

Wisconsin Conservation Congress

Outreach & Public Relations Committee

Meeting Minutes



ORDER OF BUSINESS	8/13/2016	9:00 a.m.	Grand Lodge, Wausau, WI
--------------------------	------------------	------------------	--------------------------------

I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

LEE FAHRNEY, CHAIRMAN	9:05 a.m.
------------------------------	-----------

b. ROLL CALL

ATTENDEES	Robt. Traczyk, Frank Pratt, Michael Britton, Ron Krueger, Sr., Pearl Holmstadt, Doug Burrows (Sec.), Peter Helios, Dale Maas, Robt. Haase, Staus Gruszynski (Co-Chair), Lee Fahrney (Co-Chair), Trent Tonn, Jim Dick (DNR Liason)
EXCUSED	Vanessa Brotske, Geo. Ferriter, Ken Balestieri
UNEXCUSED	Howard Jackson
GUESTS	Maleline Damon (WCC Youth), Reed Miller (WCC Youth), Larry Bonde (Chairman WCC)

C. AGENDA APPROVAL/REPAIR

DISCUSSION	Item #2-H Moved to 1st item in section II
ACTION	Motion to move by Dale Maas / Second by Michael Britton No discussion, Motion Approved

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Mission Statement Read by Sec. Burrows, Change "Institution" to "Organization" by Ron Krueger Grammar correction of misplaced comas by Lee Fahrney
ACTION	Motion to approve with corrections by Dale Maas / Second by Robt. Haas Motion Carried

E. PUBLIC COMMENTS

DISCUSSION	No Public Comment
ACTION	

II. INFORMATION & ACTION ITEMS

WCC Policy review Larry Bonde, WCC Chairman
 Chairman Bonde reviewed WCC policy for working with Legislators and the need for a plan to work closer with them. Review of WCC COP Policy regarding the matter. Suggestions made by Dale Maas, Ron Krueger & Stash Gruszynski to #1. A script could be developed to follow when talking to Legislators. #2. Possible Lobby Day (talk to our representatives). #3. Invite representatives to WCC District meetings, Spring Hearings. #4. Create listening sessions.

C. OUTREACH & TECH COMMITTEES**STAUSH GRUSZYNSKI**

DISCUSSION	Joint effort by the two committees to work on a policy
ACTION	Have the two committees develop a policy for communication
OUTREACH & TECH COMMITTEES	DEADLINE TBD DURING 2016 & 2017

C. REVIEW OF COMMUNICATION PLAN**STAUSH GRUSZYNSKI**

DISCUSSION	Contact report from delegates when making citizen contact. Post WCC delegate & committee assignments throughout the county for the public Use Conservation Chronicle for member engagement. Any changes to the COP refer to Rules & Resolution Committee. Communicate any changes 90 days prior to a meeting.
ACTION	Work on changes by the two committees, Outreach & Tech
PERSON(S) RESPONSIBLE	LEE FAHRNEY & STAUSH GRUSZYNSKI
DEADLINE	TBD
C. STRATEGIC PLAN IMPLEMENTATION	LEE FAHRNEY

DISCUSSION	Review of Goal #2 from committee
ACTION	On going for WCC
PERSON(S) RESPONSIBLE	STRATEGIC PLAN COMMITTEE
DEADLINE	ON GOING

C. USING MEDIA OUTLETS**LEE FAHRNEY**

DISCUSSION	Increase the publishing of the Conservation Chronicle. Hard copy or electronic copy? Pros & cons for each.
ACTION	Offer an "opt out" of the hard copy for those who would prefer electronic.
PERSON(S) RESPONSIBLE	CHRONICLE STAFF
DEADLINE	ASAP

C. OUTREACH & PUBLIC RELATIONS COMMITTEE**LEE FAHRNEY**

DISCUSSION	Need for more meetings of committee? Once a year not enough, 2 meetings or as needed?
ACTION	February 2017 meeting to be set for Stevens Point
PERSON(S) RESPONSIBLE	LEE FAHRNEY
DEADLINE	FEBRUARY 2017

C. TECH AD HOC COMMITTEE**STAUSH GRUSZYNSKI**

DISCUSSION	Committee is working on a number of items; Social media - Facebook, Twitter, etc. WCC technology more user friendly for delegates. Live streaming of meetings. WCC Website & delegate resources needs work.
ACTION	On going updates and changes
PERSON(S) RESPONSIBLE	OUTREACH & TECH COMMITTEES
DEADLINE	ON GOING

Awareness of the WCC**Lee Fahrney**

DISCUSSION	Use all of the resources available to us. Ag Dept., Media sources,
ACTION	On going process

PERSON(S) RESPONSIBLE ENTIRE WCC	DEADLINE ON GOING
----------------------------------	-------------------

B. DEPARTMENT UPDATE

JIM DICK

DISCUSSION	Jim provided general info on department efforts and a proactive approach being taken. Working on bringing stories to the forefront. The need to understand that some media outlets have an agenda in reporting stories. "Above the Fold" website resource for front pages across the state - similar content.
ACTION	Dept. constantly working on this. Offer a DNR District Supervisory list for delegates.
PERSON(S) RESPONSIBLE WI DNR	DEADLINE ON GOING

C. [DESCRIPTION OF TOPIC]

[PRESENTER]

DISCUSSION	
ACTION	
PERSON(S) RESPONSIBLE	DEADLINE

III. MEMBERS MATTERS

DISCUSSION	Pearl Holmstadt - WCC Cook Book. Fundraiser & good for Field to Table movement. Tell our story. Peter Helios - Awareness of water quality changes in the state. Dale Maas - Freshen the website. Trailer for northern counties for events? Better signage of meetings at venues. Lee Fahrney - February 11, 2017 committee meeting in Stevens Point - mark your schedules now.
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	Meeting adjourned at 2:15 p.m.
SUBMITTED BY	Douglas Burrows
DATE	8/13/2016

Chairman Bonde reviewed WCC policy for working with Legislators and the need for a plan to work closer with them. Review of WCC COP Policy regarding the matter. Suggestions made by Dale Maas, Ron Krueger & Stash Gruszynski to #1. A script could be developed to follow when talking to Legislators. #2. Possible Lobby Day (talk to our representatives). #3. Invite representatives to WCC District meetings, Spring Hearings. #4. Create listening sessions.