

IPAW Board Meeting Minutes
3:00 to 5:00 pm
Wednesday, March 27, 2013
DNR Headquarters, Rm. 708 GEF II, Madison

Board Members present: Tom Boos, Willis Brown, Greg Bunker, Jerry Doll, Mark Feider, Brian Pillsbury, and Jim Reinartz.

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

Absent: Jamie Nuthals, Gene Roark, Rolf Utegaard, and Melinda Wilkinson

Administration

1. **Roll call**
2. **Approval of agenda** - approved
3. **Approval of minutes** - approved
4. **Treasurer's report** - **Brown** said we have approximately \$40,000 and all of our bills are paid for. There is approximately \$12,000 from the Upper Midwest Invasive Species Conference (UMISC) in seed money in which one-third will go to Midwest Invasive Plant Network (MIPN) one-third to Minnesota Invasive Species Advisory Council (MISAC), and one-third to IPAW. **Brown** was asked to type up a report within the next week summarizing our money.
 - Boos** will follow up with partner organizations asking them if they want their cut of the profits

Brown also stated that there were several organizations asking us to join. The Board concurred to join The Prairie Enthusiasts.

Old business

5. **Review of Action Items from January Board meeting**

If not listed here, it means the actions were completed from January meeting minutes.

Delayed action items:

- Renz** will develop a proposal/outline describing a possible challenge grant program for IPAW. (**Tom** will contact Mark about this)- not completed - **Hold off until new board members**
- Boos** will work on getting website committee back on track
Progress: **Boos** sent out email to set up a meeting - More on this will be discussed later in the meeting.
- ALL board members** should take some time to look for grant sources to pay for an executive director. **Kearns** will check with **Jan Schultz of the USFS for GLRI funding. WEEB grants may an option**
Several board members met with Kathy Stepp at the DNR to let her know that IPAW exists and to discuss funding possibilities. It was thought that it was a successful meeting and Kathy thought that she might be able to help us obtain some money.
- Boos** will work with other board members to write a job description - **Hold off until new board members**
- Boos** said he had several ideas and will get something to Clarissa and Rolf within the next two weeks.
- Boos** sent a thank you letter Marsha and will be sending a gift within the next couple of weeks.
- Jasik** is working on the database which will contain a list of interested committee members.
- Jasik** clarified which mission statement is correct and will see that it is consistent wherever it is written.
- Boos** will work on updating the "why people should join IPAW" document and post it on web. **To be completed when website is worked on**

6. Program Assistant – Boos introduced Michele Jasik to the Board as the new hire for the Program Assistant position. Jasik gave a summary of what she has been doing since she has started. When given to Michele, the database consisted of seven databases. She has spent approximately 23 hours trying to consolidate all of the information into one database and now has it down to three databases. She also spent about three hours cleaning up over 2,000 emails. With the help of Boos, the letter that is sent out to new members and the letter that is sent to renewing members have been revamped and updated. The form for members to join has been edited with the new logo and an offer of an IPAW t-shirt to those who join for two years. Jasik indicated that she was hoping to get these items in order so that she could perhaps send out a letter or email to former members asking for their support. She said that she thought that perhaps we could do it first by email and after waiting for a month or so, by mail to those who did not respond or to those that did not have an email address with us.

- Jasik** will continue to work on the database, send out an email, and after a month or so, send out a letter (as indicated above).

Jasik said that as an incentive to get more members, she has some ideas and wanted to pass them along. She also works at a yoga studio where she greets new students. One of her jobs is to have them fill out a survey of how they heard of the studio and about half of them say from our bumper sticker. Therefore, she did some research on the costs of bumper stickers and car magnets with our logo. The price of 500 6"x4" magnets would be \$0.70 each and the price of 500 6"x4" stickers would be \$0.48 each. She also suggested that some of her other ideas were giving out packets of native seeds (with a sticker of our logo on them) or a coupon for a local native plant nursery.

Jasik also stated that she had priced having envelopes printed and stationary printed with our new logo and address. At the time of this meeting, only one place had gotten back to her on prices.

- For stationary, Econoprint quoted for 500 the cost would be \$0.26 each or \$131.00, for 1,000 they would cost \$0.16 each or \$155.60, and for 1,500 the cost would be \$0.114 each or \$171.60.
- For envelopes, the cost of 500 would be \$0.30 each or \$149.00, for 1,000 the cost would be \$0.17 each or \$168.00, and for 1,500 the cost would be \$0.125 each or \$188.00.

She also purchased a printer and calculated the cost per page would be \$0.30 each for black ink. The Board concurred to order the 1,500 letterhead and the 1,500 envelopes.

- Jasik** will order 1,500 letterhead and 1,500 envelopes.

7. Board Member Vacancies and Recruitment-

Laura Herman and Joanne Kline – Boos briefly mentioned it to them

Diane Schauer – Boos indicated that she was more into aquatic species, but perhaps she would be interested as soon as some time was freed-up for her

Mic Armstrong – Is a strong maybe, according to Boos

Steve Klock – was not interested, according to Boos

Art Kitchen – Doll said that he was not interested

Gigi Labudde – was not interested, according to Doll

Chad Cook – is not interested, according the Renz

Pat Trochlell – said yes, according to Brown

Sarah Kraszewsk – Brown said was not interested

Greg Cleerman – is interested, but would like to sit in on a meeting if possible

Jeremy Chiamulera – is a private forester with Compass Land Company and is interested

Dara Olson, Brett Hanson and Darrell Krom – Kearns said that she had put calls into them, but they have not yet responded

Peggy Compton – did not say yes, but did not say no either

Greg Redman – declined

Margie Brzeskiewicz – was a strong maybe, depending on federal budget and if she is still employed

There was discussion as to others they could contact. Jerry Doll mentioned Randy Mell from UW Extension.

Boos will contact him.

Gary Birch and Christa Wollenzien from DOT were also mentioned as a possibilities.

Renz will contact both of them.

ALL- Contact others and report back at the next meeting.

- 8. Newsletter Status and Future Plans** –Reinartz said that because he has been developing the newsletter for such a long time and because our membership is so small and it does not feel like anyone is paying attention to it, he would like to suggest that we should shift towards an email-type newsletter. Reinartz also stated that he had all of the materials to create a final printed newsletter. There was discussion as to whether an electronic-type of newsletter is the way to go to keep up with the new media form. There were also questions as to how often the newsletter should go out.

Jasik – with, the help of Kate from MIPN, will send out an electronic newsletter, every other month

All – brainstorm for the board meetings to come up with materials for the newsletter

- 9. Website and Facebook** - Boos and Jasik will be meeting with Scott from the DNR who is proficient on websites and he will guide us in changing the website over to an “open source system.” This will make our website easier to navigate and easier to maintain. Boos said that this is the way to go so that we do not have to pay a web designer to update the site. Jasik stated that she has started working with our Facebook page once again. She would like to feature an invasive species of the month. She used Garlic Mustard for the invasive species for March. Jasik said she is looking at other Facebook pages from other similar types of organizations for ideas and that she would like to post something weekly or bi-weekly to keep others interested. Jasik thought of asking when others have sighted an invasive and said that feedback is a great way to get others interested in invasive species and our organization. Jasik asked for the Board Members to provide input if they have any ideas. Kearns and Renz indicated that there is an App that will be available for the iPhone next week which will be used to identify invasive species. One is already out for Android, but they did not want to announce it until both are ready.

New Business

- 10. NR40 Revisions** – Kearns reported that the DNR is going through the process of revising the NR40 Rule. They have held five public meetings throughout the state to obtain comments on these changes. A couple of the controversial species that are being considered to be added are reed canary grass and birds foot trefoil. There were several people from the agriculture industry stating their views and fewer views from environmental groups. Kearns and Boos stated that they wished that these views were more balanced, but they did not want these comments to come from DNR employees. There was also discussion as to the logistics of how a species is added to the NR40 Rule.

11. Committee Reports

Science – No updates

Education – No updates

Newsletter –Previously discussed

Nominating – Previously discussed

- 12. Farm Technology Days** - Because of the location (Barron County), it is difficult to get bodies to work at our booth. Next year it will be held in Stevens Point and the following year it will be held

in Dane County which would be easier to get volunteers to man our booth. The Board concurred that we should skip it this year.

13. **Citizen Based Monitoring Grant** – Kearns stated that this was an early detection monitoring grant for mapping and monitoring. There was discussion as to whether or not IPAW should apply for it. The Board concurred that they would not apply to for this grant at this time.
14. **Garden Expo** – Are we interested in having a booth at the 2014 Garden Expo? Several people attend the Garden Expo and this past year we had a joint booth with The Wild Ones. The Board concurred that it was an event worth attending.
15. **Driftless Area Stream Management Plan** – Kearns stated that the DNR is currently going around the state having meetings about the regulations to manage this property. She stated that there is no mention of invasive plant species in this plan. The interest seems to be geared towards the fish species that are found in the river. Kearns said that she believes that they need some input regarding invasive species and this can be done online. She suggested that this be added to the IPAW ListServe.
16. **Any Other Business** – Kearns said that the Wisconsin Invasive Species Council nomination applications for Invader Crusader Award went out today and that there will be an award ceremony on June 11th at Olbrich Gardens.

Possible dates for next meeting in May

- Boos** will send out doodle request.

Meeting adjourned at 5:05

Minutes submitted by Thomas Boos and Michele Jasik on April 4, 2013.