

WISCONSIN WATERFOWL ASSOCIATION  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
March 19, 2011 – 9:00 a.m. – 3:30 p.m.  
Hilton Garden Inn, Wisconsin Dells, WI

Directors in attendance were Josh Britton, Wayne Folske, Brenda Kelly, Tom Lutes, Rob Monette, John Regan & Pat Smith. Staff present was Don Kirby and Kelcy Boettcher.

Call to Order- Closed Session

1. Meeting called to order at 9:00 am by President Lutes
2. Approval of January 19 minutes & new member introduction
  - a. Brief background summary & reason for becoming a WWA board member
3. Review ED performance in 2010
  - a. Direct input-feedback to ED from all board members
4. Staff Reviews
5. Incentive Plan – Wayne Folske motioned that the incentive plan as Don Kirby presented it be accepted. Brenda Kelly seconded. Approved.
6. Business Review
  - a. Year-to-date financial performance – Don Kirby went over the major points of the financial statements.
  - b. Year-to-date event performance – Don went over the FA picnic/State Meeting in Waupaca and where upcoming banquets are to date. Also the Wausau sports show & Milwaukee sports show were very successful. 20% of our fundraising year will be occurring between next week through mid April and we should have a good feel for where events are heading in 2011 at that time. Don reiterated that efficiency is being stressed in all events.
  - c. Status of revenue enhancement activities
  - d. Final 2010 calendar results – WWA netted just over \$29,000 on the calendar raffle and we're moving forward to have calendars ready earlier in 2011.
  - e. 2011 sponsors – Don reported that we did see a nice jump in state sponsors for 2011 and have a few more potentials out there yet this year. Discussion was had on how to increase sponsorship even more in the future.

Call to Order – Open Session

2. Restoration
  - a. Review current & proposed projects – The Restoration Committee will go through the approval process of all of Peter's project reviews but all will be dependent on grant funding issues.
  - b. Review current status of NAWCA grants – We received notification last week that our participation in large NAWCA V was approved and our small NAWCA was also approved. However, HR1 of the US House of Representatives eliminated NAWCA funding. The Senate rejected HR1 and funding is now "in limbo". Don participated in a conference call amongst many states discussing this issue on Friday and it was suggested all groups should perform outreach on the importance of retaining NAWCA funding. Our restoration budget would be cut roughly in half if we lose NAWCA funding.
  - c. Review status of 2011-2012 duck stamp application - We have a proposal put together for Duck Stamp 2011-2012 funds which will be submitted this week. We are requesting \$30,000. Don talked to a representative from DNR that has indicated the funds will be limited in this cycle but it has been indicated that our proposal should score relatively high although funding is not definite. Brenda stressed priority area funding, especially South-east, South-central and North-west.
  - d. Discuss impact/options on restoration if NAWCA goes to zero –Tom discussed other funding sources, foundation matches, etc. Peter brought up the now-defunct program that Pheasants Forever had to support their project program. Don suggested

membership requirements for landowners whose projects WWA completes. Tom asked that the Restoration Committee develop a “menu of potential enhancements” for funding. Brenda also discussed having landowners host a LTH program on their site.

3. Education
  - a. Review current status of EC school expansion – Don reported that there will be a meeting on March 28 with the expansion group, including George Meyer of WWF and Buddy Huffaker of Aldo Leopold Foundation. Don has already expressed in earlier meetings that WWA would be able to provide the administrative function only. There are also State budget implications to the program as it stands at this point.
  - b. Review status of LTH program – Goal is to get 8 new waterfowl LTH programs in 2011. Last year we ran three of the seven that occurred in the state.
  - c. Other education initiatives – Marshland will likely be involved with the youth Outdoor Education Expo in Dodge County this year. The new Hayward chapter committee will likely be involved in the SCOPE outdoor program again this year.
  - d. Discuss Nania funding decision – We continued funding Jeff Nania’s insurance and expenses through January and February of 2011 and the intent was to include this expense in the new EC school expansion. Due to the lack of immediate timing expectations on the EC school expansion it has been determined that we will need to end funding as of February 2011.
4. Development Committee
  - a. Review Status of event efficiency project – Pat Smith submitted a full committee report. The committee has met via conference call four times to date and there is a good diversity of committees with some very successful chapter representation. At this time the committee is focusing on the updating of a Chapter Development Manual to put the tool together first with standards for committee expectations, with the hope of having the final document together before our fall events begin.
5. Government Relations Committee – Brenda Kelly reported for Mark Kakatsch. Mark submitted a full committee report.
  - a. Review open water hunting status – This item would go to the 2012 spring hearing questionnaire at best case scenario.
  - b. Review status of season changes
  - c. Review status of grant requests to DNR – see Restoration report above.

Meeting adjourned at 3:30 p.m.