

IPAW Board Meeting Minutes
3:00 to 5:00 pm
Tuesday, December 10, 2013
Wisconsin Wetland Association Office, 214 N Hamilton, #201, Madison WI

Board Members present: Tom Boos, Jerry Doll and Christa Wollenzien

Board Members present by telephone: Mic Armstrong, Jeremy Chiamulera, Mark Feider, Jamie Nuthals, Diane Schauer and Rolf Utegaard

Also present: Michele Jasik and Kelly Kearns

Absent: Greg Bunker, Greg Cleereman, Brian Pillsbury and Patricia Trochlell

Administration

1. **Roll call**
2. **Approval of agenda** – Doll moved to approve the agenda of the Board of Directors Meeting for December 10, 2013. Wollenzien seconded the motion. The motion was approved.
3. **Approval of minutes** – Wollenzien moved to approve the Minutes of October 22, 2013 and Doll seconded the motion. The motion was approved.
4. **Treasurer's report** – In Brown's absence, Boos reported that after income (\$0.60 – interest) and no expenses, the conference account has a balance of \$14,321.84. The IPAW account has a balance of \$27,652.95 after income (\$250.00 in memberships) and expenses (\$1,329.75 for the program assistant's salary and \$34.75 for an extra table for IPAW's booth at the Garden Expo). Doll moved to approve the treasurer's report and Wollenzien seconded the motion. The motion was passed.

Business

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

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

Jasik to look into using Constant Contact for our newsletter – Jasik is still in the process of comparing our website and Constant Contact and will let them know when the comparison is completed.

- Jasik** will continue looking into the comparison between Constant Contact and our website.
- Wollenzien** is going to write an article regarding the Department of Transportation and invasive plants for the February newsletter.

6. **Program Assistant – recent progress** – Besides the last newsletter and the website, Jasik reported that she is working on a grant from the Wisconsin Energy Foundation (We Energies) to possibly pay for our new website. The grant is due January 31st. There was discussion about IPAW having received grants from them in the past. There was also discussion as to how much the grant is for. Jasik said that there is not set amount and Boos suggested that we apply for \$5,000.

- Jasik** will continue working on this grant for the deadline of January 31st.

7. **Newsletter** – Boos stated that the next newsletter goes out in February and the date to have articles in by, is January 20th. He asked for newsletter suggestions. Jasik stated that she does still have the introduction articles on Armstrong and Wollenzien that were not put into the previous newsletter due to overall length. Wollenzien stated that she has the approval to write an article regarding the Department of Transportation and invasive plants (see Review of Action Items above). Kearns stated that Jasik had asked her to write up a history of IPAW for our website and thought that this may be something that could be put into our newsletter.

- Kearns** is going to write up the history of IPAW for the February newsletter.
- Chiamulera** is going to write an article regarding invasive species from a forestry perspective for the May newsletter.
- Nuthals** is going to write an article regarding utility BMPs for the May newsletter.

Kearns suggested that we put a call for invader crusader nominations in the February newsletter.

Kearns suggested that we put something in May's newsletter about Invasive Species Awareness Month (ISAM) and early detection species. Kearns stated that ISAM is going to have a video contest this year. It will be one minute or less and that the contact is Tim Campbell.

8. **Website Revision Update** – Boos stated that the website committee has met and that the website is very near completion. We would like to launch the new website for the new year. Boos asked that everyone take a look at <http://ipaw.thehway.com> and let us know what they think.
9. **NAEPPC Payment** – Boos stated that the National Association of Exotic Pest Plant Council (NAEPPC) is a coalition of state and regional exotic plant pest councils and invasive plant councils who represent those with an interest in invasive plant management on a national level. Kearns stated that they are the ones creating ASTM protocol for an invasive species state list, which would be used for the "Green Building" standard. Boos asked and all agreed that IPAW should support this organization by giving them an annual membership fee of \$100.
10. **Committees – Restructuring** – Boos stated that IPAW had created several committees in the past (science, education, plant industry, fundraising, governmental relations, nominating, communications, and regional groups). He said that we have a list of members who are interested in working on one of these topics. However, based on past experience, volunteers would like a task, not a lot of meetings. We will always have a science and an education committee, however, the others may change based upon our focus. The committees may also have subcommittees within. We shall have to determine this as we go through our strategic plan.
11. **Strategic Planning – Making it Happen**
Discussion was held on the following topics: hire coordinator, membership increase/retention, field days, legislative outreach, and coordination and facilitation of CWMA's. Two additional topics were added: Invasive species locations and connecting land managers and the green industry.

SEE STRATEGIC PLAN NOTES FOR PREVIOUS INFORMATION

CWMA Coordination - Kearns stated that a new CWMA is starting up in southwestern Wisconsin, in the central sands area.

- It was suggested that we use Gathering Waters Conservancy as a model to help us put our ideas with CWMA's in a conceptual plan
- Kearns will make a quarterly conference call starting in February to CWMA's to discuss what their needs are and how IPAW can help them.

The CWMA committee will consist of Boos, Feider, Schauer, Wollenzien and Kearns. Reinart, Utegaard and Renz might also be interested in this committee.

- Kearns** volunteered to work on setting up conference calls with CWMA representatives to see what they want.

Memberships - Boos asked for volunteers to take on this task.

Wollenzien, Nuthals and Jasik are on this committee.

- Wollenzien, Nuthals** and **Jasik** are to come up with a plan before our board meeting in February.

Hire a Coordinator - Boos stated that he would like to hold off on this until we get some of the other ideas going so a job description can be written up where this person may possibly do some of the things.

- They will possibly work with CWMA's – to help form them and keep them going.
- Kearns suggested looking into some of the other states to see what they are doing, perhaps we could be involved in more.

Field Days - Boos asked where we should focus our efforts and why.

- Schauer suggested the Lakeshore Technical College in Manitowoc.
- Kearns suggested that the CWMA's might be interested in coordinating this with us.
- Agricultural agents may also be interested in helping us out.

- Boos suggested that we continue with the current format we have – some inside, some outside, breakout sessions, we can see if Dow would be interested in doing more, the plant identification was popular, the chemical information was well liked, etc.
- Having a lesson on using the phone app for mapping species was suggested. Perhaps having everyone download it on their phones and use it.
 - ☐ **Boos** will talk with **Renz** to see if they can put out a request for interest and topics.

Legislative Outreach - Wollenzien said that she would be willing to sit on this committee.

- ☐ **Boos** will talk to Fred Clark from Baraboo to ask how best to reach our legislators before our February meeting.

Invasive Species Locations - Boos stated that there are people that do not believe that certain species are invasive (i.e. bittersweet). He would like IPAW to come up with a list of places that one could go to see the extent of the invasive.

- There needs to be a survey done in regards to what species are questionably invasive in Wisconsin.
- Sites need to be determined – someplace public or one where we have permission to send people to. These sites also need to be in different places throughout Wisconsin.
- The list should be small (5-12 species) to see if there is a need and if people use it.
- Once this is developed, it could lead to legislative outreach.
- Perhaps the split-list species should be on this list.

Boos and Fieder volunteered for this task. It was suggested that Renz might also be interested in helping out with this.

- ☐ **Boos** will prompt a meeting with regards to coming up with a list of invasive species and their locations.

Connecting Land Managers and the Green Industry - Boos stated that there is a need to have a better connection between land managers and nurseries. We have to educate designers on the economics of growing native and non-invasive non-natives.

- There seems to more interest in growing non-natives. It used to be that nurseries would have them and no one would buy them.
- We need to make a concerted effort to invite people from the green industry to our field days and UMISC.
- We need to get on the agenda at green industry meetings.
- We need to have a keynote speaker to attract people from the green industry.
- Kearns is willing to give presentations.

Armstrong and Wollenzien volunteered to sit on this committee.

12. UMISC – October 20-22, 2014 Boos told the board to mark it on their calendars.

13. Other Business – Boos is getting gifts for former board members.

Possible dates for next board meeting in February

- ☐ **Boos** will send out doodle request.

Meeting adjourned at 5:04 p.m.