

MINUTES  
Invasive Plants Association of Wisconsin  
Board of Directors Meeting  
Wednesday, January 23, 2008  
3:00 – 5:00 p.m.  
UW-Madison Arboretum Visitor's Center, Madison

Board members present: Jerry Doll, Anne Walker, Mark Feider, Tom Boos, Bob Frank, Amy Staffen, Willis Brown, Gene Roark, Rolf Utegaard, John Exo, Tom Hunt  
Others attending: Mark Renz, Clarissa Hammond, Kelly Kearns

## I. Administration

1. Review/approve past meeting minutes

Motion to approve November 14, 2007 IPAW Board of Directors meeting minutes with corrections from Doll (Boos). Second (Frank). Motion carried.

  - Review of action items:
    - Walker was to encourage Madison Libraries to purchase Czarapata books. Through investigation, she found that 37 libraries in Dane and Sauk Counties already have the book in circulation. She will investigate circulation statistics to see if the books are getting used. Staffen suggests that we offer displays to library featuring IPAW, invasive species, and Czarapata book. Walker suggests that we consider holding presentations at the libraries too.
    - **Utegaard** still needs to communicate with Master Gardeners about availability of books. **Boos** will send Utegaard the book publisher's order form, which has a good description that can be easily shared.
2. Treasurer's Report
  - Boos reports that:
    - Our current account balance is \$17,081.
    - "It has been another good year for IPAW. Membership dues have increased for 2007 due in part to our membership drive. IPAW did not meet its goal of \$3,000 in membership dues, but greatly exceeded the gift goal in the revenues budget (gifts totaled \$495).
    - 2007 expenditures totaled \$10,623, nearly equaling the annual budget for expenditures. 2007 revenues totaled \$4,697.
    - The conference fund is \$13,307, which will be used for future conferences, and will be invested into a CD.
    - Motion to approve "2007 End of Year Finance Report (Utegaard)." Second (Roark). Motion carried.
3. United Way Campaign

Brown reports that after investigating United Way membership, he recommends that the "Community Shares" program would be the best fit for IPAW. Unfortunately, the earliest eligibility for enrollment of new members is 2010. Members can receive between \$1,300 and \$30,000 annually.

  - **Brown** will submit enrollment form for IPAW for the United Way Community Shares Program. He will also investigate any volunteer time commitments that may be required as part of membership.

## II. Old Business

### 4. Insurance policy for IPAW and Affiliated Groups

Walker invited Nancy Denman with Denman, May and Associates to this Board meeting, but cancelled her scheduled attendance due to the inability of Boos and Staffen to fill out the application form.

- Boos** and **Staffen** will complete the insurance application form and return to Walker, who will submit for an estimate.
- Walker** will ask Denman to attend next Board of Directors meeting to review application and what her agency has to offer us.

### 5. Survey Monkey

Hammond reports that setting up and using Survey Monkey is very easy (she set up an RSVP survey for the IPAW Annual Meeting and Banquet). It is still hoped that IPAW will use Survey Monkey for the volunteer survey this year.

- Doll** will follow up with **Feider** on implementing this survey, with his help.
- Hammond** will send a hard copy of survey to members who don't have email.

### 6. Online Resources

Feider has already brought a new resource into the IPAW toolbox in the form of Survey Monkey. He also suggests that we could make use of the "FileDump" option at the website <http://files.wv.com>. We can upload files that are up to 100 MB in size. This may provide an option for sharing our Power Point presentations, for example.

Feider recommends that we try holding our Board meetings using a FREE online open-source communication program such as "Gizmo." This would replace the current usage of WISLINE conference calling, which costs us approximately \$700 annually. Everyone will need a means of hearing conversation and speaking. For those calling from remote sites, this will be a USB headset with microphone that plugs into their computer. For those in Madison, they will sit at or near the 'host' computer; the method for their hearing and speaking through the computer remains to be determined.

- Feider** will investigate if the conference phone can be plugged into the computer, or if we need to purchase a USB laptop microphone.
- Staffen** will investigate purchasing six USB headsets through her brother, who is a Radio Shack dealer. They can be mailed to Board members outside of Madison. Headsets will remain the property of IPAW, and will be returned to remaining Board members by those who retire.

### 7. Standard Operating Procedures (SOP)

Hunt revised the section on Affiliated Groups, but was unavailable to attend this Board meeting to answer questions. The following comments arose: Doll asks why groups would be required to be IPAW members? Roark explains that, based on his experience with WWOA, this is probably to allow for the provision of liability insurance. Kearns is concerned that this is not fair or practical. Doll and Roark propose considering different tiers of affiliation, with variable associated benefits (e.g., member groups can be covered by IPAW insurance and have web space). This section of the SOP will be considered at the next Board meeting when Hunt will be available to discuss.

Regarding the inclusion of a statement regarding the recognition of donors in Plants out of Place, it was decided that this would be done semi-annually with amount of donation not specified. This should appear under the Treasurer's duties in the SOP.

Motion to pass the January 2008 version of the Standard Operating Procedures, Affiliated Groups section notwithstanding (Exo). Second (Roark). Motion carried.

#### 8. Committee Planning Guides and Action Plans

Staffen reports that she needs help in completing the Planning Guide for the Education and Communications Committee, perhaps at the next Board meeting. She also hopes to convene one very large meeting with all Subcommittees to discuss Planning Guides and Action Plans.

Renz hopes to convene four separate planning meetings for the different subcommittees of the Science Committee.

Boos, Hammond, Roark have not completed the Planning Guide for the Membership Committee, Plant Industry Relations Subcommittee and Governmental Relations Subcommittee, respectively.

- Hammond** will send Roark a list of IPAW members who are interested in working with the External Relations Committee.
- Utegaard** will investigate the possibility of Susan Lehnhardt returning as Chair of the Plant Industry Relations Subcommittee.

### III. New Business

#### 9. Newsletter

Reinartz reports through an email to Doll that he was unable to produce the winter 2007 newsletter issue, and will instead carry over materials collected for that issue to the spring 2008 issue. He requests help with editing. Kearns and others wonder if he will need additional materials, since many of the items slated for the winter issue were dated, and will no longer be pertinent. Also, a summary of the Annual Meeting should be included.

#### 10. Woodland Invasives Video

Staffen reports that IPAW member Cindy Gaskill of Door County approached her to request that IPAW submit a grant application to the Wisconsin Environmental Education Board to fund the production and distribution of a video on woodland invasives, particularly focusing on garlic mustard. As a model for success, she presents the video "Invasive Phragmites: What it is, What we should do," by In-Site Video, LLC. Cindy proposes that we have the same videographer from In-Site Video do the woodland invasives video. The quote is for \$1,000 per minute, with a discount for non-profits. The goal would be to produce a 3- to 5-minute video, thus costing \$3,000 to \$5,000.

- The Board requests that **Staffen** investigate quotes from other videographers to see if this quote is reasonable, or if others could do it for less money.
- Boos** and **Vomastic** will investigate purchasing extra website space for posting Power Point presentations and, perhaps, this and other instructional videos, online. (See item 6 above for another possibility using "FileDump.")

### IV. Future Events/Announcements

- Board members are encouraged to review and submit comments on the rule-making process for Invasive Species Classification soon. Ask Boos for more information.
- Kearns announces the availability of Aquatic Invasives Control grants through the WDNR. Applications are due in February. There is \$7,000,000 available for the next few years, so most if not all reasonable applications should get funding. This can include control of wetland and perhaps riparian invasives.
- Next IPAW Board meeting: **March 11, 1:00 to 5:00**. This half-day meeting will focus on Committee Planning Guides and Action Plans (Target: Education and Communications).

*Minutes composed by Amy Staffen, IPAW Secretary, February 1, 2008*