

# Executive Directors' Report

8 March 2019

## WWA--Working towards quality waterfowling experiences by...

- **Creating the environment for better waterfowling experiences;**
  - Habitat Status: Established a new reporting mechanism for Peter's reports to better show projects and progress—first use last week. Helpful in sharing broader information. Two projects just finished, totaling 40 acres. Peter's seasonal cycle will take him to inspecting properties and surveying until spring passes.
  - Marketing our success:
    - Randy's idea to share "testimonials" already received from land owners on website and FB.
    - Need to do better touting our accomplishments at events.... Table with outreach/accomplishment material? Objective: Membership, volunteers, money, projects, community support.
  - Bigger Impact?: I'm "interviewing" habitat / restoration partners for possible collaborations (F&WS, DU, WWetlands, counties).
  - Grant Status: Peter submitted grant request for \$50K of duck stamp money
- **Being respected as responsible users of WI natural resources;**
  - Duck Stamp: legislative outreach: entire joint finance committee/staff has been approached. Follow-up letter drafted. WWA Newsletter poll showed everyone (but small sample size) in favor of raising the price.
  - Knowles-Nelson: re-authorization not in Guv's budget... just a two-year extension. Not a victory.
  - Season Structure: Migratory Bird Committee Agenda (March 5) recommending season structure... facebook post survey by DNR.
  - Partners: WWF is holding annual meeting mid-April. WWA holds a Directorship position, as it turns out!?
- **Passing our waterfowling ethic to the next generation;**
  - Nothing significant to report... How do we have a bigger impact??
- **Sustaining an organization that is *fun, focused, funded*.**
  - Thanks again for all your support—lots of really good stuff going on--it's tough for me to internalize it all yet, let alone hit expectations. Thanks everyone for pitching in! Just FYI, Don Kirby has been very helpful in explaining / helping with various topics.
  - Image copyright issue: received letter from "troll" demanding \$2K; responded with legal letter saying "no".... pends.
  - State Events:
    - UTV payback has begun with a \$2,150 payment.
    - MKE Sports show seems to be dying
    - May Golf event
  - Chapter Events:
    - Attended Rhinelander and Appleton Events. Really nice events, well-run. But under-attended, and likely to under-perform budget.
  - Financial Under-performance: Above, Coupled with significant under-budget performance by FRV (down \$7K?); Add in my newness to running a golf event in only two months! Time get anxious?! (I'm told not to panic yet... wait til June).
  - WWA Organizational assessment.
    - BoD structure – Today's reality: BoD is a "working board". Can we organize for greater impact? Let's discuss.
    - Chapter challenges: Underperformance, burnout, inconsistency. How can we better incentivize best practices, reward our volunteers for exceptional effort, keep them in the game?
    - Truly stretched RD (sick, hurt, weather...) requires additional BoD, AD and ED help.
      - Critical to WWA survival, transitioning this summer, DRAFT job description attached. Will be difficult to find the right person. Just beginning to review, update (and hopefully use?) process and best practice documentation to assist in RD transition and help chapter performance. Everyone who is helping here—much appreciated.
    - Marketing: Social media, sports show booths, even newsletter could benefit from a consistent and timely messaging that targets our customers or potential customers.