

MINUTES
Invasive Plants Association of Wisconsin
Board of Directors Meeting
February 10, 2011
3:00-5:00
Wisconsin Department of Natural Resources - Central Office

Board Members present: Tom Boos, Willis Brown, Jerry Doll, Mark Feider, Bob Frank, Vijai Pandian, Jim Reinartz, Gene Roark, Amy Staffen, Rolf Utegaard, Ann Walker

Also present: Clarissa Hammond, Kelly Kearns, Courtney LeClair, Brendon Panke, Mark Renz, Betsy Popelka, Mindy Wilkinson

Administration

1. Review of nominations for Board of Directors
 - a. Clarissa Hammond: Hammond is Plant Pest and Disease Specialist for DATCP, and IPAW's former Program Assistant. Hammond's supervisor approved her potential membership on the IPAW Board with the stipulation that she not work on the Plant Industry or Government Relations Committees. (Since DATCP regulates the nursery industry, there could be potential 'conflict of interest' situations.)
 - b. Mindy Wilkinson: She is the new program coordinator for all NR-40 issues, and has a wealth of experience in invasive species work.Boos moves to elect Clarissa Hammond to the Board with understanding that she will not participate on Plant Industry or Government Relations Committees, Pandian seconds. Motion carries. Boos moves to elect Mindy Wilkinson to the Board, Walker seconds. Motion carries.
2. Approval of Minutes
Boos moves to approve the meeting minutes from December 8, 2010 without changes, Utegaard seconds. Motion carries.
3. Treasurer's Report
Bimonthly report (12/8/10-2/10/11): Current balance is \$20,002. Membership dues totalled \$669.64. Gifts totaled \$195. Annual report for 2010: Boos reports that 2010 was a good year in that we had more income (\$10,332) than expenditures (\$5,572). His detailed report shows all revenue and expenses by major category for 2006-2010, the budget that was developed in 2006, summaries of website service and newsletter printing costs and how the ATC Grant defrays these costs, and summaries of Czarapata book and MIPN guide sales. Frank moves to approve both the bimonthly and annual reports, Roark seconds. Motion carries.

Old business

4. Review of Action Items from December Board Meeting
 - ✓ **IPAW** needs to put together a proposal for a possible invasive plant control certification pesticide category. Should include an outline of what the certification could entail; this can be taken to hearings. **Doll** needs to compose a letter in support of this, to be ready for the hearings. **Done. SEE BELOW...**
 - ✓ **Horn** and **Doll** will work together on drafting letter and proposal, will send out to IPAW Board, Mark Renz, Jesse Bennett, Lee Chambeau, for review, then to DATCP by January 3rd. **Some revisions to an early draft were made following feedback from reviewers. This will be discussed at the June 29th DATCP meeting. Renz wants us to more explicitly advocate for incorporating into ROW category, fears that creating new category would create confusion/administrative burden. Page 2, next to last paragraph, needs to be revised to reflect Mark's suggestion.**

- ✓ **Boos** will form and convene a new Website Subcommittee this winter. – Sent out email to interested members, is in process of setting meeting time.
- ✓ Soliciting nominations for new Board members: **Staffen** will talk to Laura Felda, **Boos** will talk to Miles Falck, **Doll** will talk to Clarissa Hammond, Gigi LaBudde, and Mindy Wilkinson. Felda, LaBudde and Falck declined, Hammond and Wilkinson accepted their nominations.
- ✓ **Utegaard** will develop preamble to letter for DATCP EAB outreach, will present to IPAW Board at the meeting right before spring 2011. Letter sent to Board, just needs logo, needs to be put on website. Next steps are: 1) Send letter to membership; 2) Post on website (Utegaard will send to Vomastic); 3) Put in next newsletter (Utegaard will send to Reinartz).
- ✓ **Kearns** will look into Iowa Native Plant Society reviews. Kearns did so, found that they all focus on native species; no reviews are done of books on invasives.
- ✓ **Popelka** will send letters to list of businesses developed previously. – Will go out this weekend.
- ✓ **Vomastic** will create an announcement describing this new application, which will then be posted on the website, listserv and newsletter. – Done. Currently IPAW Annual Meetings and Invader Crusader photos on website. Boos will post on listserv.
- ✓ **LeClair** will ask David Bayer about doing a presentation at UW-Fond du Lac's Prairie Fest on July 30, 2011. – She did, and he will.
- ✓ **Reinartz** will send reminder to everyone with deadline for submissions during 2011.
- ❑ **LeClair** will look into having an announcement on the WDNR website describing/linking to the IPAW bounty program. Not done. She will be able to complete this action item after she receives training for adding content to the new WDNR website.

Newsletter articles to be written:

- ✓ New Flickr account (**Vomastic**).
 - ✓ Summary of Bounty program (**LeClair**).
 - ✓ Announcement of new Power Point presentation resources (**LeClair**).
 - ❑ New AIS guide (**Staffen**) – Not done.
 - ❑ **Kearns** will revise list of people from whom Reinartz solicits newsletter submissions. – In progress. Will get it to him by end of March in time for Jim to send for next newsletter.
 - ❑ **Utegaard** will mail CD with all past newsletters to Boos. – Not done.
 - ❑ **Renzi** will develop a proposal/outline describing a possible challenge grant program for IPAW. Renew as agenda item for next Board meeting. Not done.
 - ❑ **Staffen** will send request out to listserv for book reviews. Not done.
 - ❑ **Renzi** will let Horn know details about NR-40 training for ROW managers that will take place in March in the Dodgeville area. – Not done, wasn't sure if this is necessary since grant wasn't received. Kearns says that the group may still be interested in training, though Horn will no longer be able to be chair of SWWMA without funding.
4. Using SKYPE for Board meetings
- Boos, Feider & Reinartz successfully connected in a three-way conference call using SKYPE. Feider will write a set of guidelines for using it, is willing to confirm full functionality for each board member who would use this technology. Staffen explains that the main issue with the past attempt to use SKYPE was with the group in Madison communicating over a microphone. Feider says that we can use a call-out function for 3-4 cents per hour.
- ❑ **Feider** will send out guidelines for using SKYPE to all Board members and other regular Board meeting attendees.
 - ❑ **Staffen** will connect Feider with Adam DeMars (electronics dealer) to get a better microphone.
 - ❑ **Feider** will run a full test before our next Board meeting. Any Madison users who might use SKYPE should contact Feider.

5. Southwestern Wisconsin Weed Management Association update.
Brown announces that PTI grant was not awarded. Mark Horn will not be able to continue as chair without funding. Interested parties will meet in early March to see how they can move forward. Staffen volunteers to represent IPAW in addition to Brown.
6. Committee Updates:
 - a. Education Committee: LeClair reports that she has completed updating the plant photo pages that can be used in Power Point presentations. This represents 206 species, which are organized by habitat on the website. Vomastic recommended to LeClair that we eventually shift this resource to a database-driven platform, which would enhance functionality. LeClair will next begin work on updating slides that describe invasive plant control methods and invasive animals.
 - b. Newsletter: The current issue of Plants out of Place is probably in the mail by now. We shifted to a new printer again: UW-Milwaukee can print the newsletter for roughly the same cost, but it's a much simpler process for Reinartz since he is essentially working 'in-house.'
7. North Central Weed Science Society Conference, Dec. 13-15, 2011, Milwaukee
IPAW & MIPN-related programs will take place on Dec 14-15. Renz reports that plans for the conference are moving forward. MIPN is concerned about being compensated fiscally for their endeavors. NCWSS has made a significant amount of money on past conferences, while MIPN has taken a loss. Equal compensation between MIPN & IPAW is proposed. If IPAW agrees to this, then the two organizations can move forward in negotiating with NCWSS vis-à-vis the following proposals: 1) Ask for percentage of total proceeds (e.g., 60% NCWSS / 20% MIPN / 20% IPAW); 2) Take a certain amount off of the two-day registration fee. Question: Kearns wonders if membership in MIPN/IPAW can be included as part of the conference registration process?

Renz is soliciting volunteers to help with the conference:

- ___ Planning Committee (logistics, there will be a meeting on-site in July) – LeClair volunteers
- ___ Programming Committee (set program, locate speakers, exhibitors, etc) – The following people expressed an interest:
 - Staffen (did vendor coordination last year)
 - Kearns
 - Brown
 - Wilkinson

Doll will send a "Save the Date" blurb to Reinartz for newsletter, will also post on listserv.

8. Minnesota/Wisconsin Conference 2012
Boos reports that they met recently. Some are worried about doing another conference in an already well-saturated region, suggest expanding to include Michigan, Iowa and Illinois. This would serve well in engaging MIPN in the event. If only Minnesota and Wisconsin participate again, then the conference will be held in LaCrosse, and IPAW would have to be fiscal agent, (though MISAC would still hold the money). These decisions are still up in the air. Kearns says that one of the challenges with working with IL and IA is that there are no specific entities to serve as partners; LeClair says that someone actually already did some outreach and made some meaningful contacts. LeClair announces their goal to have one person on each committee by October.
9. Ten-year anniversary for IPAW (2011)
Do we want to highlight the anniversary in December at the NCWSS conference, or at a special event in May or June along with ISAM, Invader Crusader Awards, and the IPAW annual meeting? An Anniversary Committee will be convened with the following members: Boos, Staffen, Hammond, Popelka and Doll.

Boos will send out email to schedule an Anniversary Committee meeting.

10. NR-40 and Species Assessment Group (SAG) representation

Kearns announces that they are currently collecting invasive plant data in preparation for the next round of NR-40. Many plants for consideration have been identified already, and have been placed in five groups. They would like to have one representative from IPAW in each group (there is also a group for animals, insects, and disease-causing organisms):

- a. Aquatic -
- b. Ornamental herbaceous -
- c. Ornamental woody – Reinartz commits to this
- d. Forage/turf/erosion control -
- e. Other herbs -

Wilkinson will send an email to BOD to invite participants.

11. Betsy's Ideas and Suggestions

Betsy Popelka wanted to share some ideas she had for building IPAW membership and for improving renewals of membership.

- Sending out a mass email to encourage members to opt-in to receive thank you's, appeals for renewal, POOP, etc. through electronic communication (email) - save on costs and administrative time. [Not newsletter, yet... not cost-effective. Walker says that people tend to ignore emails. Popelka states that at the Wisconsin Bicycle Federation, they send a membership reminder email every month. Hammond reminds us that we used this option for the annual meeting registration; about half of the attendees used this option. Staffen says thank-yous for donations should be sent via snail mail.](#)

- Are the ListServ emails in the database? To increase membership, you could email the ListServ a membership appeal. [Boos says they can talk about this some other time.](#)

- Revamping the renewal thank you letter to one page and updating it for 2011; Committee insert? Also updating the membership form - do we have a membership brochure? If so, does it need updating? What do members receive with membership?

- Popelka** will draft revisions of the thank-you letter and membership form, then send to entire Board for review.

- Social media - facebook page? [Wilkinson says this works great for River Alliance. Plant identification videos would be good thing to have there. We would need to update the content biweekly, but not more often. This may be a good way to reach a younger audience.](#)

- Popelka** will set up a Facebook page and we will do a trial run.

- Board Members** will send content to Popelka for posting on the Facebook page.

- What is the benefit offered for joining IPAW? For businesses? Is there a discount on advertising? [No, because the advertising is only offered to member businesses/individuals.](#)

- Organizational memberships should be listed on the website. [Boos says that the first step would be to organize the website better.](#)

- Is there a donation option on the website? [Paypal is not user friendly. "Square" might be another option.](#)

- Who will sign the letter to advertisers? [Response: Boos or Doll.](#)

12. Legislative report for new governmental appointees.

Boos initiates discussion of compiling a legislative report to inform new legislators of invasive species issues. Wilkinson suggests participating in an Agriculture Awareness Day with a booth, or an "Invasive Species Action Day." Having a legislative report from IPAW would be helpful in that we don't have constraints that state and local agencies have. Boos says maybe "briefing" is a better descriptor of what he has in mind. Roark suggests participating in Conservation Lobby Day, and recommends talking to League of Conservation Voters first to get advice on how best to prepare for this event. Panke suggests partnering with another conservation organization like Wisconsin Wetlands Assoc. to present at the Conservation Lobby Day. Topics to address should include forestry, agriculture and natural resources.

- Wilkinson** will send a draft one-page white sheet to Roark.
- Roark** will communicate with League of Conservation Voters about attending Conservation Lobby Day on March 16.

13. ISAM and Invader Crusader Awards

It may not be possible for LeClair to coordinate these this year given her new job duties and commitments. The grant that funds this work, however, goes through 2011.

- Wilkinson** and **LeClair** will talk to Crystal Schreck about coordinating ISAM and the Invader Crusader Awards for 2011.

14. Set time, date and place for next meeting.

- Popelka** will send out a Doodle survey to query availability for a Board meeting in April.

Submitted by Amy Staffen on February 15, 2011