



Wisconsin Conservation Congress
 [Committee Title]
 Meeting Minutes

ORDER OF BUSINESS	12/10/2022	0930	Mead Wildlife Visitor Center and Online
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Laurie Groskopf at	0936
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B. ROLL CALL

ATTENDEES	Brad Wagner, Maraya Robinson, Michael Britton, Laurie Groskopf, LaVonne Liebrecht, Dale Maas, Anthony Graboski, Kathleen Presnell, Lars Loberg, Gary Roehrig, Kari Lee Zimmerman, Elizabeth McCrank (facilitator)
EXCUSED	Michael Gullickson, Cassandra Erickson
UNEXCUSED	
GUESTS	Jerome Donahue, Valarie Gibbons, Kari Lee Zimmerman (DNR), Elizabeth McCrank (facilitator)

C. AGENDA APPROVAL/REPAIR

DISCUSSION	no changes
ACTION	1 - Dale Maas; 2 Anthony Graboski motion to approve MC

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	Replace printed mission statement with statement from previous committee minutes.
ACTION	1- Anthony Graboski; 2 - Dale Maas motion to approve MC

E. PUBLIC COMMENTS

DISCUSSION	Jerome Donahue had written comments distributed prior to the meeting. Key considerations, concerns or comments include the need for inclusiveness (no rep from district 4) and the for need long term results from resolutions. Valarie Gibbons also discussed inclusiveness, passing resolutions that have passed in multiple counties and the need to delegates to vote on state results in committee proceedings.
ACTION	

II. INFORMATION & ACTION ITEMS

A. Information and Action Items II C - F [PRESENTER]

DISCUSSION	Group provided input to a future document that will be assembled from worksheet by the facilitator. These will be included in the minutes of a future meeting to be approved. Group exercises include review of the strategic plan and identify past achievements, items not completed (in whole or in part) and new items to be considered. Kari provided a demonstration of how the tracking systems works.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

B. Information and Action Items II G [PRESENTER]

DISCUSSION	Identified potential action items to committees or DLC. This item will wait until after our next zoom meeting after our list of priorities are finalized.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

III. MEMBERS MATTERS

[Committee Title]

DISCUSSION	Priorities ranked by members so the facilitator can create the list. It was determined a survey of all delegates was not necessary at this time.
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	1338 1 - Dale Maas; 2 - Liebzeit
SUBMITTED BY	Maraya Robinson
DATE	01/11/2023

Wisconsin Conservation Congress
Strategic Plan Implementation Review
Dec 10, 2022

Flip Chart Transcript

The group named the following achievements from the 2015 Plan as notable:

- District restructuring
- Improved Selection Process for Committee Members
- Information Flow is better (“but not good enough”)
- Online Access Increased Outreach/Participation/Capacity (mentioned 3 times)
- Strategic Plan being supplanted by the short-term/long-term goal process
- Tracking system for resolutions in place
- DLC review, and changes to, strategic plan
- CDACs created
- PR & Outreach committee has made outreach by delegates more intentional
- Evaluation instrument exists (although use is haphazard and formulaic)
- Marketing is improved!
- Introduction of wider range of viewpoints is pushing group to re-examine its processes

The group created a “wish list” and used the nominal needs assessment process to rank the suggestions on the list. The top 2 suggestions, in order, were:

1. That the Strategic Plan remains a broad guide not a micromanagement tool – and that it include measurable actions.
2. Every [version] of the strategic plan needs a 12-month achievable set of 3-4 goals.

Following those suggestions, each of the following received some votes:

1. Improved guidelines for members' communication (e.g. social media) & accuracy (standardization) of terminology -- perhaps a lexicon provided, especially for the new delegate breakfast.
2. Selection of an appropriate means for evaluating an action or initiative
3. Regular audit of processes
4. Explanation of (and review of) status of Milwaukee County as a district.
5. Regain relevancy/ influence (especially with the DNR)

Following that second tier of suggestions, each of the following suggestions received at least one vote for prioritization:

1. 2013-2018 Report was substantive and usable; would like to repeat that structure/style.
2. CDACS be used as conduits to counties
3. Establish/improve communications pipeline to legislators.
4. Revisit question of whether study committees should be modified.
5. A Standardized delegate selection process w/ improved preparation (of candidates & voters.)

The following suggestions were also made, but did not draw prioritization votes:

1. The Stenographer (modify the role for use at DLC and State Convention but do not abandon as a goal.)
2. Initiate/Continue conversation re: breadth (scope) of group mission.
3. Improved communication about available resources for members
4. Make better use of CDACS.
5. An annual review
6. Establish minimum standards of delegate engagement.
7. Have more transparency about budget of group, fundraising.

The group also made a list of items from the 4 main goals of the existing Strategic Plan that either are less imperative, beyond the resources of the organization, or for other reasons fall lower on the scale of priorities than the items above. This was an "Un-wish" list of sorts:

Under Goal 2: representation on county committees (outside the purview/abilities of the WCC)

Under Goal 3: Create youth programs.

-This item is addressed separately by the Youth Congress

Under Goal 3: Pursue Citizen Research initiatives.

- This item is not with the WCC scope.

Under Goal 4: Foster more conversation

- Conversation occurs “just fine” already.

Under Goal 4: Provide educational programs

- delegates have limited time

- WCC is already schedule to its maximum capacity.