

**Strategic Planning and Discussion –**  
*October 22, 2013*

Boos stated that committees have been set up within IPAW (which consist of education, regional groups, science, plant industry relations, fundraising, governmental relations, nominating and communications). He stated that some have been active and others have not. Each committee has one representative from the board and other member participation. IPAW has the infrastructure, now we need to determine how to get more members engaged. There was discussion about having a representative from the CWMAs on each committee.

Boos opened up the meeting for discussion as to where IPAW should go from here. There was discussion, with regards to putting our efforts into education and outreach. We need to reach out to more landowners and we need to get younger people involved.

Here is the list of topics discussed:

1. **Hire a coordinator-** Executive Director or Association Organizer (Jerry Doll) **[2 votes]**
  - Hiring an executive director for IPAW was also brought up to take the lead in finding money to fund some of these ideas.
2. **Membership increase/retention [3 votes]**
  - Wollenzien suggested that IPAW have a membership development, recruitment and retention plan. If we continue with field days and conferences, with some effort, memberships will come.
  - Perhaps there should be a different rate at conferences and field days for members and non-members.
  - It was suggested that there could be a discounted rate for IPAW membership when you become a CWMA member or vice versa. What can IPAW give its members?
  - Kearns recommended that Wollenzien be on the membership committee.
3. **Get a lawyer for the board**
  - The intent would be: to provide legal guidance in regard to providing CWMAs insurance, guidance on potential conflicts with contractors regarding the expert list as well as liability.
    - We should contact Midwest Environmental Advocates for assistance or guidance. Retired lawyers may be an option.
4. **Field days-** (Mark and Brian) **[3 votes]**
  - This provides us with partnering opportunities, potential profit, public relations, and memberships.
  - We could have different kinds of field days gearing them towards different people (i.e. the green industry) and be more regional.
    - Kearns asked that we come up with a budget for field days and that we have more of them.
5. **Landowner outreach** (Diane Schauer)

- Kearns suggested that we compile a list of resources and have them on our website (WFLGP, EQUIP, etc.).
- It was stated that landowners do not wish to manage their lands with regards to invasive species because there is no reason to. Discussion took place as to perhaps coming up with talking points as to why invasives detrimental for the land.
- Reach out to private forest landowners.

#### 6. **Legislative outreach** (Christa Wollenzien) [1 vote]

- Have legislative days for each county.
- Making appointments with them has been successful.
- Talking points should be written up to help those going to our legislators. Some counties have Legislation Days. Perhaps IPAW can participate in those.
- Kearns suggested having two people make an appointment to talk to our legislatures with their talking points.
- There was discussion as to who is going to do the work and the thought was that it would be best for the CWMAs.
- Other thoughts are to get landowners to reach out to legislators.
- It was suggested that IPAW should focus our attention on our legislators because this is where the funding will come from. Perhaps we should train people to talk to our legislators.
  - ❑ **Schauer** is going talk to Al Ott, State Assemblyman from Forest Junction, to ask how it is best to reach our legislators.

#### 7. **Other outreach**

- Educate non-traditional people, such as anglers and hunters, perhaps by having a booth at meetings they attend. It was also suggested that we educate representatives from the CWMAs and develop training materials for them.
- Discussion took place as to perhaps coming up with talking points as to why invasives are detrimental for the land, with regards to a target audience (hunters, anglers, etc.) and how they affect their interests.

#### 8. **Funding Sources**

Perhaps IPAW could be a “go to” place for funding sources and opportunities.

#### 9. **Coordination and facilitation for CWMAs** [4 votes]

- IPAW should have a steward role, as an umbrella organization for CWMAs. The business model could be that we are not member driven at all in the future. The “members” would be the CWMAs. Consider Gathering Waters as a model.
- Need to facilitate getting the state covered with CWMAs.
- Provide financial coverage to the state for CWMAs. Some CWMAs are IPAW members.
- Membership is not as important, but CWMAs are probably willing to pay \$500.
- It would be reasonable that IPAW provide liability insurance for private individuals on privately owned land. We need to make sure we need to know what CWMAs want from IPAW.
- A quarterly conference call with CWMAs would be good.
- We should have signs for CWMAs at our conferences and field days.

- We should have a meeting with CWMA's at the next conference and ask them what they need and how IPAW can help.
- IPAW could be the "go to" for sources for funding.
  - ❑ **Kearns** volunteered to work on setting up conference calls with CWMA representatives to see what they want.
- There was some discussion that some CWMA's do not function and are not as organized as others.
- There was discussion to include the CWMA's in educating others and to hold more field days with more public relations.
- IPAW's clientele should be CWMA's.
- IPAW should develop training materials for CWMA's.
- IPAW could have (automatic) links to all CWMA's on the website and use RSS to send information to them all.
- Coordinate with MIPN as well.

#### 10. **Revise plant list**

- There was a suggestion that we update the working list. The intent is to have a separate list of invasive plants that is not politically based. The ground work for this is done from the first effort.
- This is a task for the Science Committee.
- Reinartz stated that a lot of the work has already been done.
- Kearns stated that there needs to be a national level of ASTM standards. Green building is extremely popular now and we should develop a criterion for these "green building" standards.
- Trochlell stated that she believes a non-political list is critical to have.
- Perhaps we should focus a lot of time on why invasives are detrimental.
- MIPN put out a good video on this, on how invasives destroy areas.

#### 11. **Invasive Plant Impacts** (Willis Brown)

- This is simply a summary of known impacts of invasive species that could be posted on our website. An example is the barberry and tick relationship.
- It strengthens the knowledge base and can be used for talking points (and PowerPoints) when attempting to convince/educate people, or when talking with legislators.
- This could include impacts on aesthetics and recreation and should be geared towards the audience.

#### 12. **Cost of control**

Discussion about the cost across the state or on a per acre basis occurred. Some thought that putting the cost of control in the state of Wisconsin would be a valuable resource on our website. This should include how much per acre and how long it takes to recover. This will be different in the first year from the third year, depending on the species, depending on the control measure used and depending on the slope of the area. There was concern that the range may be too large (i.e. \$1 to \$10,000) and therefore less valuable. Possibly do it for habitat types, i.e. forest, wetland, aquatic, etc.

- ❑ Look into the numbers Indiana came up with.

#### 13. **Expert network**

- There was discussion as to if developing a network of volunteer experts that go onsite to help property owners identify invasive species would be useful. Some landowners do not get involved because they believe it is too daunting.
- The volunteer would visit the site to see what invasives they have and help them determine what (if anything) to do about them.
- There are some questions as to liability especially if these volunteers were not trained. All the volunteers need to be trained the same, so they tell the landowner the same thing. Training should include identification, especially for early detection species. Volunteers could potentially sign a waiver.
- There was talk about just identifying the invasives and providing the landowner with information as to how they should eradicate it or who they should contact to help them eradicate it. Best to perhaps stop at ID.
- The question came up as if we are stepping on the toes of some of our contractors by doing this or it could benefit contractors.
- It was suggested that there should be at least one volunteer per county (if not more). The question arose as to how we find these volunteers.
- It was suggested that we send out an email to CWMAs and to members to see if there was interest.
- There was discussion about how landowners know they have invasives, but do not know what to do or where to go for help.
- This ties into the First Detector Network.
  - ❑ Send an email gauging interest. To who? CWMAs? All our networks?

#### 14. **Strike teams**

- Perhaps DOT and DNR could create an early detection strike team that deals with invasive species.
- This is something that could be brought up to our legislators. Is this something IPAW should tackle?
- IPAW could provide the insurance for the people who are on the strike team. Reinartz said that an organization he belongs to (SEWISC) tried to provide insurance to private individuals and they could not get a straight answer from the underwriters, so it was never pursued. This can be tied into the CWMA networking activities that IPAW takes on.

The main topics that came up out of the meeting were: education and outreach; to push our legislators; attract less obvious groups (i.e. hunters); document the implications of invasives – why people should care about invasive plants; revising/updating the plant list; revising funding sources; determine the cost of control statewide; create an expert network; retaining a lawyer; working with CWMAs – liability, how to create more, setting up conference calls and developing a membership retention and recruitment plan.

A vote was taken from this list. The top four things IPAW hopes to be done were determined to be: CWMA coordination, memberships, hiring a coordinator, field days and legislative outreach.