



**Our Mission:**

*"To educate and provide opportunities for people of diverse interests to work together to improve the environmental, recreational, cultural, and economic resources of the Rock River Basin"*

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**Board of Directors Minutes  
Wednesday, October 23, 2013**

**Attending this Meeting:** Jane Carlson, Patricia Cicero, Eric Compas, Jim Kerler, Dan Lynch, Joleen Stinson, Suzanne Wade, Joe Zakovec

**Guests:** Nancy Sheehan – RRC Water Monitoring Coordinator

**Not Present:** Jim Koepke, Scott Taylor

**Next Meeting:** November 20 at 4:45 PM

**Call to Order:** RRC President Patricia called the meeting to order at about 4:45 PM.

**Approval of September 25, 2013 Minutes –** Joleen moved acceptance of the minutes (which included Patricia's edits). Dan seconded. Voice vote passed with all votes in favor.

**Old Business:**

**Treasurer's Report:** Reports were attached to Suzanne's 10/22/13 email. Per Suzanne our Fund Summary numbers look good for this time of year. Budget Summary: Memberships are on target. Contributions are down but not a cause for panic. Grant Summary: Horicon, Wisconsin Energy and Alliant Energy funds have been spent. November meeting will be used for personal notes on our membership solicitation letter. Dan moved acceptance of the Treasurer's Report. Jane seconded. Voice vote passed with all votes in favor.

The Membership Report is distributed as a tab on the board reports spreadsheet each month so printed copies won't be provided in later months of the year when changes are few. Suzanne will provide an excel file with street addresses that Eric will use to map our membership.

**Stream monitoring report:** Patricia introduced Nancy to newer board members. Nancy discussed her report (distributed with Patricia's 10/23 email). She is working with partners and looking for funding sources. She has met with Sierra Club in Madison to discuss their monitoring project. Nancy and Patricia met Clean Lakes Alliance to (1) share information about CLA and RRC citizen water quality monitoring programs and (2) explore the possibility of CLA funding the RRC volunteer stream monitoring project undertaken in the Yahara River watershed as part of the Yahara WINs adaptive management program. CLA described their lake WQ sampling for e.coli and some plans for next year. They will include RRC in monitoring meetings they may organize. Nancy has been researching water quality reporting options for our watershed and is willing to report on the available options to get Board reaction. UWEX (WAV - level 1) and DNR (SWIMS) databases are currently used. Milwaukee Riverkeeper's model may be something to emulate.

Patricia noted we need to put together a list of priority sites to share with Yahara WINS. If a request for funding is needed going into next year it will be due in December. Nancy and Patricia will meet with Kathy Lake of MMSD to discuss this next week.

Nancy is planning another “Confluence”, our monitoring conference, for March, 2014.

**20th Anniversary Celebration:** Suzanne (working with Dan) asked board members to identify events they could lead or recruit an organizer for in the months of April, June, July and September. She would like to identify all events by January. On the calendar so far:

- January – Rock River Recovery meeting
- February – Climate Reality – Suzanne setting up
- March – Confluence
- April -- TBD
- May – TBD
- June/July – “Ed-venture” event
- August -- TBD
- October – Suzanne and Dan recommended Koshkonong Mounds for our party event. Sunday 3-6 PM, 11/2 was selected. Meal prices are reasonable and available on their website.

Patricia suggested a June or July event on Rock Lake.

Joleen suggested Yahara River Fest in De Forest, a family friendly event in September.

Nancy noted the possibility of partnering with Sierra Club in Dane County.

Eric will look into April Earth Day event opportunities.

**Website:** Marsha Vomastic, who manages our website as a volunteer, joined the meeting by phone. Eric described scenarios we can pursue.

- Hosting of website: Our current hosting arrangement with Alex Drucker’s is more expensive (at \$12/mo) than other sites Eric has experience with (at \$3-5/month). Alex has offered to add dashboard services to track use of the site and create backups. This would help bring the value of his service up to par with others according to Marsha. While several board members appreciated having a local contact they also commented we should go with the best service value. WordPress would streamline posting of updates and our use of the site. Spam filters are included on many other web hosts but not Alex’s site. Spam has been a problem for us but Eric noted spam files may be less accessible if provided by the web host. Dan moved we give Eric and Marsha discretion to choose a new provider. Joleen seconded. Voice vote passed with all votes in favor.
- Site appearance: Eric circulated examples of *WordPress* templates for nonprofits. He recommends we adopt a paid theme (\$40-70 one time) that would provide a general “look”

(which we could then customize) and would include some support services. We could highlight our need for donations and volunteers.

Per Marsha plugins to process shopping cart orders, memberships and events could be valuable components of the service we select. Nancy mentioned she would like to be able to blog and capture volunteer information. Patricia mentioned the need to display donor ads/logos – which would not be a problem according to Marsha.

The *Design Like Mad* grant application is ready to update with the information we decide on and Eric will submit it by today's deadline. Dan moved we allocate up to \$150 for up front costs of the web hosting service and engage in further discussion before incurring additional monthly fees. Joe seconded. Voice vote passed with all votes in favor.

**Wetland Mapping Project:** Scott sent an update saying we will receive a \$3000 DNR grant for wetland mapping in the Horicon and Lake Sinissippi watersheds.

**New Membership Brochures and Renewal Card Proposal:** Joleen and Suzanne discussed a draft brochure distributed at the meeting. Board members were requested to study the draft and email comments to Suzanne by 10/30. For people that donate more than \$150 Suzanne would like to provide a special 20<sup>th</sup> anniversary package of benefits as described in the draft brochure. Eric will obtain a QR code to include for online payment. Jane moved we approve the 20<sup>th</sup> anniversary package, Dan seconded. Voice vote passed with all votes in favor.

**E-mail Vote of Support for the Dane County Waters Community Engagement Coordinator position:** Patricia noted we agreed via email vote to support this position.

**Rock River Trail – Water Quality Monitoring:** This was mentioned in the minutes of a RRT Initiative Council meeting that Jim Kerler (our representative) did not attend. Nancy had previously attended a meeting with Greg Farnham where monitoring was discussed. Board consensus was that we should offer to partner on this rather than having them start up a separate program. Jim Kerler agreed to talk to Greg Farnham about this and share feedback. At the end of the meeting however it was agreed Nancy will first follow up on her past conversations with Greg.

**November Meeting - planning for membership mailing:** We will each review the membership list and place personal notes on renewal and nonmember letters to those we know. Extra letters will be available to take home for mailing to friends and acquaintances not on the list. Jane agreed to prepare a draft letter to members and nonmembers and circulate it by November 10. Nancy will prepare a draft for non-member water monitors. Suzanne will prepare a letter for nonmember businesses.

**Adjournment:** Dan moved we adjourn. Jim seconded. Voice vote passed with all votes in favor.  
Patricia adjourned the meeting at approximately 7:15 PM.