

IPAW Board Meeting Minutes
3:00 to 5:00 pm
Tuesday, May 28, 2013
DNR Headquarters, Rm. 708 GEF II, Madison

Board Members present: Tom Boos, Willis Brown, Jerry Doll, Mark Feider, Jamie Nuthals, and Gene Roark

Also present: Greg Cleereman, Michele Jasik, Nelson Eisman, and Mark Renz

Absent: Greg Bunker, Brian Pillsbury, Jim Reinartz, Rolf Utegaard, and Melinda Wilkinson

Administration

1. **Roll call**
2. **Approval of agenda** – approved
3. **Approval of minutes** – approved
4. **Treasurer's report** – Brown reported on our current income and expenses. As of May 22, 2013 there is a balance of \$47,950.55. He stated that the conference made a profit of \$8,677.37. MIPN's and IPAW's portions of the money will be kept in our account for the next conference and Minnesota would like their portion back. Brown stated that he was fine with how the expenses for the conference were held last time and he is willing to do it the same way for the next conference. Our expenses included purchasing supplies for Jasik and our income includes numerous memberships, which have recently come in. Brown stated that we have a money market account with a current balance of \$5,000. He said that the account has to have activity in order to avoid a \$10 service charge. He has transferred money to the account and will continue to do so in order to prevent the service charge. The Treasurer's report was approved.

Old business

5. **Review of Action Items from March Board meeting**
If not listed here, it means the actions were completed from March meeting minutes.

Delayed action items:

- Renz** will develop a proposal/outline describing a possible challenge grant program for IPAW - **Hold off until new board members**
 - Boos** will work on getting website committee back on track – will be discussed later in this meeting.
 - ALL board members** should take some time to look for grant sources to pay for an executive director.
 - Boos** will work with other board members to write a job description - **Hold off until new board members**
 - 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** – Jasik reported that on April 15th 308 emails went out to past members. On April 29th 178 letters went out to the past members who either did not have an email address with us or whose emails had bounced back. Of the 308 emails, 32 bounced back and out of the 178 that went through U.S. mail 7 came back undeliverable. As of May 22nd we received 57 membership renewals. Therefore we increased our membership from 93 to 150 active members. Out of the 57 memberships, 40 came from the emails and 17 came from U.S. mail. Jasik reported that she will send out one more mass mailing (by postcard) to past members for one last time asking them to renew their membership. Otherwise, she would like to pursue new memberships by addressing some of the types of organizations that are our members (i.e. environmental groups, foresters, landscapers, etc.). Jasik would like to send out an email to these companies introducing IPAW and asking for them to become members. However, she said that she feels that

it would be better to hold off until our new website is up and running before pursuing this avenue.

7. Board Member Vacancies and Recruitment – Boos handed out biographies on five potential new board members. Their current positions are briefly summarized as follows:

- Jeremy Chiamulera** is currently working as a forester with Compass Lane Consultants in Minocqua, Wisconsin with the responsibility of managing all forestry related activities for that office.
- Greg Cleereman** is a County Conservationist for Marinette County and has a strong focus on invasive species management (especially aquatic species), environmental education, and controlling nonpoint source pollution.
- Diane Schauer** is employed as Aquatic Invasive Species Coordinator for Calumet County and much of her time is spent educating people about how to prevent the spread of aquatic and terrestrial plants and critters.
- Patricia Ann Trochlell** who is a wetland ecologist with the Waterways and Wetlands Protection Section of the Bureau of Watershed Management, Wisconsin DNR where she administers various wetland programs, develops wetland policy, and provides technical expertise and training on wetland delineation, assessment, and restoration.
- Christa Wollenzien** is currently employed with Wisconsin DOT in the Bureau of Highway Maintenance where she works closely with the department's roadside maintenance policies.

Boos recommended that we do not limit the number of board members. Motion Doll: To approve all five as board members. Roark seconded the motion. Motion passes.

Boos stated that he would like to find a day in July for a face-to-face for all board members to meet to start brainstorming for IPAW's future. Renz said that there is going to be an invasive plant field day on August 6th at the Arlington Agricultural Research Station, which may be a good time to have this meeting.

8. Newsletter Status and Future Plans – Boos stated that at the last board meeting Reinartz stated that he would send out one last newsletter by U.S. mail.

- Boos** will follow-up with Reinartz as to the status of this newsletter.

Boos would like to move forward with the newsletter.

- Jasik** will call Kate Howe to discuss how MIPN creates and sends out their newsletter.

Boos stated that there is enough information to go onto a newsletter at this time. However, we as board members need to provide content for the newsletter. This content could be in the form of short articles or blurbs.

New Business

9. NR40 Revisions – Boos stated that the NR40 revisions have now gone through the stage of public meetings and the draft is at the Secretary's desk. He said that once it passes, which depending on the legislative process, will probably be sometime late fall, there may be controversial comments on the ListServe. He believes that IPAW should take an active voice in this matter.

10. Council Strategic Plan – Implementation – The Wisconsin Invasive Species Council held a meeting with state partners on how to implement the state's new Invasive Species Strategic Plan. The main goals of the plan are prevention, detection, rapid response, and control. Boos stated that this is the time for IPAW to take action and let our concerns be heard. He also stated that one of the biggest messages that came out of the meeting was funding.

11. Cost to Control? Boos stated that we do not have good numbers on what it costs to control invasive species in the state of Wisconsin. The DNR NR40 Rule came up with a good estimate of what the impacts are on the sales of invasive plants, but not the cost to the environment. He was wondering if IPAW should take an active role in getting good numbers for these costs. There was discussion as to what the parameters should be in collecting these numbers. The board concurred that coming up with good numbers for the costs of controlling invasive species is worth pursuing.

12. Website Content – Interested? Boos provided a handout of a mock-up of what a committee had determined our website to look like. He stated that Jasik has agreed to be the administrator of our website and that both of them had met with Scott, someone who creates websites on the side, to discuss creating this type of website for IPAW. He reported that we are now in the process of finding a template for our website and once we choose one, we will need content behind each of these links (buckets). We will need the boards help in the development of this content. Boos added that Vomastic, the previous website administrator, had told us to keep in mind the more times you ship people off of your website, the more they will not come back to it.

Jasik stated that Vomastic has asked to be taken off of IPAW's Facebook page as an administrator. Jasik indicated that she would like someone else put on so if something were to happen to her, IPAW still has access to the Facebook account. Brown agreed to be a Facebook administrator.

13. Expert List – How do we make it happen? Boos stated that there is a need for landowners to have a local contact to help them address invasive plant issues on their property. They need assistance in identification, prioritization, and control methods. This is difficult to do without actually seeing the site. Perhaps IPAW could provide a list of local experts that would be willing to volunteer their time to visit with landowners to discuss their invasive plant issues.

Talking points included that there is a need for this type of expert, possibly one per county (or more depending on the size of the county), what type of training (if any) this person would have to go through, if there should be some type of packet that could be handed out to the landowners, that there should be some consistency across disciplines, and organizations should work together. There was also discussion as to if this list should be on our website or on the ListServe and if a committee should be set up to keep the list updated.

14. Supporting CWMA's – Boos stated that there are 11 Cooperative Weed Management Areas (CWMA's) in the state of Wisconsin. He stated that there currently is \$60,000 annually to help with the start up of a CWMA. One of IPAW's roles in the past was to give guidance to CWMA's. Perhaps through our newsletter we could provide information on what each of the CWMA's is doing and provide them with contacts to help them out.

15. Partner with Fire Council? Boos was recently asked to look over a handout from the Wisconsin Prescribed Fire Council regarding how fire can help with buckthorn removal. He was wondering if we should sit down with the council to brainstorm on how we could help each other out.

Jasik will talk to Hannah Spaul with The Nature Conservancy to see if there was an interest in meeting.

16. Committee Reports

Science – None at this time.

Education – None at this time.

Newsletter – Discussed at this meeting.

Nominating – Discussed at this meeting.

17. Strategic planning for IPAW

- Boos** will contact the new board members and let them know that we would like them to join IPAW.
- Boos** will reassess IPAW's committees.
- Boos** will start creating an expert list.

18. Any Other Business – Renz stated that there will be a Field Day held at the Arlington Agricultural Research Station on August 6th to get the word out on invasive species. The Field Day's targeted audience are people who work for DNR, volunteers of parks, and those who never had training. There will be visits to research projects and hands-on training for management and techniques. Renz said that IPAW could be the main sponsor of this Field Day and can be placed on the agenda.

Renz asked if IPAW has ever done a survey of our members to see if we are providing them with the services they would like. There was discussion that we could possibly do a survey through our newsletter.

Renz asked if any of the Board Members have tried the Great Lakes Early Detection Network website or cell phone app. He stated that he believes it will be a useful tool and would like to get the word out and that it is available for anyone to use.

Possible dates for next meeting in July

- Boos** will send out doodle request.

Meeting adjourned at 4:50 p.m.