** – Kearns has gotten the initial input and they are in the process of determining how often they would like to meet by conference call.

**Membership Retention Plan** – Wollenzien stated that she sent out an email about an hour ago to the board with the draft of IPAW’s membership plan.

- ❑ **Wollenzien, Nuthals** and **Jasik** are to meet and prioritize the membership plan before the next board meeting.

**Legislative Outreach** –

- ❑ **Feider** stated that he has not gotten back with Dan Collins of the League of Conservation Voters, however, he will do so.
- ❑ **Schauer** stated that because of elections, she has not gotten back with Dan Bahr of the Wisconsin Counties Association, however, she will do that.

#### **Future Events and Other Announcements**

**16. Garden Expo – Feb 13-15** – Wollenzien stated that this is a reminder that the Garden Expo is coming up. Jasik stated that now is the time to order an extra table and wanted to know if that is still desired.

- ❑ **Jasik** will order the extra table for the Garden Expo.
- ❑ **Jasik** will create a schedule for volunteers to sign up to work at the exhibit for the Garden Expo.

Wollenzien stated that Schauer provided a list of possible places in which IPAW may wish to participate in for outreach possibilities. There was discussion as to the concern about the time for coordination at these events and about IPAW paying for an exhibit space for CISMAs to provide members to work at the exhibit.

- ❑ **Kearns** will speak to the CISMAs and see if they are interested in attending these events. Jasik reminded all that we had signed up for the Garden Expo last February, so we may not be able to get into all that we would like at this time.

**16. Any Other Business** – Jasik stated that because she received a couple of requests, she signed IPAW up for AmazonSmile. If someone normally purchases things from Amazon.com they can sign up for AmazonSmile and 0.5% of the purchase price will go to a charitable organization of their choice. Each quarter AmazonSmile will wire transfer us money if it is over \$5.00. Otherwise, they will hold onto it until the next quarter. When we have \$5.00 or more, they will wire us the money.

- ❑ **Jasik** will send out an email to our members asking for a donation, as we did last year, and also letting them know about AmazonSmile.

**17. Possible dates for next board meeting** – The meeting date and location is yet to be determined. Wollenzien stated that she would attempt to have the meeting in a more central place to all of the board members.

- ❑ **Wollenzien** will send a doodle request for dates sometime in January.

**Meeting adjourned at 3:00 p.m.**