

MINUTES  
Invasive Plants Association of Wisconsin  
Board of Directors Meeting  
July 23, 2012  
3:00-5:00  
Wisconsin DNR - Central Office, Madison

Board Members present: Tom Boos, Clarissa Hammond, Rolf Utegaard, Greg Bunker, Jerry Doll, Willis Brown, Gene Roark, Jamie Nuthals,

Also present: Courtney LeClair

#### ADMINISTRATION

1. **Roll Call and introductions**  
Introduction of the newest board member, Jamie Nuthals.
2. **Approval of the agenda**  
Doll moves to approve the agenda, Brown seconds. Motion carries.
3. **Approval of Minutes**  
Brown moves to approve the May 2012 minutes, Rolf seconds. Motion carries.
4. **Treasurer's Report**
  - Willis sent out a treasurer's report (note: IC = Invader crusader)
  - Doll moves to approve, Hammond seconds. Motion carries.

#### OLD BUSINESS

5. **Review of Action Items from January Board meeting**
  - Renz** will develop a proposal/outline describing a possible challenge grant program for IPAW. (**Tom** will contact Mark about this)
  - Boos** will work on getting website committee back on track **In progress**
    - **Progress: Boos** sent out email to set up a meeting
  - Boos** will meet with nomination committee to discuss gaps to have better discussion at next meeting. NOT DONE
  - Boos** will send \$50 for Grecian foxglove bounty NOT DONE – lost contact info
  - ✓ **Boos** will send out welcome packet to James Nuthals
  - ✓ **Boos** will put an announcement for a program assistant on the listserv.
  - ✓ **ALL** Board members should do some recruiting for the program assistant position.
  - ALL** board members should take some time to look for grant sources to pay for an executive director. **DONE??**
  - ✓ **ALL** board members should articulate what IPAW means to them.
  - ✓ Tom proposed that we take the four logo finalists online and query the membership. Give members about one month to vote. Boos will work with Marcia to get this done.
  - ✓ **Boos/Vomastic** will put a save the date announcement on website for the UMISC conference.
  - ✓ Fieder was looking for model ordinances. Discussion has occurred regarding this at DNR. **Boos/ Kearns** will work on it and run in by Board (this will happen next week)

#### Delayed action items:

- Brenner** needs list of committee chairs and members for the database. **Delay until new PA hired.**
- Brenner** unsure about Mission Statement of IPAW Board – display board vs. website/newsletter differ. This needs to be clarified. **Delay until new PA hired.**

- Brenner** will create a document with responses to why people should join IPAW. These will be forwarded to Board. **Delay until new PA hired**
- Boos** will work on updating the document and post it on web. **Delay until new PA hired**

## 6. New logo

A logo selection survey was posted on the IPAW website and sent out to the listserve and CWMAAs associated with IPAW. August 8<sup>th</sup> is the deadline for voting.

## 7. Natural Areas Pesticide Applicator Certification – IPAW suggested to the Department of Agriculture, Trade and Consumer Protection that a separate natural areas pesticide applicator certification exist or include it with the Right of way category. It was put in the Right of Way category. The IPAW membership efforts seemed to work. This is an example of public comments working to influence decisions.

## 8. What does IPAW have to offer?

At the Milwaukee conference, people were asking why they should join and what IPAW has to offer.

### ***According to the board, this is what IPAW has to offer:***

- Technical assistance to lake landowner groups
- Identification assistance.
- The Listserve provides a wealth of information on how to manage invasives.
- IPAW partners with other group to host educational conferences. The conference get people excited about taking action on invasive species issues and a lot of educational progress has been made.
- IPAW acts as a catalyst to get information out to other “unofficial” partners.
- IPAW members were at the core of NR40 development
- IPAW acts as a fiscal agent for smaller regional groups.
- IPAW participates in Invasive Species Awareness Month (ISAM) events and helps ensure success.
- IPAW helps recruit/advocate for important invasive issues.
- Website support and exhibits for affiliated groups.
- Flickr photos.
- Newsletter
- Conference fee discounts for members.

### ***IPAW successes:***

- IPAW listserve
- Natural Areas/ROW pesticide applicator certification
- IPAW members participated in the development of NR40, by being a member of the Species Assessment Groups.

### ***Other discussion topics:***

- IPAW could develop a list of people who could help citizens/landowners with invasive issues (identification mostly). Knowledgeable members could do “walk throughs” with landowners and get them started on invasive species management. It might be easier to work with other groups to make this work. One example is the woodland advocates. These people contact landowners who are not affiliated with another group and point out that many resources are available to them. Gene will keep us posted on how the woodland advocate program is going.

- Utegaard plans to resume outreach efforts soon (6-8 booths per year). It would be helpful if the board came up with an educational format/plan and developed a list of partners. This would keep the message consistent.
- ☐ **Boos** will create a document that highlights outreach, successes and features of IPAW and send it out to the board for review. This document should be ready for the October conference.

#### 9. Program Assistant

A job announcement went out to the listserve, CWMA's, and the board. No interest so far. Deadline for application is mid-late August.

- ☐ If there is no interest in the next week, **Boos** will post the position on the UW jobs board and send the announcement to the arboretum and the Leopold Nature Center.
- ☐ **Boos** will look into a potential candidate at DNR.

Hannah Spall from the Wisconsin fire council contacted Tom about partnering with IPAW to hire a program assistant. They are looking to hire someone to do very similar tasks. IPAW would do the hiring and cut the checks, but the fire council would pay for their portion of the program assistant's time. If we partnered with the Fire Council on this, more people are likely to apply, and the employee will be more satisfied. Brown offered to help Boos work on this and Doll offered to be on an interview panel.

Boos motions to move forward with this option, Roark seconds. Motion carries. IPAW supports sharing a position with the Wisconsin Fire council. Details to be worked out later.

### NEW BUSINESS

#### 10. Executive Director

- Some board members think an executive director would help the organization grow by "leaps and bounds" while others are not sure that would be the best use of money.
- We need to develop a projected budget.
- We should work on this in September so we are ready to talk/network/recruit at the October conference.
- Should we partner with another group to make a full time position?
- This person would provide general support as well as organize CWMA's.
- ☐ **Boos** will work with other board members to write a job description
- ☐ **Nuthals** will find out what kind of money WPS offers (Pulling together grant)
- More discussion will be had at upcoming meetings when more board members are present.

#### 11. UMISC Conference (LaCrosse Center) Oct. 29-31st

- Program is in draft form and registration is open on the website ([umisc2012.org](http://umisc2012.org)). Planning efforts continue. IPAW is acting as a host with the Minnesota Invasive Species Advisory Council, the Wisconsin Invasive Species Council, and MIPN.

#### 12. Farm Technology Days

- Some delays due to weather, but otherwise it was pretty busy.
- Seems like a valuable thing to continue.
- Could we get into the same tent as weed doctors or conservation tent?
- Vijai needs to be thanked for coordinating again.
- Barron County next year. July 9-11; Portage county 2014

#### 13. ISAM

- Speakers were great; 50-70 kids were present. An entire class was given an honorable mention. Tours at Olbrich afterwards. Council was happy.

**14. Website Maintenance**

Marsha Vomastic doesn't think we need her services anymore; Tom hasn't talked to her yet. We should keep someone who can do that stuff or incorporate that into the program assistant duties if Marsha doesn't want to continue.

**15. NO committee reports**

**16. Newsletter**

- An article should be written to introduce Jamie.

Meeting Adjourned 5:00 pm

*Minutes submitted by Clarissa Hammond on June 11, 2012.*