

MINUTES
Invasive Plants Association of Wisconsin
Board of Directors Meeting
September 24, 2009
3:00 to 5:00
The Nature Conservancy – Madison

Board Members present: Tom Hunt, Jerry Doll, Bob Frank, Willis Brown, Amy Staffen, Tom Boos, Anne Walker, Gene Roark, Mark Feider

Also present: Clarissa Hammond

Administration

1. Approval of minutes from July 28, 2009 Board meeting
Motion to approve with corrections (Roark); seconded by Boos.
Motion carried.
2. Treasurer's Report
Boos reports that the current balance is \$15,098.94. Six new memberships brought in \$120. Other sources of revenue: donation for presentation by Doll, four books sold, six naturalists guides sold. Motion to approve (Frank), second (Walker). Motion carried.

Old Business

3. Review of Action Items from July 28 Board Meeting
 - ✓ **Vomastic**, as webmaster, will provide the Board with ideas and options on how best to deal with these advertisements in terms of website location, dealing with a high number of ads, etc.
 - ✓ **Vomastic** will consult with **Anne Walker** about the best way to meet the needs of businesses in displaying these ads, since she is a business owner herself. – See discussion below, item 16.
 - ✓ **Feider** will send contact info of officers, mission statement to Doll. – He did. They just modified their By-Laws, which he sent to Doll. Their official status as an affiliated group is thus formalized.
 - ✓ **Doll** will track down contact information for Pitts on reed canary grass, request that Pillsbury speak with him. - Jerry spoke to Pillsbury about this. He learned that this man works for Town & Country RC&D, not NRCS. Doll has exchanged emails with Pitts, has requested that Pillsbury speak with him additionally. Follow-up discussion during meeting: NRCS's stock stance is that reed canary grass is acceptable to use in a "managed setting." Doll states that to the best of his knowledge, there is no known alternative for a viable forage grass that grows well in wet soils, and points out that it wasn't included in the NR-40 species list due to its economic importance for grazers.
 - ☐ **Walker** requests that IPAW develop a standardized statement on reed canary grass, along with suggested alternatives; she will ask among her organic farmer colleagues if they know of alternatives.
 - ☐ **Roark** and **Utegaard** will fill in Jeff Saatkamp on the history of the plant industry relations committee. – Not done.
 - ☐ **Kearns** will contact whoever is left on the expired member list. – Not done yet.
 - ☐ **Renz** will draft a letter encouraging Extension employees to join IPAW. – Doll sent him a reminder, drafted letter for him. Renz told Doll that he would do by November.

- ❑ **Hammond** will identify businesses in the IPAW membership list, and send them an email offering them the opportunity to purchase advertising space on the IPAW website. – Hammond reports that she has created a list, which Boos now has. Since nothing was decided by the time of this meeting, she did not take action. See item 16 below for final decisions regarding this task.
- ❑ **Doll** will communicate with Northwoods CWMA again to make sure that they understand the benefits and terms of being an IPAW affiliated group.
- ❑ **Staffen** will communicate with Alycia Crall about chairing the Education Committee – She has tried, but Crall is not responding. Some think that she may have moved.

New business

4. New Program Assistant
Three candidates expressed interest, but only one applied (Amanda Schwoegler). The hiring committee consisted of Jerry Doll, Tom Hunt and Willis Brown. Amanda trained Boos on how to use the database. She is very qualified. Hunt moves that Board vote to approve their nomination of Amanda Schwoegler (Brown seconded). Motion carried. Boos will remain the Board liaison to the Program Assistant.
5. Southeastern Wisconsin Invasive Species Cooperative will hold workshops on invasive plants.
How are we collaborating? Will IPAW be a sponsor? Boos has communicated with members of the group. They don't want to sell Czarapata books. They never answered our question about what 'sponsorship' means, so the topic closed: IPAW will be a presence there, but not a sponsor.
6. Advertising on the web site
Boos and Walker communicated with Vomastic on this opportunity. Frank moves to propose a website advertising fee structure of \$50 per year; this is an introductory offer and may increase after first year (seconded by Boos). Discussion: Roark says we need to have a limit on size and content: Motion amended to specify that advertisement will not exceed the size of a standard business card, with a link to business website when available. Motion carried, with amendment.

Follow-up discussion: Who approves businesses that apply for advertising space? It was decided that the Board will approve them on a case-by-case basis. We also will need to post a disclaimer (IPAW does not necessarily endorse or promote their business advertisers). – Vomastic drafted a disclaimer.

- ❑ **Boos** will email Vomastic's draft advertising disclaimer to all Board members for email discussion and approval.

Need to send a letter to invite businesses to join. Boos has a list of businesses from the 2009 conference that expressed an interest (about 58). According to statistics, we are averaging 5,200 hits on our website per month.

- ❑ **Schwoegler** will take letter that Hammond drafted and send to Boos's list. She will add statistic cited above as a selling point, if it's not already in the letter.

Walker suggests having Ken Lonquist's "Night of the Invasive Species" song available on IPAW website, with link to his website; she thinks that we could waive the advertising fee for this. He may be available to write other songs, sing at events (but not necessarily for free).

7. Approval of NR 40
How shall IPAW support this new landmark legislation? Coverage in newsletter? Roark says that Kearns says that WDNR is moving slowly forward on enforcement. They are currently engaged in very intensive training and outreach. Doll responds that the slow

enforcement is by design, since adaptation to this new set of regulations will take a lot of training and adjustment in practices. Boos suggests the following ways in which IPAW can promote NR-40:

- Provide support for workshops through sponsorship, bringing display, and providing speakers
- Use LISTSERV to find volunteers to control prohibited species. Example: A landowner has a prohibited species, doesn't have resources, IPAW can seek volunteers.
- Weed Watchers / Weed Warriors – help with promoting these programs? Ask Kearns for more information.
- Boos encourages Board members to submit comments regarding the Right-of-Way BMPs as part of the public comment process. He will send out reminder.

8. Field Guide for Wisconsin Terrestrial Invasive Plants – Does IPAW want to be a vendor of this WDNR publication? Cost is \$2.25 each, approximately. They will be on rings, allowing for additions in the future. WDNR only has \$10,000 to buy these, which doesn't meet demand, so they are soliciting groups like IPAW to submit a bulk order to bring the overall per-unit printing cost down. Boos says we could have it available for giving out at exhibits, and/or available to order online and have mailed. Boos prefers not dealing with mailing things. Suggestion: Have book as a premium for members during a membership drive. Boos moves that IPAW purchase \$1,000-worth guides (half designated for membership drive, half for displays); Brown seconded. Motion carried. We will determine fee after we know the per-unit print cost.

9. How can MIPN help IPAW (and vice versa)?

Boos shared a list from Kearns:

- MIPN has good contacts throughout the Midwest. When people in WI have questions we can forward them to the MIPN listserv as needed.
- Conference coordination. MIPN is committed to co-sponsor NCWSS in Milwaukee - Dec 2010?
- More coordination of CWMA's - MIPN got another grant for putting on more workshops and getting more established
- Funding to CWMA's - Jan Schulz, MIPN Board and USFS regional botanist/inv plant coordinator may be getting up to \$1million for CWMA's in stimulus funds. MIPN will be helping to figure out how those funds can best be used. IPAW should be a part of that conversation for our existing and future CWMA's
- Connection with MNRG - Midwest Natural Resources Group, a coalition of all the regional leaders of the fed agencies working on natural resources in the Midwest. We could work better with federal agencies in our state if we were better connected.
- Sharing educational materials - both ways (eg, Debbie Maurer is loaning SEWISC her laminated plant specimens for their workshop)
- Data sharing - location info, management info, control data, etc. Starting to happen with Marks grant.
- Representing Midwestern states at the federal level, to congress and fed agencies

Also, Doll relays comments from Renz: Could IPAW share our administrative assistant's time to manage their membership, etc., so that Kate Howe could focus on grants administration? Issue tabled for future discussion.

10. Committee reports.

Science Committee - NONE.

Education committee – See action items above. No report.

Newsletter committee – We don't know status. Doll will ask Reinartz about this. The next deadline is October 23. Walker reminds Board that we had discussed idea to promote Czarapata book purchase for year-end gift.

Government Relations Committee: Roark reports that there will be a meeting of the Wisconsin Council on Invasive Species in November. He also reports that two bills were recently introduced: AB431 – Lake districts won't have to pay fees for certain permits to control AIS. AB436 – Permit non-profits and municipalities to get stewardship funding to control invasives. (Stewardship grants are typically for land purchases.) Roark reports that AB162/SB123 is sitting on the Governor's desk; Roark recommends that Doll send Governor an email encouraging him to sign it.

- ❑ **Doll** will send Governor Doyle a letter/email encouraging him to sign AB162/SB123.
- ❑ **Boos** will send Doll a weblink for information on this bill to aid in drafting his letter.

11. Future IPAW Conference.

Boos relays from Kearns that there is still no indication that Minnesota is moving toward a 2010 conference. We should focus on December 2011 NCWSS conference instead.

12. NAEPPC endorsement

Doll shared an email from Doug Johnson, Vice President of NAEPPC. The USDA recently proposed new guidelines for screening plant imports for invasiveness; they are open for public comment. Johnson requests that IPAW use their template to submit a letter in support of strong regulations relating to the importation of exotic species.

- ❑ **Doll** will submit letter on behalf of IPAW, and will then post the letter on our LISTSERV along with a link to the NAEPPC website relating to this issue to encourage members to submit comments as well.

13. Future events and other announcements.

- WI Land & Water Conservation Assoc. Conference, December 9-10, La Crosse.

14. Set time, date and place for next meeting. Week of November 16-19. **Staffen** will query Reinartz, Hunt, Pillsbury and Utegaard to find times that are good for them, since they seem to have the most limiting schedules.

Minutes composed by Amy Staffen, IPAW Secretary, October 3, 2009