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| Minutes |
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| October 9, 2019 |
| **Conference Call** |
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| **Present:** |  | Dave Armstrong, Bob Borremans, Sandy Decker, Seth Hudson, Todd Johnson, Kenyon Kies, MaryAnn Lippert, Lisa Taylor, and Errin Welty |
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| **Absent:** |  | Michael Decorah, Carrie Diamond, and Jerry Wehrle |
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| **Others:** |  | Steve Peterson |
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|  | Call Meeting to Order |
|  | Meeting was called to order by vice-president Decker at 3:30 p.m. |
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|  | **Approve Meeting 9/11/19 Minutes** |
|  | Decker said that under the TRDI section, the last sentence should be changed to – TRDI application process should be put on the backside of the Summit Save the Date flyer. Motion by Lippert and seconded by Johnson to approve the minutes of July 19, 2019 meeting as amended. Motion was approved unanimously. |
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|  | **WRP Manager Update** |
|  | Peterson said that the WRP social media numbers are increasing as more people turn to the WRP website and Facebook page for information. He said he attended The Wisconsin Counties Association marketplace (along with Wehrle, Lippert and Borremans) which was a huge success. He noted that comments from attendees were more along the line of what we do rather than who we are. The next event is the League of Wisconsin Municipalities conference in Green Bay later in October. It was noted that WCA has invited WRP to next year’s marketplace. |
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|  | **2020 Summit Update** |
|  | Lippert reported that there was a face-to-face meeting in Marshfield on 9/25/19. A follow-up phone meeting will be held on 10/30. Lippert, Diamond and Peterson are the WRP members working with a group from Marshfield planning the Summit. Hudson asked if he could participate in the future and he was added to the planning group.She said that things are progressing well. They have several outstanding stops for the bus trip, specifically noting a stop in Stratford. She said that all of the stops will be relatively close to Marshfield which should minimize travel time. Peterson said that he thought that the bus trip may be a “hot ticket” and that a second bus may be needed. Borremans suggested that a second bus be reserved now rather than wait until the last minute, which has been done the past 2 years. Noting the confusion regarding lunch and the fact some people did not get lunch last year, Lippert said that a sandwich box lunch will be served at the first stop so attendees do not have to go all afternoon without eating.Deb Brown has committed to being the plenary session speaker. Her message in “Save Your Town”. Peterson said she spoke at the Monroe County Economic Development Conference several years ago and was excellent. He said that she had agreed to reduce her appearance fee by $1,500. She will do a presentation for the Marshfield Downtown Association on Wednesday morning and then will participate in the bus trip.Instead of a full dinner reception, this year the reception will feature a limited amount of finger food. Attendees will be encouraged to go out to local restaurants following the reception. A restaurant guide will be provided. This will promote patronizing locally owned businesses. |
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|  | **WRP Partnership Solicitation – Next Steps** |
|  | There was discussion regarding partnership and sponsorships. Partnership will be for organizations with more of a statewide focus and who will work with WRP throughout the year. Sponsorships are focused more on the Summit. A “sell sheet” has been prepared and distributed to all board members who are encouraged to solicit partners/sponsors. This can be done anytime throughout the year and that anyone can close the deal. Peterson will maintain a spreadsheet of partners/sponsors which will be maintained on the board section of the website. This will enable coordinated recruitment. Board members should bring a list of partners they feel comfortable approaching to the November board meeting. Pay of fees can be done either by invoice or on-line. Borremans will coordinate sending out invoices. The consensus is that we not have structure for partnership/sponsorship.  |
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|  | **Small Town Forum – Next Steps** |
|  | Welty that there will be a wrap-up meeting on the forums next week. Borremans expressed some confusion regarding the registration process and the delay in receiving payments for deposit. He suggested a preregistration process with online payment. Welty said that it will never be possible to have 100% preregistrations. There was discussion about whether contact information for day of the forum walk-in participants is being maintained and if they are getting added to a distribution list. Welty said that Anne Katz has that information. Lippert said that she had some ideas for future forum sites. She noted that there were some “holes” in northwestern Wisconsin. UW extension will again prepare a forum wrap-up report.  |
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|  | **Top Rural Development Initiative Award Process** |
|  | Decker said that the deadline for submission of TRDI applications is 2/7/20. The application form will be available online on the WRP website. There was discussion who should be reviewing the applications with suggestions being representatives from rural focused organization in other states or past winners. No decision was made and will be discussed further in November |
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|  | **Other Items** |
|  | There was a question about whether the bylaws need to be reviewed and updated. No action was taken and this topic will be brought to the November meeting.There was discussion of that other states receive some funding from the USDA. Frank Frassetto, State Director of USDA Rural Development in Wisconsin will be on the agenda for the November meeting to talk about rural development activities in Wisconsin. A follow-up meeting is being planned to meet Frank after the November meeting to discuss opportunities for funding. |
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|  | **Adjournment** |
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|  | **Next Meeting:** | November 13, 2019, 10;00 a.m. – 2:00., USDA Office, 5417 Clem’s Way, Stevens Point, WI |