



Minutes

May 8, 2019

Conference Call

Call-in Information: 1-855-947-8255

Passcode 6196171#

Present: Dave Armstrong, Bob Borremans, Sandy Decker, Carrie Diamond, Todd Johnson, MaryAnn Lippert, Steve Peterson, Errin Welty, Jerry Wehrle and Carol Wetuski

Absent: Kris Plamann

Others: None

1. **Call Meeting to Order and Approve Agenda.**

Meeting was called to order by president Welty at 3:00 p.m. and the agenda was approved.

2. **Approve Minutes of March 12, 2019 Meeting.**

Motion by Decker and seconded by Wetuski to approve the minutes of February 13, 2019 meeting. Motion was approved unanimously.

3. **Treasurer's Report.**

Borremans reported that there was \$21,780.35 in the WRP bank account as of May 1, 2019.

4. **2019 Summit Recap/Debrief.**

Borremans provided a review of the Summit revenues and expenses. The number of registrants was 89 and there were 19 sponsors. Registrant revenue was \$6,100.00, down from \$7,250.99 in 2018, while sponsorships totaled \$12,750.00 down from \$13,850 a year ago. Overall revenue was \$18,850.00 down from \$21,100.00 the previous year. Expenses were also lower. Total expenses were \$7,030.56 down from \$8,650.55 in 2018. Overall there was a "profit" of \$11,819.44. He noted that most expenses had been paid but WRP was still awaiting several sponsorship payments.

The group discussed the registration process. There was a little confusion as the website numbers were slightly different from numbers collected and maintained by Borremans. It was noted that some people actually registered colleagues which created some of the confusion. The registration process will be updated to correct this discrepancy in the future.

It was also noted that all sponsors were assigned a booth while some of the sponsors did not actually want a booth. This will be addressed next year by asking sponsors if they want booth space.

The group discussed complimentary registrations and who would be eligible for a complimentary registration. There was consensus that board members and presenters should be given complimentary registrations. There was also discussion on paying hotel accommodations for board members with general agreement to cover those costs in the future.

There should be a designated location where conference materials/handouts would be stored. Attendees were confused as to where to pick up these materials. It was also noted that we ran out of Summit programs and anyone who arrived later in the morning did not receive a program. The cost of the program was discussed and changes to the content/structure of the program were reviewed.

The bus tour was well received. However, the bus was too warm and the tour too long. It was also suggested that there be lunch and/or snacks on the bus because several of the participants did not have lunch prior to boarding the bus. The idea of a box lunch was discussed. Next year the tour should focus on a tighter geography and reduce the travel time between tour sites. The idea of not doing a bus tour was brought up but there was not decision.

The tour arrived late for the reception and the broadcast of the “Rural Profile” video took too much time. The result was no time for networking. Next year need to commit more time for attendee to talk and network. The idea of being able to register for and attend the reception was discussed with no final decision.

The feedback was very positive particularly David Ivan’s presentations. Many people commented on how much they had learned. It was noted that many people left early. The consensus was that the Summit went too long and the idea of ending the Summit by 3:30 p.m. was discussed. The idea of switching to two ½ days was discussed with the Summit beginning at noon Wednesday and ending at noon Thursday was discussed. Under this structure, the tours would be discontinued. There was no final decision.

There was consensus that there was no need for a written conference summary because of the WPT broadcasts and other information being put on the WRP Facebook site.

5. **TRDI Process Review/Update Discussion.**

The group looking at the TRDI process has several suggestions for improvement for next year. Mainly they involve closer alignment between the application form and the evaluation/scoring process. Ideas on suggested changes will be presented at a future meeting.

There was discussion on how to or if to recognize the non-winners. There were many good projects this year, with very worthwhile activities, that do not get acknowledged. Is there a way to identify a group of “honorable mention” projects? Concern was expressed about creating a precedent of showcasing non-winners. An alternative may be to create a Facebook post publishing information about “honorable mention” projects throughout the year.

6. **2020 Summit Overview.**

The 2020 Summit is scheduled for Marshfield on April 22 and 23, 2020. Location is the Hotel Marshfield. Matt McLean of the Marshfield Convention and Visitors Bureau, Diamond and Lippert will meet on May to begin planning the Summit.

7. **Small Community Forum Update.**

The Small Community Forums will be held as follows:

- August 8th Crivitz
- August 21st Independence
- August 28th Pardeeville

- September 11th Nekoosa

Due to changes at other organizations, the WRP bank account will serve as the depository for registration fees and WRP will disburse the funds for expenses and to partner organizations.

8. Board Matrix/Recruitment.

Welty prepared a draft matrix of current board members and a letter of interest which was distributed with the agenda. She said that the matrix was created before she received any interest about serving on the board. She noted that there is one current vacancy and that we had two people who have expressed interest in joining the board - Kenyon Kies, Rural Initiatives Coordinator at the Wisconsin Department of Children and Families (DCF) and Seth Hudson, Senior Manager of Economic & Community Development Services for the Cedar Corporation.

The group talked about the need to be strategic in bringing people onto the board. The possibility of tribal representation was discussed. We need active board members, something more than people who just attend meetings.

It was agreed to table any action on filling vacant positions until the group could discuss the matrix at the next face-to-face meeting. Welty will contact the potential candidate and tell them of the delay. She will also contact Plamann to determine her interest in continuing on the board.

9. Board Executive Elections.

Tabled due to time limitations.

10. Adjournment.

The meeting adjourned at 4:14 p.m.