

# Executive Directors' Report

9 June 2021

- **Organization: *Fun, Focused, Funded***
  - All Committees have met in past month, save Policy (but a strong Policy month!)
  - 2<sup>nd</sup> PPP draw window for forgiveness not yet open
  - Waukesha event was successful – ~\$27K +/- net into WWA, meeting supergoal
  - New events:
    - Brat Fry fun and brought some unbudgeted \$\$ into WWA
    - Fox Valley Shoot – successful: fun, well-attended, profitable
  - 4 Class A's sold out
  - SEWI Golf outing – largest ever attendance, nearly \$11K net
  - Financial results remain very positive – almost \$75K ahead of budget!
- **Habitat: *Creating the environment for better waterfowling experiences***
  - Database scoping effort slowed in May, initial estimate requires too much effort for unneeded capability; still in downscoping mode currently
  - Hab Committee project approval process improving
  - More projects into the queue:
    - Volunteer “lead generator” working well – may be good board candidate
    - Wild rice coordinator job description developed, and after initial volunteer balked at scope, have downsized effort to fit volunteer desire and had initial orientation meeting
- **Advocacy: *Respected as responsible users of WI natural resources***
  - Duck Stamp effort – big hurdle passed – Joint Finance approval of \$5 increase.
  - Knowles-Nelson – pends JFC decision in early June
  - Sandhill Crane Hunt - Todd's article picked up by WON, second in series published in June newsletter
- **Education: *Passing a waterfowling ethic to the next generation***
  - Ed committee met, small but useful group.... Needs to find education focus since ed can be so broad.
- **Membership/Communications: *Creating a community of waterfowlers***
  - Membership drive will start June – focus on basic membership and webpages updated for clarity; Recurring membership will require similar page updates and handhold with Development Committee.
  - Facebook page continues to generate engagement and growing slowly
  - May Newsletter: 12% open, 19% click through
- **Development: *A Sustainable WWA***
  - ATV / trailer sales positive, ¾ to payoff.
  - Planned giving program taking shape
  - Baraboo/beaver Dam chapters inaugural golf outing in June.
- **EXPO**
  - 6 meetings this past month.... Focus = booth sales, attendance and management of day-of
    - Programming is pretty firm – 30+ speakers, activities.
    - Marketing “drumbeat” continues: [website](#); [Facebook](#). Need participating orgs and businesses to hype now.
    - Finances: \$9K in bank account based on sponsors and early booth sales., looks to be in black with current funds. Attendance should drive profit levels
    - MoU - no movement on MOU