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## **Board of Directors Meeting Oct. 17, 2023; 7-9PM**

Members Present: Jessica Bizub, Gary Eldred, Scott Fulton, Katie Hahn, Harvey Halvorsen, David Hamel, Rich Henderson, Evanne Hunt, Alice Mirk, Jerry Newman, Deanna Pomije, Jon Rigden, Jim Rogala, Jay Rutherford

Staff Present: Debra Behrens, Becky Bradish, Duncan Schultz, Khris Miller, Kelly Billig

Guests: Kay Wienke – SW Chapter member

Members Absent: Stephen Winter

### **Agenda**

#### **A. Call to Order/Roll Call**

Board President, Jim Rogala, called the meeting to order at 7:03PM.

#### **B. Adopt Meeting Agenda**

**Gary Eldred makes motion to approve the agenda. Alice Mirk seconds the motion. All in favor. So moved. Motion passes.**

#### **C. Approve Consent Agenda**

- August 15, 2023 Board Meeting Minutes
- August 8, 2023 Education Committee Meeting Minutes

**Scott Fulton makes a motion to approve the Consent Agenda containing the Board of Directors meeting minutes from August 15, 2023 and the Education Committee meeting minutes from August 8, 2023. Harvey Halvorsen seconds the motion. All in favor. So moved. Motion passes.**

#### **D. Treasurer's Report**

Executive Director, Debra Behrens presents the Treasurer's Report. Overall, for the organization there's a challenging expense budget, but a promising revenue picture. We're on pace with where we were at this same point last year. Overall revenue has increased for the organization year over year by 38%. We have about \$466,000 left to raise but if we can continue the trend that we've established so far this year, we should be able to finish on target. Debra reviews the budget and answers questions.

**Jerry Newman makes a motion to accept the Treasurer's Report. Jay Rutherford seconds the motion. All in favor. So moved. Motion passes.**

#### E. President's Report - Jim Rogala

Jim has started making visits to Chapters so don't be surprised if Jim reaches out. He's also available for virtual meetings.

The new approved burn policy was sent to everyone. Jim's available to answer questions as Chapters implement the policy. He'll also be emailing the list of crew member list and other implementation details.

#### F. Executive Director's Report - Debra Behrens

Debra took questions about her provided written report. Jon Rigden was wondering about Rich Henderson's piloting of CRP contracts to landowners. Rich clarifies we're leasing out CRP fields and turning the agreements into the FSA offices to see what they say. TPE's attorneys drafted the lease agreements. The leasee will pay us rent and will take on the responsibilities of the CRP contracts. TPE takes the rent but the leasee would get the CRP funds. These are all on land TPE owns.

Jon was also wondering about only 33 donors defined as major donors and if that was a low number. Debra points out we only have 1,600 total donors in the past 12 months. A lot of that is because we haven't invited folks to give.

Debra presents "Growing a Culture of Philanthropy." The goal is to build a new culture of philanthropy into the DNA of the organization. If we can shift into a mindset of abundance, that shift can generate buzz between donors and supporters which attracts more donors. At the launch it does require a bit of a lift and effort but ultimately will become a habit and be ingrained in the culture.

As leaders, members of the Board need to embrace their own role as recruiters and fundraisers for the organization. If the Board do not find joy in philanthropy and in proudly representing The Prairie Enthusiasts, TPE won't be able to go much further in their efforts to attract others to the cause.

Debra will be scheduling planning meetings between Nov. and March with Board members to talk about how they can get involved and to discuss personal giving goals.

Board members who are interested in being on the Thank You train (writing personalized thank you notes) should reach out to Debra and/or Duncan.

Link to Debra's presentation: [Growing a Culture of Philanthropy](#)

## G. New Business

### General Board

1. ACTION ITEM: Authorizing resolution for the DNR Surface Water Grant for Shea-Muller Phase 2 Sediment Removal and Restoration

**Scott Fulton makes a motion to adopt the authorizing resolution. Evanne Hunt seconds the motion. All in favor. So moved. Motion passes.**

### Land Protection Committee

2. ACTION ITEM: Easement Amendment Policy Revision Approval

The revised Easement Amendment Policy is a longer, more detailed policy based on an LTA template. During the accreditation process LTA had questions about our current policy and its implementation.

**Alice Mirk makes a motion to approve the revised Easement Amendment Policy. Rich Henderson seconds the motion. All in favor. So moved. Motion passes.**

3. ACTION ITEM: Preliminary project authorization for Prairie Bluffs Chapter Newark Road Prairie

**Harvey Halverson makes a motion to approve the preliminary project authorization for Newark Road Prairie in the Prairie Bluff Chapter. Scott Fulton seconds the motion. All in favor. So moved. Motion passes.**

4. ACTION ITEM: Preliminary project authorization for Glacial Prairie Chapter Mukwonago River Sand Barrens

**Jerry Newman makes a motion to approve the preliminary project authorization for Mukwonago River Sand Barrens in the Glacial Prairie Chapter. Jay Rutherford seconds the motion. All in favor. So moved. Motion passes.**

5. ACTION ITEM: Final project approval for Coulee Region Chapter Marowski Bluff Prairie

**Alice Mirk makes a motion for final approval of the Marowski Bluff Prairie project in the Coulee Region Chapter. Scott Fulton seconds the motion. All in favor. So moved. Motion passes.**

### Fundraising and Endowment Committee

6. ACTION ITEM: Recommendation for allocation of Ganfield bequest

**David Hamel makes a motion to allocate the Ganfield bequest to the Glacial Prairie Chapter for the Meyer project. Gary Eldred seconds the motion. All in favor. So moved. Motion passes.**

7. ACTION ITEM: Recommendation for allocation of Coventree IRA beneficiary distribution

Caroljean Coventree had a strong relationship with the Chippewa Savanna Chapter and Jim recommends a portion of it go to CSC. Members had a discussion around what percentage of the gift should be designated to CSC.

**Alice Mirk makes a motion the Chippewa Savanna Chapter gets 20% of the Coventree IRA beneficiary distribution. Evanne Hunt seconds the motion. All in favor. So moved. Motion passes.**

Finance Committee

8. ACTION ITEM: Credit Card Guidelines Approval

These guidelines were shared with TPE credit card users previously. This approval is to formalize the process.

**Evanne Hunt makes a motion to approve the Credit Card Guidelines. Alice Mirk seconds the motion. All in favor. So moved. Motion passes.**

9. DISCUSSION: Annual Allocation Policy Review

The Finance Committee doesn't feel that there needs to be a change in the Allocation Policy at this time. Evanne mentions the policy is written as an insiders document; an average member would not understand it. Is there a way to change the language to be more accessible to the average person?

**Evanne Hunt makes a motion to accept the Allocation Policy. Jerry Newman seconds the motion. All in favor. So moved. Motion passes.**

Executive Committee

10. ACTION ITEM: 2024 Calendar Year Meeting Schedule

**Rich Henderson makes a motion to accept the 2024 Calendar Year Meeting Schedule. Scott Fulton seconds the motion. All in favor. So moved. Motion passes.**

Education Committee

11. DISCUSSION: Education Committee Needs Assessment Review

Jessica presents an update on TPE educational programming. Jessica compares educational programming development to the process used by the Land Management Committee. Jon thanks Jessica for the work that she and the Education Committee have done.

Link to Jessica's presentation: [Education Committee Brief Update](#)

## Brand Platform

### 12. ACTION ITEM: Brand Platform Approval

Debra shares an abbreviated version of the full Brand and Style Guide. We're ready to share what the Brand Platform has evolved to become and are hoping for a Board approval for this direction.

This is brand refresh not a rebranding. We're looking to build a consistent look and feel across all our materials and platforms. It's also the first real usage guide for TPE. It's critical that we all align on what TPE looks like and use it as we represent TPE. A lot of the work is things the board has already seen. Next steps are to provide training around the guide and update collateral pieces like brochures, etc.

Link to Debra's presentation: [TPE Brand and Style Guide](#)

**Scott Fulton makes a motion to approve the Brand Platform. Jessica Bizub seconds the motion. All in favor. So moved. Motion passes.**

## Adjournment

**Jerry Newman makes a motion to adjourn at 9:02PM. Jay Rutherford seconds the motion. All in favor. So moved. Motion passes.**