

Friday, 28 February 2020

WWA Development Committee

Present: Pat Smith (Chair), Joe Gonyo, Russ Olson, Tom Seibert, Rob Monette, Bruce Ross

Missing: Bob Kufahl; Marty Young; Peter Strenn

Agenda

1. **Agree on the sub-committees of development that we should be working in**
 - Chapter fundraising: including event process, chapter growth, help needed by chapters
 - Store operations and merchandising
 - Corporate partnerships
 - Individual Philanthropic cultivation
 - Other?
2. **Identify which committee members can play a role in which categories—are there other people we want to reach out to to include?**
3. **Identify next steps**
4. **Next meeting date**

1. Agreed on subcommittees with following assignments (and **Chair**)
 - Chapter fundraising: **Pat, Tom, Bruce, Bob**
 - Event process and management; Helping chapters be successful; what do chapters need from state; Establishing new chapters
 - Store Operations/Merchandising: **Tom, Ian, Rob, Kelcy, Bruce**
 - What merchandise is needed for retail ops, online store; Sale /raffle/auction by chapters; inventory management
 - Corporate Partnerships: Joe, **Bruce**, Marty, Bob
 - Developing relationships with corporations for support (cash or in-kind or...?)
 - Philanthropy: Russ, Bruce
 - Sustaining memberships; charitable support; estate planning charity

No assignment yet: Peter

2. Discussions:
 - a. Merchandising/Corporate support: Joe raised several current possibilities:
 - a. Gamekeeper food plot seed – although we are not quite sure what seeds may be best, “Bobby” is willing to work with us.... Joe will explore what may work best for us and get a pallet sent up in time for April banquets
 - b. Nomad/Huk clothing—willing to work with us, but its clothing (tough to carry correct size run: High perceived value though. May be too late for 2019 super-goal shirts. Merchandise committee should take a look at this soon.
 - c. Joe has arranged Buck knife + leather holster from Russell, embossed with WWA logo. Joe is putting together now
 - d. Joe is donating 4 dozen WWA luggage tags that that can be sold in store, for say \$5.
 - e. Joe will check into availability of 2XL longleaf shirts to supplement current inventory
 - f. St Croix rod connection – Joe will call and then handoff to Bruce for follow-up: Jeff Simpkins, Director of MKTG 815-570-1228. Joe: let Bruce know when follow-up is appropriate
 - g. Boyt Harness may be good source. Joe will “rattle tree” one more time and then handoff to Bruce.
 - b. Philanthropy: tax laws have recently changed to lessen value of charitable deductions (standard deduction much higher); Also, first Required Minimum Distribution is now 72 (vs 70), but this RMD is an avenue for attracting donations directly from 401Ks. Russ will dig out older article on. This topic for re-use in newsletter, but this should be a display/poster/highlight at chapter events too.... Maybe: “Financial support of WWA” that would include RMD; legacy gifts; sustaining membership; stock contributions, etc.

Sub-committees will meet independently in next few weeks, based upon subcommittee preferences. **Full committee meeting scheduled for Friday 3 April, at 3 pm.**