

MINUTES
Invasive Plants Association of Wisconsin
Board of Directors Meeting
November 15, 2011
3:00-5:00
Wisconsin DNR - Central Office, Madison

Board Members present: Tom Boos, Jerry Doll, Clarissa Hammond, Mark Feider, Rolf Utegaard, Amy Staffen, Anne Walker, Mindy Wilkinson, Brian Pillsbury, Gene Roark, Willis Brown

Also present: Courtney LeClair, Kelly Kearns, Mark Renz

Administration

1. Approval of Minutes

Roark moves to approve the meeting minutes from September, 2011, Boos seconds. Motion carries.

2. Treasurer's Report

Boos reports that IPAW's current account balance is 11,503. Some corrections in the report are needed in the 'Book Sales' table: 1) Amount shown for 2008 and 2010 are quite different, but should be the same, since the same number of books were sold; and 2) Add 2011 book sales. Pillsbury moves to approve Treasurer's Report, pending corrections, Roark seconds. Motion carries.

Old Business

3. Review of Action Items from September Board meeting

- Kearns** will revise list of people from whom Reinartz solicits newsletter submissions. [In progress.](#)
- Renz** will develop a proposal/outline describing a possible challenge grant program for IPAW. Renew as agenda item for next Board meeting. [Not done.](#)
- Boos** will work with **LeClair** to encourage CWMAs to use IPAW's Facebook page. [Drafted an email, shared at meeting.](#)

Related discussion: LeClair did research to find ways to increase our visibility on FaceBook: update logo; search for other websites or groups with similar interests, then initiate FaceBook relationship with them; post comment-inciting questions (e.g., "Now's the time to do buckthorn control -- what's your favorite way to control?"); etc. Can offer incentives in FaceBook domain to join IPAW (e.g., reference this code when joining, and you will get a free MIPN field guide).

- LeClair** will send complete list of FaceBook ideas to Brenner.
- ✓ **Boos** will draft a prospectus of the Experts List concept to present at the next Board meeting. Done. See item 11 below.
- ✓ **Brenner** will send the list of non-profit IPAW members to all Board members and interested partners (Kearns, Renz, LeClair). – [Done.](#)
- ✓ **Staffen** will send conference exhibitor invite to the eight non-profit groups that Katharine has in the membership database. – [Done.](#)
- ✓ **Brenner** will add a field to our membership databases to indicate non-profit status with Boos's assistance. – [Done.](#)
- ✓ **Feider** will look into making sure that all (?) board members are registered as SKYPE users. Done. **LeClair** will assume role as SKYPE meeting moderator. No, but Boos is. **LeClair** will also provide phone line if they need to call in. -- [Done.](#)

- ✓ **Boos** will look into banner offer. **Done. It was a scam.**
- ✓ **Pillsbury** will talk to Peggy Compton about the Invasives Experts List concept when he speaks to her about being a board member. **Done. She's willing to be an expert for certain categories: pasture weeds, regional (southwest WI) invasive species programs, woodland invasives. She hopes to serve as coordinator of all local groups.**

4. New logo for IPAW

Reinartz sent example of SEWISC logo, Boos says it cost \$1,300. We're still waiting to hear from Krista, the graphic artist who volunteered to work on a new logo for us. Boos will send to all Board members. Kearns directs all to check out the IPANE logo, which shows regional area being constricted by oriental bittersweet; Boos will send link to Board members to view.

New Business

5. Update on December Conference

There are 80 more presentations this year than last year, due to invasives symposium. There are 15 posters in the invasives group, the remainder are presentations. Whole program is in new IPAW newsletter (sent by Reinartz as PDF) and on MIPN & IPAW websites – spread the word! Early bird registration deadline is November 29th. Block of rooms at Hyatt at reduced rate was expanded, and deadline for securing them extended. Renz says we have 38 people registered so far. Staffen suggests advertising how conference is new and different from past ones. All need to send out word to friends and colleagues with specific information, including detailed program. Need to make clear that cost of symposium is significantly less than fee for whole NCWSS event. Banks will take care of exhibitor coordination. Volunteers to staff IPAW display will be coordinated at the conference.

- Brenner** will add 'event' to our FaceBook page for December conference.
- Renz** will ask NCWSS to link to invasives symposium PDF on their website.
- Doll** will send Boos PDF with program.
- Kearns** will review IPAW website description for completeness and accuracy, will communicate to Boos and Vomastic.
- Boos** will bring T-shirts to conference to sell (\$15 a piece).

6. Membership Drive

- Brenner** will send out membership renewal letters, offer free t-shirt if three-year membership is purchased. For FaceBook fans only, they will get access to a special code: Put in this code when you register and receive a free MIPN field guide.

7. Committee Reports

a) Website Subcommittee

Boos reports that the subcommittee has finalized a draft layout, and is now reviewing content. We are looking for people to adopt different sections. Brown commits to adopting Control section. Kearns commits to adopting Regional Groups section. Hammond and Utegaard volunteer in general as well, will determine assignments at a later date when the new webpage format is in place.

Other Announcements

8. Tri-State Conference - October 29-31, 2012

Bergner just returned from maternity leave, is coordinating a conference call next Monday. LeClair *et al.* are trying to find committee chairs, will review contracts with Bergner. The two committees are Program and Sponsorship & Exhibitors. Staffen suggests having a costume contest during the conference, since it will be held on Halloween.

9. National Exotic Plant Pest Council

Kearns explains that IPAW is a member of this group, Doll is our liaison. They are trying to find better ways to communicate with members outside of annual conference. They hired several people to work on policy issues. Recent issues: 1) Screening plant imports for invasiveness. They need to get letters of support from states to get APHIS to support this initiative in their budget; Doll and Kearns sent letter on IPAW's behalf. 2) Creating standards for green buildings in relation to invasives. Currently using ASTM standards. They want WI to be involved since we've already developed NR-40 and BMPs. National Invasive Species Awareness Week will be February 26 through March 3, 2012. The Weeds Across Borders Conference will be held in Cancun on April 23-27.

10. ISAM Grant

We received an \$8,000 WDNR Aquatic Invasive Species grant to fund the ISAM Coordinator for 2012 and 2013. IPAW is the fiscal agent for the grant on behalf of the WI Council on Invasive Species. Bergner will be in charge of filing all grant reports.

11. Statewide Strategic Plan for Invasive Species

Wisconsin Council on Invasive Species has accepted the responsibility of working on this. Kick-off will be Thursday, November 17. Focus initially will be on early detection efforts. Facilitator will be Dane Maddox. Each meeting will result in a plan chapter. They can be reviewed individually on a website, or as a complete package in November 2012. Individuals can join via Live Meeting. Contact Wilkinson if you want to participate.

- Boos** will send out information on the Statewide Strategic Plan for Invasive Species to IPAW Board of Directors.

11. IPAW Expert Contact List

Boos presented his prospectus (see attachment). Kearns suggests that we change the name to "Advisors," as the word "Experts" may intimidate people. Boos thought that the list would be organized by county. Staffen suggests that we compose guidelines for advisors, along with tips and tricks, regulatory information, etc, and perhaps offer training to them. We need to develop key topics/categories for advisors to address. Also need a project coordinator – could Peggy Compton do this? Pillsbury can ask her once this prospectus is completed; Kearns will help Boos with completing.

12. SKYPE

IPAW has successfully switched to using SKYPE for Board meetings. Everyone is happy with the new system.

13. Retirement

Doll will retire from his position as President at the end of 2011. He is willing to stay on the Board until next year's Upper Midwest Invasive Species conference in October. Possible names/groups to consider include: retirees, including federal (Art Kitchen, Bob Weihrouch) and state. Kearns wants a fund-raiser on the Board. Walker can speak with some of her retired clients. Ask people to either be President or even be on Board. Doll suggests having planning retreat with new president.

- Staffen, Brown** and **Feider** will serve on the nominating committee to find nominee(s) for IPAW President.

12. Invasive Herbals

Walker started new group to advocate for avoidance of using non-native invasives as herbal supplements, trying to find alternatives. Wants to form and head an IPAW subcommittee on this topic. Jeff Saatkamp is chair of Plant Industry Relations Committee – this sounds like a good fit for that as a subcommittee.

- Staffen** will send committee planning document to Walker.

12. Possible dates for January meeting

- **Brenner** will send out Doodle survey for Jan 16-25, 2012.

Minutes submitted by Amy Staffen on November 20, 2011.