

MINUTES
Invasive Plants Association of Wisconsin
Board of Directors meeting
September 25, 2008
1:00- 3:00
The Nature Conservancy -- Madison

Board members present: Jerry Doll, Anne Walker, Tom Boos, Bob Frank, John Exo, Amy Staffen, Gene Roark, Tom Hunt, Rolf Utegaard, Vijai Pandian
Others attending: Kelly Kearns, Mark Renz

Administration

1. Approval of Agenda
2. Approval of Minutes from July 8, 2008 Board Meeting
Motion to approve minutes with no corrections (Roark); second (Exo). Motion carried.
3. Speaker's fee: should we establish one?
Boos says do on a case-by-case basis. Suggests having a contribution made to IPAW. Walker suggests establishing a fee, offering waiver as an option. Boos says no, since there's no guarantee for the product; it may not be an IPAW talk so much as an invasives talk. Doll suggests letting Education Committee deal with consistency of product issue. Staffen says that this is one of her goals (to establish consistency of messages in all IPAW outreach and communication activities). Utegaard suggests that if presentation requester expresses an interest in offering an honorarium, that speakers suggest \$50. All agree to this. Hunt wonders about travel expenses; Doll says treat this separately; Boos says speaker can work out on a case-by-case basis.
 - Doll** will draft a statement on speaker's fees for possible inclusion in our Standard Operating Procedures.
4. Treasurer's Report
Account balance = \$14,408.19. Membership dues for July-September \$310 (one business/organization). Largest new expenditure: \$474 for a display board (Boos). Motion to accept Treasurers Report (Roark); seconded (Hunt). Motion carried.
5. Review of Action Items from July Board meeting
 - ✓ **Walker** will find out more information about the Triangle Park project.
Walker helped put together a block party meeting, discussed with residents. Needs help with choosing plants, getting plants. Alderperson is in support of project. Kearns suggests posting list of desired species on LISTSERV, IPAW members can probably provide a lot from their gardens.
 - Walker, Boos, Doll, Kearns, Brown** will visit the Triangle Park project site.
Didn't occur yet. Walker feels that residents would appreciate a visit. Walker will schedule.
 - Walker** will investigate further with Nancy Denman about insurance. – Not done.
 - Doll** will write a template for IPAW affiliated groups to send to interested parties laying out the scope of expectation – Not done.
 - Doll** will write a brief summary of our discussion on affiliated groups for future board members – Not done.
 - ✓ **Boos** will purchase a new display board – Done.

- ❑ **ALL** will help figure out a way to pick up newly published Pocket Naturalists Guides (Invasive Species of Eastern North America) from MIPN in Indianapolis. We had about 500 printed. They probably fill a Xerox box. MIPN can't deliver to airport, need someone to pick up at their downtown office. Wait until MIPN meeting if necessary.
- ❑ In the meantime, **Kearns** can ask Kate Howe to send us a small amount of Pocket Naturalist Guides for use right away.
- ❑ **Roark** and **Utegaard** will fill in Jeff Saatkamp on the history of the plant industry relations committee – NOT DONE.
- ✓ **Boos/Kearns** will send out notice of state-wide hearings on the proposed Invasive Rule-NR40 – DONE.
- ❑ **Staffen** will write a letter in support of the Forestry invasive BMPs, mentioning that they are somewhat negotiated and IPAW hopes to have them revisited in the future. – NOT DONE.
- ✓ **Walker** will send email to BOD with details on "Herb Days" for approval of IPAW's involvement.
Done. IPAW will have a display there. Walker has to give a talk from 11:00-12:30. Can someone come sit at display during that time? Kelly may be able to. She should send out email request.

New business

5. Criteria for Complimentary Membership; review of current members in this category

- Members of the WI Council on Forestry and on Invasive Species (include expiration dates for council membership terms in database)
- Natural Resources Board (include expiration dates for terms in database)
- Susan Slapnick (IPAW newsletter layout volunteer)
- Past presidents (three-year comp membership)
- Honorary Lifetime (as designated by BOD)
- Funding providers
- Conference sponsors – one-year comp membership

Other discussion:

- Move organizational memberships (e.g., TNC) to members spreadsheet. Set limit on number of copies per org membership? Not decided. Staffen suggests creating new worksheet for organization memberships, add a column indicating one office that receives renewal letters, etc. (if there are multiple offices).
- Pandian wonders about putting UW-Extension agricultural agents and natural resource educators on COMP list? These people are advocating for our mission, and are looking for resources. Good source of publicity. Exo suggests focusing on horticulture team. Renz suggests that he, Pandian and Exo develop a short list of contacts within this large group, then decide on comp members and send electronic copies to the rest.
- Doll suggests offering a one-year complimentary membership, when suggested by a Board member. Staffen suggests including letter with first newsletter explaining comp status, suggest donation, make sure to send renewal letter.
- Tom should shift dropped individuals to renewal category.

6. Membership status and update on recruiting efforts.

Doll developed an invitation letter, suggests emailing. Staffen suggests adding sign-up form to letter. Hunt may print his out and mail. Doll suggests using letterhead. Boos said start with email, then do letter. The Renewal list in the database has been reviewed thus far by Boos, Staffen, Doll, and Hunt, who have identified individuals that they will contact for renewal.

- Staffen** will design new formatted sign-up form
- Doll** will send out revised letter with letterhead and newly-formatted sign-up form to all Board members for usage.

7. Conference Update

Staffen reports that the planning committee finalized the program topics at a meeting this morning. There will be three information tracks with related topics in three different concurrent session rooms: 1) Species-Specific Information (focus on control measures based on plant life history); 2) Techniques/Equipment/Tools/Control Strategies (working with contractors, advanced strategies, review of equipment & tools, herbicides, developing an invasive species management plan); and 3) Policy/Outreach/Prevention Strategies (federal and state policies, CWMAs, roadside mowing, mapping, biofuels). They now need to begin identifying possible speakers and contacting them. The goal is to send the brochure mock-up to the printer by October 20, and to have them mailed by November 7.

She reminded Board that The Prairie Enthusiasts (TPE) and IPAW will split the following expenses: brochure printing, brochure mailing and registration. All conference expenses will be paid by IPAW, while all banquet expenses will be paid by TPE. Staffen needs guidance on the question of whether or not to pay for professional handling of registration. TPE is advocating for the usage of such a service at UW-LaCrosse – it is \$13 per person, and provides the processing of registrations through mail, FAX, internet and over the phone, along with email confirmations, name badges and participant list. IPAW Board feel that this is too much, as it could bring the per-person registration cost up to \$60+. Also, it becomes logistically tricky since some attendees may only attend conference but not TPE banquet, or vice versa; do partial event attendees pay the same overhead fees as all-day attendees? Also, we hope to collect new memberships through the registration, stemming from a discounted conference rate for members. She suggests that we could pay Carol Winge, TPE Office Manager, to provide this service for a much lower cost. TPE feels it is vital to provide online credit card payment as an option. The Board discussed the advantages of having the capability of processing credit card purchases, not just for conference but also merchandise; this will be voted on after more information is gathered.

- Staffen** will ask Carol Winge for an estimate on how much she would charge for handling registration.
- Staffen** and **Doll** will look into credit card processing options.

8. Committee Reports – no time to discuss.

9. Door hangers

Marjory Brzeskiewicz, Botanist with Chequamegon-Nicolet National Forest in Park Falls has asked IPAW to sponsor the reproduction of 'door-hangers' (a card that one can hang on a doorknob where one sees invasive plants, with a pocket for wild cards). It would be general, with blanks to fill in the name of the plant and who to contact for more information. She has a template that we could use as a model. Staffen supports – the Education Committee identified this as a target product years ago. Kearns has had dozens of people ask for such a thing. People want a way to communicate in a non-confrontational manner. Walker suggests including a code of conduct for volunteers who use these door hangers. When Brzeskiewicz provides the final mock-up and a quote from a printer, the Board can review.

10. Invasive Species Rule

Boos reports that they got a ton of comments, are reviewing them, will make list of bigger issues to take to the Natural Resources Board, for vote in December/January. Vote in Legislature will likely be in July, after hearings.

11. Announcements

- Minnesota Invasive Plant Conference, Duluth, October 26-29.
- Primer on Controlling Invasives, Green Bay, October 21-22 (terrestrial), 23 (aquatic).
- Nat'l Invasive Species Conference, Nashville, October 14-16. IPAW is a sponsor.
- Citizens Monitoring Conference, October.
- North Central Weed Sci. Society/MIPN meeting, Indianapolis, Dec. 9-11

12. Next meeting: Thursday, November 20 at 1:00, The Nature Conservancy, Madison.

Minutes composed by Amy Staffen, IPAW Secretary, September 25, 2008