

**IPAW Board Meeting Minutes**  
**1:00 pm – 3:00 pm Thursday, September 10, 2015**  
**Wisconsin DNR Office, 101 S Webster, GEF 2, Room 408, Madison, WI 53707**

**Board Members present:** Willis Brown, Jerry Doll, Tony Summers, Patricia Trochlell and Christa Wollenzien

**Board Members Present by Telephone:** Mic Armstrong, Jeremy Chiamulera, Mark Feider, John Lunz, Cody MacDonald, Jamie Nuthals and Diane Schauer

**Also present:** Michele Jasik, Kelly Kearns and Mark Renz

**Absent:** Thomas Boos and Greg Bunker

**Administration**

1. **Roll call**
2. **Approval of agenda** – Jasik stated that we are running low on IPAW brochures and she would like to add the reprinting of them to the agenda. Kearns asked to add the Wisconsin Wetlands Association, CISMA, DNR – EPA GLRI funded project to the agenda. Doll moved to approve the updated agenda. Summers seconded the motion. The motion passed.
3. **Approval of minutes** –Lunz moved to approve the Minutes of July 22, 2015 and Summers seconded the motion. 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. We purchased 350 field guides at \$875.00 and received membership dues of \$400.50 leaving a balance of \$23,983.73.

**Committee Reports**

5. **CISMA** – Kearns stated that a conference call was held on July 27<sup>th</sup> and that they will be having a face-to-face meeting in the spring.
6. **Membership – Surveys** – Jasik stated that she sent out a total of 467 emails with one form of the survey – 168 to current members and 394 to former members. She also posted the survey on our Listserve and our Facebook account. Of those 26 bounced back and she received one email stating that the person had passed. She sent the original surveys out on August 10<sup>th</sup> with a follow-up email on September 1<sup>st</sup> stating that individuals had until September 10<sup>th</sup> to respond to the survey to qualify for a drawing for free membership for one year. Summers stated that as of this time, we have received a total of 109 responses: 17 from supporters, 59 from members and 33 from former members. The surveys will close today.
  - Summers** will compile all of the data and forward on a summary to the IPAW Board.
  - Summers** will draw a name from all three categories (current, former member, and supporter) for a free year membership and let Jasik know who those people are.
  - Jasik** will notify the winners of the drawing.

Wollenzien asked that the membership group meet and determine what to do with this information.

- Nuthals, Doll, Summers, Kearns** and **Jasik** will meet at Summer’s office (or phone in) to discuss the results of the survey.
7. **Legislative/Government Relations** – Feider stated that he has not been able to get in touch with Dan Collins from the League of Conservation Voters, however, the last time they spoke, Collins said that he would be willing the help out. Wollenzien asked that Schauer and Lunz “lean on” Feider to set up a meeting with Dan Collins.
  8. **Website** – Jasik stated that she has received updates from Chiamulera and Armstrong and she has made the changes to the website.
    - Chiamulera** will continue to update the website and pass on the information to Jasik.
    - Jasik** will continue to update the website as updates come in.

Jasik stated that she and Kearns rewrote the IPAW bounty and put it in the last IPAW newsletter and on the Listserve. Jasik added that the Wisconsin Wetlands Assoc. included the

bounty program in their e-news that was sent out to their audiences. Both Kearns and Wollenzien stated that they also saw that IPAW is offering a bounty from other sources. Jasik did provide the IPAW board with copies of Google Analytics from the IPAW website from August 18, 2014-2015. She gave the board information on a total overview of the site, plus the top ten sites being looked at, the top ten cities where we are reaching out to, and by device – computer vs. mobile. If the board has any questions or would like any other information, please let her know and she will get that to them.

Renz stated that he did not know why Kurt Brownell's poster and presentation were not posted on the MIPN website along with the other presentations from the conference in 2012. However, if we can get them from Brownell, he will make sure it gets posted.

- Jasik** will send an apology to Brownell and get the poster and presentation for MIPN to post on their website.
- Renz** will have Brownell's poster and presentation posted on the MIPN website.

## Old Business

### 9. Education/Conference Displays

**Wisconsin Farm Technology Days** – Doll stated that he thought that it was well worth having a display at this event. He stated that the invasive samples that were brought in by volunteers were a good draw to our booth and we were always busy. Next year's Farm Tech Days will be in Walworth County on July 19-21, 2016.

Jasik stated that she put a contest on Facebook where if one could correctly identify a photo she posted of teasel, came to our booth at Farm Tech Days and told us what it was, they would receive a prize. No prizes were given out.

**State Fair** – Kearns stated that the DNR display was popular at the state fair. The jumping worms were very popular. She added that the DNR is questioning whether or not they will be at any more state fairs.

**Urban Forestry Workshops** – Renz stated that he had received the field guides and IPAW brochures from IPAW for the workshops. He added would like an official IPAW representative at each workshop other than those who will be speaking. The following volunteered to attend:

- September 15 – Oshkosh – **Schauer**
- September 16 – Green Bay – **Nuthals**
- September 17 – Dunn County – **Summers**
- September 22 – Clinton – **Doll**
- October 1 – Waukesha – **Lunz** – **Wollenzien** will be there as a back up
- October 2 – Stevens Point – tentatively **Armstrong**
- Jasik** will send Wollenzien her presentation and slides from UMISC as a starting point for each of the IPAW officials to use at these workshops.
- Wollenzien** will create a speech about IPAW and pass it on to each IPAW official.
- Summers** will put the presentation slides on a computer so the officials do not have to bring it with them at the event.
- Lunz** will send out invitations to local legislatures to give a "Welcome" speech at each event.

### **Midwest Environmental Education Conference (MEEC)** – October 21-22, 2015

Brown asked if anyone is going to register for this meeting. It was suggested that Summers be registered with the Wisconsin First Detector's Network (WIFDN). It was suggested that we use the Listserve to get volunteers to man the IPAW booth.

- Jasik** will solicit volunteers on the IPAW's Listserve to staff the IPAW booth at MEEC.

If anyone has teacher-related information on invasive plants, please get them to the IPAW display which is located at the DNR office.

**Wisconsin Association for Environmental Education (WAEE)** – Wollenzien stated that IPAW has been asked if we would like to give a presentation at WAEE's meeting themed "It Takes a Village: Promoting Societal Change Through EE" taking place on January 22-24, 2016 in Tomahawk, WI. The proposal is due October 2, 2015. It was suggested that we forward this invitation on to the CISMAs to see if they would be interested in giving a presentation at this event. Renz stated that WIFDN might also be interested.

- Jasik** will pass the information onto the CISMAs and Summers.

**Wisconsin Wetland Association conference in February** – Schauer asked if IPAW was interested in being present at this event. Kearns stated that she thought it would be a good idea and to encourage people to present a poster if not a talk. Others agreed that it would be a good idea for IPAW to be at this event. Wollenzien stated that WWA is also looking for financial sponsors of \$175.00.

- Kearns** will pass on the call for exhibitors to Brown.

Wollenzien stated that the Invasive Species Council will not be holding the Education Summit. She suggested that IPAW hold its annual meeting at the AIS/CISMA meeting in February or March of 2016.

- Kearns** will discuss holding the annual IPAW meeting in conjunction with the AIS/CISMA meeting with Tim Campbell.

10. **IPAW Budget & Bookkeeping** – Wollenzien stated that she is now on the IPAW accounts. She has not had time to work on a budget at this time.

11. **Board of Director Insurance/Herbicide Email** – Wollenzien stated that there are essentially two topics here: one about insuring CISMAs and the other is repackaging herbicides for use. Kearns stated that the issue of insuring CISMAs came up because a volunteer from a CISMA sprayed for Japanese knotweed, which killed 7 oak trees. The landowner wants \$15,000 per tree. The trees have been cut down and new ones have been planted. There was discussion as to whether or not the IPAW Board should find insurance to cover the CISMAs and what that would mean for IPAW. The IPAW Board could have insurance that would cover people getting injured at an event. There were also discussions as to giving the CISMAs the money to hire a certified applicator to spray herbicides. It was suggested that perhaps IPAW could find an insurance company that will insure all of the CISMAs at a reduced rate.

There was discussion on Mike at DATCAP email regarding herbicides could be repackaged if it is put into a service container – not an application container. The container would have to be brought back at the end of the day. However, the CISMAs would be liable. There was discussion as to what it would cost for a CISMA to have insurance.

- Doll** will look at his notes from meeting with insurance companies about board insurance.

Wollenzien suggested that a subcommittee be created to come up with general insurance prices for the CISMAs.

- Doll, Jasik, Brown** and possibly **Boos** will look into insurance for CISMAs.

12. **PlayCleanGo** – Jasik stated that she had traded emails with and spoken to Susan Burks at the PlayCleanGo campaign. Basically, when you become a partner, you have access to their graphics library. They do not charge for their graphic library, however, they encourage their partners to donate a portion of any outreach grants they receive to help build and maintain the PlayCleanGo campaign. The PlayCleanGo campaign are in the process of changing their website this fall and it will be less Minnesota and it will also have state specific pages. Jasik asked if we would like to back out for any reason, what would that entail. Susan stated that we simply stop using their graphics.

Kearns stated that she knows that they had applied for a grant and did not receive the funding. Renz stated that the initiative started out strong, but has dwindled. He believes that at some point they will start asking for money from each partner. It was decided that IPAW would sign on as a partner and if the PlayCleanGo campaign starts charging for their graphics use, we will simply cancel our partnership.

- Jasik** – will sign IPAW up as a partner for the PlayCleanGo campaign.

#### **New Business**

13. **November Newsletter** – Articles Due October 20<sup>th</sup> – Jasik stated that Brown had started an introduction, however, she used MacDonald's for the August newsletter. She asked that perhaps Brown can finish his article up for the November newsletter.

- Brown** – will update and submit his introduction article for the November newsletter.

Jasik stated that she had contacted Valerie Johnson at St. Croix-Red Cedar and she has submitted an article about their CISMA. Jasik was also contacted by Pam Roberts who asked if she would be able to submit an article about the Northwoods CWMA because it is their 10-year anniversary.

Other suggestions were:

- Doll** and **Jasik** an article on Farm Technology Days
- Summers** and **Jasik** a summary of the IPAW member surveys
- Where Ecology Meets Economy
- Summers** an article summarizing the urban forestry workshops
- Wollenzien** will try to push Wade for a Japanese knotweed article
- Something on the MIPN NCWS meeting on December 9<sup>th</sup> in Indianapolis, IN
- Kearns** and **Trochlell** – an article on new invasive plants for 2015
- Something on the wetlands conference – with an emphasis on phragmites – **Jason Granburg**

14. **Results of Strategic Plan Survey** – Summers 15 people have completed the survey – including Kearns, Renz and Jasik. Jasik stated that this means that two board members still have not completed the survey. Wollenzien tabled this until the next meeting so all of the board members can complete the survey.
15. **Membership vs. Website Sponsorship** – Jasik stated that she is working on getting more IPAW members and she realizes that we charge \$50 for an organization to sponsor and we charge \$100 for an organizational membership without any benefit. She was wondering if we could put our \$100 organizational membership givers on the list and do away with the \$50 sponsors. There was discussion as to the difference between a “sponsor” and a “membership.” Renz stated that MIPN has different organizational prices and they get different benefits. Jasik stated that there is some confusion sometimes with membership. When one person from an organization pays \$20 for an individual membership they believe their entire organization to be a member – this happened at last years UMISC.  
Wollenzien suggested that this be worked out within the membership committee.
16. **DUNS Number** – Jasik stated that we have a DUNS Number that is expiring on today’s date and she wanted to know if we would like to renew it. Brown stated that it was used at last years UMISC to receive Federal funds. It was decided to just let it go and we can sign up again, if needed, for UMISC 2016.
17. **IPAW Brochures** – Jasik stated that we are getting low on the IPAW Brochure and she would like to reprint them, however, she knows that there are corrections to be made. Some corrections she knows of are: updating our mission statement because the one on the brochure is an old one and since we do not have the committees, it may be a good time to take them off of the brochure. She also stated that since we are in the process of considering changing our membership fees, this might be a good time to change those.
  - Jasik** is to create the new form and pass it on to the board members.
18. **Wisconsin Wetlands Association, CISMA, DNR – EPA GLRI funded project** – Kearns stated that they would know more about this for the next meeting and the topic was tabled.

#### **Announcements**

19. **Where Ecology Meets Economy** – Kearns stated that she thought it was a good event. Wollenzien added that she thought they had some really good speakers this year.
20. **Next board meeting** – Wollenzien will send out a Doodle request for the next IPAW Board meeting in November.

**Meeting adjourned at 3:06 p.m.**