

Minutes October 23, 2010 Outreach committee.

9:15 am meeting called to order.

Roll call: Present were Larry Bonde, Dale Maas, Duke Welter (NRB), Lee Fahrney, Rich Kirchmeyer, Kari Lee-Zimmermann (DNR), and Kurt Thiede (DNR). Absent and excused were Rob Bohmann and Christine Thomas.

Review proposed mission statement: made some structural and grammatical changes to proposed mission statement.

The mission of the Wisconsin Conservation Congress Outreach committee is to:

- Review both internal and external issues, suggestions, and procedures that have been advanced by Congress members, the Natural Resources Board, and the public pertaining to the role, visibility and function of the Congress.
- Discuss potential ways to help the Congress more effectively accomplish its mission, as well as remain a relevant and responsive institution.
- Make recommendations to the Executive Council on proposed changes to the Code of Procedures, and any other opportunities to expand or improve the role, visibility, and function of the Congress.

Motion to adopt the revised mission statement (as written above) by Dale Maas, second by Duke Welter. Motion unanimously approved.

Discussed main ideas/concerns from last meeting and sorted into 4 groups including:

#### **OUTREACH-**

- Publicity— how do we get more people involved, get the word out about the WCC
- Diversity—do we need to get different types of people involved, different ages, different uses of natural resources in addition to hunting and fishing? Should the congress take on more environmental issues to get the “middle ground” people (those who don’t hunt but aren’t opposed to it and recognize it as a valid conservation practice)?
- Scholarship—need to explore, id, and clarify role of Friends of WCC, should not be an initiative of the WCC, but of the friend’s group. The Exec. Committee should make sure this is possible under the Friends group’s current status.
- Awards system—do we need to re-structure how we give out awards? Should we be looking at businesses in addition to organizations? How can we get more diversity from applicants and better publicize the awards; application process is lengthy and procedures haven’t changed. Same organizations are getting awards because the same few people nominate the same organizations and people. Exec Council approved a DA award, but that never got off the ground, this should be revisited.

- Conservation Chronicle—should we increase the frequency for more publicity?

### **SPRING HEARING-**

- Resolutions—how do we deal with those that can't get out of committee. The Congress can't be afraid of issues or to ask the question and get a public pulse on the issues.
- Shotgun resolution—should there be a threshold of 50%+1 in counties where introduced? Current COP requires passing vote in only one county and local representative to present (local representative requirement needs to be enforced).
- Polling vs. vote  
Electronic voting, ballot, discussion (lack of), internet voting  
Electronic balloting would likely adversely effect the discussion at the Hearings  
Delegate elections—elections are very transparent, you only need to show up to run, elections are open to anyone to run and county citizen can vote
- Benefit to organization—what is the purpose of the SH-what do we want from them?
- Increase participation

### **INTERNAL PROCEDURES-**

- Awards committee—review nomination procedures, selection, promotion (see above related to outreach)
- Annual Convention—structure, use of time, focus on local NR issues
- Roberts Rules of Order and Code of Procedures not being followed -should there be ramifications and if so, what? It is difficult to penalize a volunteer.
- Resolutions not getting out of committee repeatedly—sometimes minority ideas have merit  
Are committee leaders not aware of Code of Procedures?  
Should resolutions be assigned to multiple committees?  
Should the Congress require a 2/3 majority in a county for 3 years and then the question automatically goes to the Executive Council?

### **OTHER-**

- Ownership of trailer and Wall of Fame, who is legally responsible for wall of fame when it is being used by various entities, liability/ insurance, should we get an appraised value, something for the Executive Council Committee to review with the input of the Outreach Committee.
- Youth Conservation Congress- update from Lee about meeting of sub-committee, check with Wisconsin Hunter's Network to find out if the Congress can link to the WHN as a means to get information out? Youth use internet for updates and news and this may be one avenue to get linked in.  
Outdoor Heritage subcommittee will have 2<sup>nd</sup> meeting in December.
- Are congress delegates not involved enough in their local communities?  
Delegates should be going to meetings of other groups to identify issues.

## **Recommendations for the Executive Council to review:**

\*Make Outreach a standing committee

\*Surveys/ polling of those who participate and those who don't participate, and why for both. Kevin Schanning (Northland College) is a good resource. University of Madison and Stevens Point could help to do survey with outreach committee involvement. Need to determine the audience.

\*Following the COP-implications of not following, Robert's Rules of Order, Open Meetings Laws = removal from committee position (there should probably be some sort of review of incident). This should be spelled out in the COP.

- Written complaint to executive committee
- Executive committee action (TBD)
- Separate consequences for delegate, chair/sec, committee member misconduct

\*Spring Hearings

- Encourage a discussion forum, review resolutions between DNR and WCC portions.
- Balance efficiency with productive discussion
- Objectively written questions

\*Publicity-update/summary of WCC activities, regional, press releases for local papers and other demographic appropriate media

\*Resolutions

- Pass 3 consecutive years in a county it automatically goes to the Executive Council for an up or down vote.
- If it doesn't have a local author/sponsor it is thrown out.
- Shotgun resolutions need to pass in 50% +1 of counties in which they are presented.
- The following is the WCC policy, is done in practice, and is indicated in the guidelines given to study committee chairs and secretaries each year, but should be enumerated in the COP:
  - 1) Resolutions should be assigned to only one committee
  - 2) Additionally, a chair can request it be assigned to their committee
  - 3) If a resolution has been assigned to more than one committee it is the responsibilities of the committee chairs to make every effort to draft ONE advisory question acceptable to both committees.
  - 4) If there is not agreement on one question, two questions should be submitted to the Executive Council and both will be considered.

Dale Maas moves to take the above recommendations as listed to the Exec Council,  
second by Lee Farhney  
Motion approved unanimously.

Lee Farhney motion to adopt “brand” for the Congress, Maas second for discussion  
Discussion—organizations have a need to brand, need to establish an identity, would help  
make positions more defensible, could go under our logo,  
“Protecting Wisconsin’s Natural Resources through responsible wildlife management.”  
Concerns that this may be too limiting by only incorporating wildlife and not land use or  
ecosystem management, debatable as to whether it even incorporates fish.  
Other people who aren’t consumptive users need input through the congress, too.  
Congress should advise Board on “all matters under the Board”—limiting input will  
alienate a portion of the population that the Congress needs to represent.  
Motion by Dale Maas, second by Rich Kirchmeyer to amend to  
“Protecting Wisconsin’s Natural Resources through responsible resource management”  
Motion to amend passed  
Motion to adopt amended brand failed (tie broken by Larry Bonde).

Lee Fahrney—questions on SH are relating to hunting and fishing and trapping. It could  
be difficult to bring in other user groups-the Congress may not be able to handle the  
volume of topics that would come in under those environmental issues. Feels that  
outdoor writers and others sometimes treat hunters with disdain, and feels that the WCC  
should be the group to reach out to them.

Rich Kirchmeyer discussed Camo for Kids, Dave Hraychuck’s idea to set out baskets to  
collect clothing and other hunting items for kids/ new hunters to use at LTH events. This  
could be a promotional item for Spring Hearings this year.  
Kirchmeyer motion to go forward with this idea and collect hunting clothing, second by  
Duke Welter  
Motion approved

Member’s Matters: Rich Kirchmeyer is getting involved with KAMO (Kids and Mentors  
Outdoors) and learning about that organization and is hoping to develop a mutually  
beneficial relationship with them. We didn’t have time to get to review the presentation  
put together by Kari Lee-Zimmermann for delegates to use to promote the WCC, but she  
will email it to committee members for their comments. This might be Kurt Thiede’s last  
meeting but he enjoyed being a part of the Outreach Committee.

Motion to adjourn, Rich Kirchmeyer, second Dale Maas.  
Adjourned at 3:00 pm