



## 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"*

### Board of Directors Meeting Minutes Wednesday, February 26, 2014

**Next Regular Meeting:** Wednesday, March 26, 2014, 4:45 PM – UW Extension, Jefferson

**Attending this meeting:** Jane Carlson, Eric Compas, Jim Kerler, Dan Lynch, Joleen Stinson, Scott Taylor, Suzanne Wade, Joe Zakovec

**Also attending:** Nancy Sheehan

**Absent:** Patricia Cicero, Jim Koepke

- **Call to Order:** President Elect Jane Carlson called the meeting to order at 4:50 PM.
- **Approval of January 22, 2014 Minutes --** Suzanne moved to approve, Dan seconded. Approved on a voice vote.
- **Treasurer's Report & Budget --** Suzanne distributed and reviewed the income statement comparing 2013 with 2014 year-to-date. Total membership receipts are summed in column AA row 36. The total for 2014 reads \$1515 but it is \$4723 when we include 2014 memberships paid in 2013. No donations yet in 2014 but we need to estimate what we'll raise.

Proposed expenses are on colored sheets, basing 2014 budgeted amount on 2013 actuals. Our cost for each employee is the sum of net pay + employee portion taxes + employers portion as shown. Mileage and other expenses are on a separate line for each employee. Unrestricted on hand will be adjusted when Suzanne, Patricia and Roxanne meet. It appears to be about \$16000.

Meeting expenses will come back in registration charges. Newsletter printing will come from the ELI grant funds and Rock River Stormwater Group..

\$1600 is budgeted for a minimum five sets volunteer monitoring equipment funded by RRC. The \$17,600 total includes Yahara WINS. \$26,991 is RRC's total funding requirement, and we have a need for about \$5500 that is not yet funded. This must come from increased collections, donations or grants. This is better than some past budgets, but we are more apt to consume all of the monitoring dollars so we do need to look at raising this money.

Ideas for funds: Suzanne distributed a sheet of membership contributions, noting that 6 more corporate members would bring \$1200. She suggested corporate members are the best targets. (E.g., ATC contributed in the past.) A recent mailing went to corporate targets and banks outside of Dane county. A mailing will be going out to past members that didn't renew. Suzanne will send a list of businesses we mailed to and board members are asked to select at least 5 each and commit to a personal contact. Eric will map the business locations to help board members target nearby businesses.

The board agreed to propose 10 new corporate members for new money of \$2000, \$100 from affiliates and \$500 from families. New chapters may generate some family and individual memberships so these numbers were increased as well to fill in the needed total. Suzanne will distribute the new total of \$5300. We can also look for unrestricted donations of \$2-4K.

Scott noted that in the past we had some fundraising training from Allison Werner of the River Alliance and we could pursue something along these lines. Eric suggested the American Marketing Association on the UW-W campus could possibly help us. More discussion on fundraising is planned for the board retreat.

Joleen moved acceptance of the Treasurer's report. Dan seconded. Discussion noted a discrepancy on unrestricted funds and Suzanne noted the Fund Summary is correct. Motion passed on a voice vote.

Dan moved approval of the 2014 budget as amended. Jane seconded. Discussion: Suzanne to distribute the amended budget. Motion passed on a voice vote with Eric abstaining in favor of further review.

- **Membership Report --** Suzanne distributed a Membership Summary dated 2/18/14, referenced in the discussion above.
- **Stream Monitoring Report – Confluence, Spring Training, PR Events, Data/Site Reports, Website –** Nancy distributed a printed report. Conference in Steven's Point gave Nancy some good connections and ideas. Other stream monitoring groups are writing reports on collected volunteer data which Nancy is also pursuing. Yahara WINS is going full stream, with dates reflected on our website now. Some changes since our newsletter went out. Many trainings are planned in Dane County and across the basin. Articles have been submitted to several outlets.

David Hoffman of Dane County Parks was added to the steering committee based on Joleen's suggestion. Nancy's work plan is complete though there are some things that would require more funding. 5 new additional level 1 kits may turn out to be insufficient.

Volunteer events: MMSD tour with Sierra Club Water Sentinels. Fly fishing event with Badger Fly Fishers and Orvis.

Confluence agenda is finalized and was distributed at the meeting. The Keynote speaker is Denny Caneff of River Alliance of Wisconsin. The Mayor of Fitchburg will speak as will Joel Parisi, County Executive of Dane County. Panel and breakout sessions will be held. Parisi also expressed interest in meeting with the RRC so Nancy solicited board member interest in attending. She will share the date when confirmed.

Nancy received a scholarship to a conference in Cincinnati. The Committee on Outreach and Education meeting is still pending with Nancy and Eric involved.

- **Board Retreat** -- Patricia announced the Retreat is to be held April 12th, 9AM to 3PM. The tentative site is Marie Rubietta's farm clubhouse. Jane, Patricia and Suzanne will meet to make plans.
- **Quirk Foundation Grant** -- Suzanne met with Waterloo and Johnson Creek groups. Both remain interested in becoming chapters. Waterloo is a little better organized at this point. Peter Hartz, who is leading the Johnson Creek effort, will be joining the Jefferson county board so there could be new developments in the leadership of the group.
- **20<sup>th</sup> Anniversary Celebration Events** -- Patricia is making some contacts. Not much publicity planned until May per Suzanne.
- **Yahara Riverfest in Deforest** -- Joleen discussed Nancy's potential involvement in organizing activities as a part of the DeForest's Yahara Riverfest, which will be held September 13<sup>th</sup>. This work would take about 10 hours -- costing \$200. Suzanne noted Nancy's time would have to come out of her existing budget. Nancy suggested further discussion is needed in the context of her education and outreach funding. Publicity and outreach would be beneficial per Joleen but she noted the event is unlikely to generate funds. Suzanne moved Nancy's time at the Yahara Riverfest be paid either by Eric and Nancy's funding effort for education and outreach, or out of the sponsorship line item in the budget. Jane seconded. Motion passed on a voice vote. Joleen will submit the proposal on the coalition's behalf.
- **Website** -- A few glitches have been reported but overall it is working well, logging 7-15 hits per day, with 114 unique visitors so far. The mapping effort for the basin is not yet defined. There is \$2500 in the new budget, funded through the Brandt Quirk Grant. Suzanne noted she has some related items to discuss at the retreat.
- **McKnight Grant & Contracts for Webinars** -- Joleen distributed draft contracts and solicited board approval. Dan moved approval of both contracts, Suzanne seconded. Motion passed on a voice vote.
- **Wetland Mapping Project** -- Scott reported good progress creating GIS. Working with counties and DNR's Tom Bernthall. Peter Ziegler Having trouble getting contact with the other consultant involved.
- **Idea of Student Board member or Student Chapter** -- Eric distributed a proposal. Some revisions. Academic home needs to be within the watershed. Could be a 2 or 4 year institution. Active member. Addition per Suzanne: Elect this person in May, but they could wait until September to start. Joleen moved we approve the plan. Scott second. Passed on a voice vote.
- **Review of Employee Policies** -- Jim will verify Scott's comments were incorporated in the latest version, distribute it to board for feedback, then share with our employees for their comments before offering changes for approval.
- **SYLDR** -- No single volunteer leader has stepped forward. Jane, Jim and Dan will meet to discuss soon.
- **Rock River Recovery Update** -- Two half time DNR jobs have been filled by Mark Riedel per Suzanne. (See newsletter article.) Suzanne will ask Mark to submit a newsletter article about his work. Some wastewater treatment plants from parts of the basin have met to work jointly on the implementation schedule. A new phosphorous bill passed with amendments adding new options and exemptions.
- **Fundraising** -- At the upcoming Canoeopia paddling event Eric will be staffing the GHA table. He will check whether our brochures can be distributed there.

- Adjournment -- Joleen moved we adjourn, Suzanne seconded. Motion passed on a voice vote. Jane adjourned the meeting at 6:53 PM.

Dates of Interest

**Board meetings:** March 26; 4th Wednesday of every month at 4:45 pm

**Confluence:** March 29, Fitchburg

**Retreat:** April 12, 9 am – 3 pm, location TBD

**Newsletter editors:** April (Scott & Eric), July (Jim Kerler & Joe), October (Dan & Joleen)