

Executive Directors' Report

19 July 2021

- **Organization: *Fun, Focused, Funded***
 - Committees are meeting and moving forward
 - 2nd PPP draw window for forgiveness not yet open, but preps are happening by BMO.
 - 3 Class A's sold out
 - Financial results remain positive – almost \$79K ahead of budget, *AND* HRP is paid up to date for the first time in many years, removing about \$25K in liabilities from our balance sheet since beginning of FY.
 - “Meet the Prez” a good exercise, but disappointing attendance.
- **Habitat: *Creating the environment for better waterfowling experiences***
 - Database scoping effort slowed in May/June, effort is downscoped significantly due to estimate of expense and availability of volunteer
 - Hab Committee project approval process continues
 - 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
 - DU advertising for Private Lands Coordinator is competitive threat to WWA model.
- **Advocacy: *Respected as responsible users of WI natural resources***
 - Duck Stamp effort – SUCCESS, as Governor signs budget, vetoes DNR reporting requirements.
 - Knowles-Nelson – re-authorized for 4 years at \$32+M / year.
 - Sandhill Crane Hunt - Todd's second and tarticle picked up by WON, third in series published in June newsletter. Extending series to better cover farming issues.
- **Education: *Passing a waterfowling ethic to the next generation***
 - Ed committee continues to refine focus, including initiatives with UWSP.
- **Membership/Communications: *Creating a community of waterfowlers***
 - Membership drive provided some new members but FB expenditures suspended after decreasing return.
 - Jul Newsletter: 18% open, 14% click through sent to 15.5K subscribers
 - Jun Newsletter: 17% open, 17% click through, sent to 15.0K subscribers
- **Development: *A Sustainable WWA***
 - ATV / trailer sales positive, \$4500 to payoff. At risk of negative net.
 - Membership survey = 248 responses
 - Planned giving program taking shape
 - Baraboo/Beaver Dam chapter's inaugural golf outing in June was success.
 - Bass Bay Bash held successfully.
 - Shoots at Oz, Green Bay benefited from good weather/attendance for good financial results
 - Wausau re-boot planning continues for August 6th gathering
- **EXPO**
 - 8 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](#).
 - Finances: \$11K 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.