

Board of Directors Meeting Minutes
Wednesday, September 27, 2017
Jefferson UW Extension, Room 12

Next Regular Board Meeting: Wednesday, October 25, 2017

Attending this meeting: Eric Compas, Joe Zakovec, Bob Hansis, Patricia Cicero, Carl Korfmacher, David Hoffman

Absent: Andy Selle, Jane Carlson

Others Present: Ilana Hames, Peggy Compton (via phone), Susan Sanford, Barry Eichinger, Cheryl Nenn (WaterKeeper presenter), Jayne Jenks, Monty Baker and Nancy Sheehan

President Joe Zakovec called the meeting to order at 5:15

1. Introductions:

Nancy began with by introducing Cheryl Nenn and gave some background on RRC and why we're considering becoming a WaterKeeper Affiliate.

2. Cheryl Nenn- WaterKeeper Alliance and Affiliate Program Presentation:

Discussed history of WaterKeeper Alliance which started as a fishing club which morphed into a group of concerned citizens about water quality issues of the Hudson River. Present day there are 300 organizations affiliated with WaterKeeper world-wide. Briefly discussed different U.S. WaterKeeper organizations and their functions. WaterKeeper Alliance acts as an umbrella to individual groups who all have different functions but with the same general purpose of creating healthier water resources.

Cheryl began discussing the role of Milwaukee RiverKeeper, and being an affiliate of WaterKeeper. They monitor 144 sites, have recreational paddles, river clean up days, own a boat to patrol sections of Milwaukee River, educating citizens and decision makers, and advocating. Brief discussion occurred on their work with lawmakers and litigation which they do in partnership with other NGO's. Recent projects have included river cleanups, working on superfund sites along river corridor, shoreline restoration projects, PCB removal, and 10 dam removals.

Questions from Audience:

Q1: Milwaukee River is much more urban and Rock River is much more rural. Is name recognition important for the riparian landowners? Is water keeper a positive name/brand for riparian landowners?

Answer: WaterKeeper and affiliates are not pronounced in Midwest as in other areas of country. Presently, only 10 affiliates in all of Midwest with one being in Wisconsin (Milwaukee RiverKeeper). There were two others in Wisconsin but failed due to financial reasons. Milwaukee area has good name recognition.

Q2: What was the tipping point from starting as Friends of the Menominee River to becoming a WaterKeeper affiliate? Reasons for making this change?

Answer: When they joined they had one executive director who wanted to align himself with similar goals. Not many resources available and wanted to educate more citizens and decision makers which WaterKeeper was able to help with. 2003 they had three paid staff now eight employees plus a few interns. Being an affiliate, Cheryl finds most helpful legal strategies, fundraising education, conferences, and correspondence with other WaterKeeper affiliates.

Q3: Where does the Milwaukee branch get their funding?

Answer: Foundations, "old beer money," adopt a river program (45 businesses), corporate funding for events, DNR/NOAA grants, memberships (5000 members). They do not have their own foundation but have an endowment used for safety net.

Q4: There's a \$150 annual fee- are other fees involved? Other rules to becoming a membership?

Answer: Full-fledged WaterKeeper members have annual dues based on a sliding scale depending on the amount reflected in annual budgets. There are quality standards that must be met with WaterKeeper noted in handout.

Q5: On jurisdiction or authority over an area (i.e. Rock R. basin or Milwaukee R basin). Forming one larger group out of many smaller like-minded groups while considering the Rock R. basin is large with many groups with limited budgets.

Answer: Cheryl said if there's an opportunity to expand make sure to maintain control over that area and be the #1 go-to organization in that area.

Q6: Are Milwaukee RiverKeeper members of River Alliance?

Answer: Yes. A lot of overlap between their mission and River Alliance. They work together on a couple programs each year. Milwaukee RiverKeeper is members of many river organizations.

Q7: What resources does Milwaukee RiverKeeper have access to and what resources do they produce?

Answer: River report every year. Other groups available to ask questions, see what works. Magazine 3 times a year. No design support.

Q8: If RRC became an affiliate how would this change what we do and how we do it? What are the boundaries of political advocating?

Answer: They don't do any political advocacy.

Board members continued meeting while others left after Nenn's presentation.

3. Approval of August 23, 2017 Meeting Minutes: Tabled.

4. Announcements: None.

5. Treasurer's Report:

Notable items included reimbursement for Testing the Waters and reimbursement of Nancy's Stream Report Card will be here in next couple of months. Eric moved to accept the treasurer's report; seconded by Carl; motion carried.

6. Membership Report:

The revenue on the membership report doesn't add up correctly on the treasurer's report. Patricia will look into this with Tara. During our membership letter drive we'll want to focus on private corporations.

7. Stream Monitoring Report:

Focused on proposal of year 6 of YaharaWINS program. No new monitor/sampling stations will be added for the '18-'19 YaharaWINS (53 baseline water quality stations; 35 nutrient sampling stations; and 27 continuous temperature logging stations). Approximately 163 volunteers have helped in the Yahara Watershed with a 77% retention rate. Nancy budgeted 575 hours to cover year 6 (January '18 – March '19).

Motion to approve an increase of health stipend by \$750 in YaharaWINS project proposal, Bob seconded; motion carried.

8. Discuss WaterKeeper Presentation:

\$150 is an acceptable amount to become an affiliate of WaterKeeper. Discussion on becoming an affiliate to see what benefits may come to fruition. To clarify, it would be the Stream Monitoring Program that would become an affiliate of WaterKeeper, not the RRC organization as a whole. Nancy sees fundraising and strategic planning/goals for the Stream Monitoring Program to be the major benefits of becoming an affiliate. Patricia had some reservations on their campaigns that sort of conflict with goals of RRC.

9. Website and Webmaster Position: Tabled until next meeting.

OLD BUSINESS:

10: Brief Updates:

- a. Rock River Recovery, Rock River Stormwater Group:
- b. Chapter News
- c. Fundraising
- d. Community Shares Wisconsin:
- f. Customer Relations Management Options and other I.T. issues: