

Minutes		
March 12, 2019		
Wisconsin Indianhead Technical College and Conference Call		
<b>Present:</b>		Dave Armstrong, Bob Borremans, Sandy Decker, Carrie Diamond, Todd Johnson, MaryAnn Lippert, Steve Peterson, Errin Welty, Jerry Wehrle and Carol Wetuski
<b>Absent:</b>		Kris Plamann
<b>Others:</b>		None
<b>1.</b>	<b><u>Call Meeting to Order</u></b>	
	Meeting was called to order by president Welty at 10:00 a.m. and the group toured the WITC facilities to be used for the Summit. The group returned to the meeting room at approximately 10:15 a.m. and connected to the telephone where board members who did not travel to Rice Lake joined the meeting.	
<b>2.</b>	<b><u>Approve Meeting 2/13/19 Minutes</u></b>	
	Motion by Decker and seconded by Wetuski to approve the minutes of February 13, 2019 meeting. Motion was approved unanimously.	
<b>3.</b>	<b><u>Treasurer's Report</u></b>	
	Borremans reported that there was \$21,202.24 in the WRP bank account as of February 1, 2019. The Wisconsin Counties Association sponsorship of \$5,000 has been received and deposited.	
<b>4.</b>	<b><u>Summit Update</u></b>	
	<p>Borremans reported that in addition to WCA, the following organizations has committed to being either a sponsor or exhibitor: Gold Sponsor – Barron County EDC, Rice Lake Tourism, Xcel Energy, and Wisconsin Housing and Economic Development Authority (WHEDA); Silver Sponsor – League of Wisconsin Municipalities and Wisconsin Economic Development Corporation (WEDC); Lunch Sponsor – Greater Wisconsin Agency on Aging Resources (GWAAR); and Break Sponsor – The Polkalamity Pleasure Society. Exhibitors include: Foundation for Rural Housing, Market &amp; Johnson, Wisconsin Indianhead Technical College, and Veteran's Business Opportunity Center (VBOC) - Exhibitor</p> <p>Borremans noted that he had emailed sponsors and exhibitors from 2018 Summit. Except for WCA.LWM and WHEDA none had responded. He indicated that he had made contact with several organizations at the Monroe County Economic Development Conference and several had expressed an interest in being a exhibitor but only VBCO had actually committed. He expressed concern that the number of sponsors and exhibitors was behind last year's pace and urged board members to reach out to their network and contact organizations about being a sponsors/exhibitors.</p> <p>Borremans further noted that there were only fourteen registration to date but that it was still early and he expected registrations to pick up at the Summit approached.</p>	

	<p>Borremans said that he had picked up the two WRP retractable banners at the Monroe County conference. He felt that they were very attractive and presented a positive image. Due to time a table cloth with the WRP logo had not been ordered yet.</p> <p>Wetuski said that the speaker and panel moderators were pretty well set although she was still looking for someone on housing and workforce. It was also noted that Wisconsin Public Television's University Place was going to be recording the Thursday presentations and that all speakers would need to sign a WPT release form.</p> <p>The following board members agreed to perform the various duties at the Summit:</p> <ul style="list-style-type: none"> <li>• Registration: Wehrle and Borremans</li> <li>• Photography: Wetuski</li> <li>• Speaker Coordinator: Wetuski</li> <li>• Sponsor Liaison: Peterson and Lippert</li> <li>• Communications: Borremans and Armstrong</li> <li>• Summary Notes: Decker and Diamond</li> </ul> <p>Following discussion it was agreed to continue the practice that speakers and moderators who came only for their presentation would not have to pay the registration fee; however, those who stayed for the full day would be asked to pay the registration fee.</p> <p>Wetuski said that the reception at Lehman's is pretty well finalized. Armstrong said there was not room rental at Lehman's. Wetuski said that the reception menu will be appetizers and food selection will be finalized by the end of March.</p> <p>Group briefly discussed Marshfield as the possible site for the 2020 Summit. Lippert has contacted the Chamber and hospitality groups in Marshfield as a possible site for the 2020 Summit. She stated that the folks she has talked to have an interest and Marshfield has the capability to be the host site, although no lead entity has been identified. The target dates are April 15<sup>th</sup> and 16<sup>th</sup> or April 22<sup>nd</sup> and 23<sup>rd</sup>. The group thought April 22<sup>nd</sup> and 23<sup>rd</sup> would work better. The venue is between Holiday Inn and the Marshfield Inn/Hotel. The site/location should be established so it can be communicated at the Summit in April.</p>
<b>5.</b>	<b><u>Top Rural Development Initiatives Update</u></b>
	<p>Decker reported that 20 applications had been received. A review team of Decker, Diamond and Borremans will review and rank the applications. It is hoped that the review process will be completed by mid-March. The intent is to limit the awards to 3 - 5 initiatives maximum. Decker also mentioned that the application evaluating group will be reviewing the selection criteria/application process with the intent to make changes that will improve the process.</p>
<b>6.</b>	<b><u>Reimbursement of Summit Expenses for Board Members</u></b>
	<p>The group discussed the merits of waiving Summit registration fees for WRP board members and reimbursing board members for lodging expenses if the member resides 60 miles or more from the Summit site. WRP should book a block of rooms for board members and direct pay the hotel the costs. Motion by Lippert, seconded by Armstrong to establish a policy that will waive Summit registrations for board members and reimburse board members for lodging expenses if they reside more than 60 miles from the site. The motion carried. Borremans abstained. It was agree that for this year board members</p>

	pay their lodging costs and submit reimbursement request for payment.
<b>7.</b>	<b><u>2019-20 Budget</u></b>
	Borremans briefly reviewed the draft budget for 2019-20. Armstrong felt that WRP needed to work backward to identify expenses and then arrive at revenues need to cover costs. Lippert pointed out that there are different models for funding a non-profit organization – membership versus partnership. WRP should look at process for determining what would work best, possibly using a facilitator (like UW-Extension). She further noted that we really need to look at what are the actual expenses needs for WRP. Following discussion, no action was taken and the budget will be reviewed again after the Summit.
<b>8.</b>	<b><u>Organizational Staffing</u></b>
	<p>The group discussed whether to engage a staff person and what that person would accomplish. The leadership by consensus model used by WRP has worked, but the consensus of the group it is not the best model to move the organization forward. Comments included:</p> <ul style="list-style-type: none"> <li>• Welty – Presented the advisory board concept. Create task oriented groups made up of people interested in the mission of WRP but who are not able to attend regular meetings. These groups would be topic focused. Once the topic has been completed, the advisory group would be discontinued.</li> <li>• Decker – We should create the structure first identifying who is going to do a particular task/activity. She suggested a committee structure for the board to focus/work on a particular issue and bring recommendations to the full board for action.</li> <li>• Wetuski – WRP should focus on only one thing and do it well.</li> <li>• Lippert – Need a mission. How does the mission come alive and would having paid staff help the organization achieve its mission. We need executive expertise and leadership at the board level and need to hold board accountable.</li> </ul> <p>While the group generally agreed on the need for a staff person there was not consensus on how to proceed. Motion by Lippert, seconded by Armstrong to affirm the desire to hire a staff person and engage in a process to determine the best structure for WRP. The motion carried unanimously. The topic will be discussed further at a meeting following the Summit.</p>
<b>9.</b>	<b><u>Board Engagement and Recruitment</u></b>
	Welty said that there was one open seat on the board with the resignation of Al Christianson. There was general discussion on whether to find an industry representative or if the board should reach out to a Native American. Welty said she would mention the opening during her remarks at the Summit and encourage interested parties to submit a letter of application. The goal would be to have applications received so they could be considered at the May meeting.
<b>10.</b>	<b><u>Small Community Forums Engagement and Recruitment</u></b>
	<p>Welty stated that the Small Community Forum dates and venues have been set. They are:</p> <ul style="list-style-type: none"> <li>• August 8th – Crivitz</li> <li>• August 21st – Independence</li> </ul>

	<ul style="list-style-type: none"> <li>• August 28<sup>th</sup> – Pardeeville</li> <li>• September 11th – Nekoosa</li> </ul> <p>This year the forums will be held in the morning so more business people can attend.</p>
<b>11.</b>	<b><u>Next Meeting</u></b>
	The next meeting will be on Wednesday, May 8, 2019 at 3:00 p.m. It will be a telephone conference call.
<b>12.</b>	<b><u>Adjournment</u></b>
	The meeting adjourned at 12:00 p.m.