

# Wisconsin Conservation Congress

## Outreach & Public Relations Committee

### Meeting Minutes



<b>Outreach &amp; Public Relations Advisory Committee WI Conservation Congress</b>	<b>Oct. 22, 2015</b>	6:00 pm	<b>Telephone Conference</b>
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#### I. ORGANIZATIONAL MATTERS

##### A. CALL TO ORDER

MEETING CALLED TO ORDER BY	<b>Meeting Called to Order</b> 6:00 pm by Lee Fahrney, Chair
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##### b. ROLL CALL

ATTENDEES	Lee Fahrney, Michael Britton, Jack Christenson, Robt. Haase, George Ferriter, Douglas Burrows, Robt. Traczyk, Ron Krueger Sr., Pearl Holmstadt, Pete Hellios, Jeff Kelm, Nadia Bogue
EXCUSED	Frank Pratt, Dale Maas, Justin Schaut
UNEXCUSED	Staush Gruszynski, Vanessa Brotske, Ken Balestrieri
GUESTS	Jim Dick - WI DNR & Kari Lee-Zimmermann - WI DNR

##### c.

##### C. AGENDA APPROVAL/REPAIR

DISCUSSION	Motion to Approve as presented by Mike Britton, Second by Bob Haase - Approved
ACTION	

##### D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Statement read by Lee. Motion to approve by Nadia Bogue, Second by Geo. Ferriter - Approved
ACTION	

##### E. PUBLIC COMMENTS

DISCUSSION	No public comments
ACTION	

## II. INFORMATION & ACTION ITEMS

### Chairman Update

ITEM #1	<p>Outreach Video Production presented by Kari</p>	<p>The Congress is in the process of developing a video presentation explaining who and what the WCC is. This will be for various media usage (UTube, website, Facebook, etc). Production in November with presentation in January 2016 to the Executive committee and District Leadership Council.</p>
	<p>Nadia - Who is writing content? (DNR Media Department)          Ron - Past experience with video production and would be willing to assist.          Bob - Can we see an advance copy of the script? (Yes, can be sent out to committee)          Mike - Suggested involvement of youth and a message regarding the Youth Congress</p>	
Item #2	<p>Lee presented the following from the Executive Committee;</p> <p>The Executive Council name has been changed to DISTRICT LEADERSHIP COUNCIL</p> <p>Future convention locations are:          2016 - Manitowoc, 2017 - Oshkosh (pending),          2018 - Eau Claire, 2019 - Appleton</p> <p>Introduction of Mr. Jim Dick, Communication Director for the department. Review of his bio and welcome to our meeting.</p> <p>Now is the time to consider nominations for the awards given out by the Congress at the state meeting in the spring.</p>	DEADLINE

<b>DISCUSSION</b>	<p>Nadia presented the plan that has been developed. This is a very comprehensive plan for communication between delegates and concerned citizens. It is a general communication and an internal document for responding to citizen contact. Copy of the plan attached.</p> <p>Bob - Is how to contact delegates part of the plan? Can it be included? Lee - DNR Staff &amp; WCC Delegate Committees as a resource for contacts.</p> <p>Lee - "Hot Button Issues" inclusion of where we stand and how to respond. George - Do we have positions on most issues?</p>
<b>ACTION</b>	Direct comments on the plan draft to Nadia. Two issues that need to be included in responses are "who we are" and reply to the question. Nadia will develop a spreadsheet of contact methods and responses.
<b>NADIA BOGUE</b>	<b>FINAL DRAFT DONE FOR REVIEW BY THE LEADERSHIP COUNCIL AT THE JANUARY MEETING. DEADLINE</b>

**c. ESTABLISH A WCC BLOG**

LEE

<b>DISCUSSION</b>	<p>Nadia - How much do we need to take on at this time? George - Do we need a Blog? Who would coordinate it and where would you find it? Bob - Not needed. Nadia - Blog vs. Facebook? Which is the preferred media? Expanding Facebook could be the most beneficial and reach more people</p>
<b>ACTION</b>	
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**D. CONSERVATION CHRONICLE**

The Chronicle will be out prior to March 1, 2016 and District meetings. January is the deadline for submitting pictures and articles. Please send pictures, information and articles to Kari.

**E. EXECUTIVE COMMITTEE HISTORIAN**

There is a Historian on the Executive Committee for recording activities of the Congress and delegates.

**III. MEMBERS MATTERS**

<b>DISCUSSION</b>	<b>MEMBER MATTERS</b>
<b>ACTION</b>	<p>Mike - Keep getting the name out and promotion of what the WCC is doing.</p> <p>Jack - On point with tonight's meeting.</p> <p>Ron - What is Frank getting at? (Frank unavailable to explain his thoughts and communication, no discussion)</p> <p>Jeff - Good call and meeting.</p> <p>Bob - Appreciation for Nadia's work and plan.</p> <p>George - Conference call worked tonight.</p> <p>Nadia - Send comments and she will send out revisions and ideas.</p> <p>Jim - Pleasure to join in the call.</p>

**IV. ADJOURNMENT**

<b>MEETING ADJOURNED</b>	<b>Motion to adjourn made by George, Second by Bob. Motion approved 7:20 pm</b>
<b>SUBMITTED BY</b>	<b>Douglas Burrows</b>
<b>DATE</b>	<b>10-22-2015</b>