

# Executive Directors' Report

20 April 2021

- **Organization: *Fun, Focused, Funded***
  - All Committees have met save Education in past month
  - PPP (1<sup>st</sup> draw) has been forgiven; 2<sup>nd</sup> draw window for forgiveness not yet open
  - Green Bay event was wildly successful – ~\$48K+/- net into WWA (goal of \$20K);
  - 2 independent (i.e., not event-associated) class A drawings (Open water + Chilton – sold out)
  - Waukesha event looked tame in comparison, but still strongly exceed \$10K goal (more like \$25K)
  - Financial results very positive to date.
- **Habitat: *Creating the environment for better waterfowling experiences***
  - Database scoping effort continues, but initial estimate requires too much effort for unneeded capability; downscoping SOW currently
  - More projects into the queue:
    - Volunteer “lead generator” working well
    - After initial meeting with UWSP to develop “tool” to identify potential wetland projects more efficiently, effort paused to consider similar efforts by The Nature Conservancy, pends.
    - Initial discussion with Aldo Leopold foundation to consider path to establishing joint “My Wisconsin Wetlands” to attract wetland owners to WWA restoration efforts
    - Wild rice coordinator job description developed, and after initial volunteer balked at scope, have downsized effort to fit volunteer desire
    - Wood duck box season: box distribution “system” proved pretty robust—sold out of (easily) available kits/boxes, generating \$2K+/- of new income.
- **Advocacy: *Respected as responsible users of WI natural resources***
  - Duck Stamp effort: continued follow-up efforts w/ JFC – met with 5 JFC staff last month – no articulated issues, but a long way to go. Initial use of Gathering Waters legislative outreach SW tool very effective (29% open rate, 7% click thru)—over 120 grassroots responses to legislators, and revealed some beneficial intel on legislator leanings. Continuing to collaborate with usual “duckhunting suspects”.
  - Knowles-Nelson – similar to duck stamp above.
  - Sandhill Crane Hunt - NSTR, but wolf hunt fiasco has mobilized anti’s
  - Migratory Bird Committee meeting yielded outcomes very close to our members’ stated desires.... WWA was only NGO with good and relevant survey data on the open water hunt. Our reminder to members to use state’s input tool yielded 20% open rate, 8% click thru
- **Education: *Passing a waterfowling ethic to the next generation***
  - Ed committee chair resigned position, no meeting. Needs leadership.
  - Well-received newsletter covered wide range of ed topics: 21% open, 19% click through
  - Membership hats ordered/received, membership drive planned for May. Membership joins are up slightly.
- **Membership/Communications: *Creating a community of waterfowlers***
  - Facebook effort continues strongly, building on newsletter, and reinforcing event advertising. WWA page likes ~4,600 well on track for goal of 5K for 2021.
  - Hall of Fame inductions at GB and Waukesha events: Pitz, Urben, Sherpers – all inducted, closing out 2021 class of inductees.
- **Development: *A Sustainable WWA***
  - ATV / trailer promissory, purchase, insurance – inaugural sales very positive, with smaller nut to crack
  - SEWI golf outing sales going well.... Still plenty of room!
  - Inaugural Appleton shoot planning continues for June
  - Baraboo/beaver Dam chapters inaugural golf outing also in June.
- **EXPO**
  - 12 meetings this past month.... Focus shifting to booth sales and management
    - Programming is pretty firm – 30+ speakers, activities
    - Sponsors mostly on board and invoiced – anticipated revenue vs expenses will have us in black with just sponsors and a few booths, meaning attendance and remaining booths will be our “profit margin”.
    - Marketing “drumbeat” continues: [website](#); [Facebook](#). DNR chose not to advertise EXPO with their waterfowl season release (still not promoting in-person events)
    - MoU reviewed by Randy Helbach – general concerns about WWA ownership of liability.