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**Lake States Resource Alliance, Inc.  
Board of Directors Meeting  
Minutes  
October 19, 2011**

**Location:** Trees For Tomorrow  
519 Sheridan Street E  
Eagle River, Wisconsin

**Time:** 9:30 am – 3:00 pm

**Participant Packet:** Agenda, Anti-Trust Policy, Minutes from Annual meeting 8/17, Minutes from BOD meeting 8/17, Tasks List, Treasurers Report including: RV Account, Expenses, Balance sheet, 2011-12 Budget, Conflict of Interest Policy, Minutes from Land Use & Legislation Committee and Communication & Projects Committee

**I Call to Order (Schnorr) 9:32**

A. Anti-Trust Statement included in participant packet

Schnorr - Introduced the Anti-Trust Policy and suggested everyone sign an Anti-Trust Policy Signature Roster that will be kept on file for the LSRA Fiscal year July 1, 2011 – June 30<sup>th</sup>, 2012  
Time was given so that all in attendance could read the Anti-Trust Policy

**M/S O'Brion/Roiger To accept Anti-trust Policy as stated, to be signed on a yearly basis  
Motion carried. All ayes.**

Anti-Trust Signature Roster passed around for all in attendance to sign. Bring to next BOD meeting for Dave, Dick, and Gil to sign.

B. Circulation of Attendance Roster - Roll Call taken by Sean

**Members Present:** John Schnorr, Bill O'Brion, Gary Zimmer, John Johnson, Orv Langohr, Dean Pelkey, Michael Roiger, Brad Ruesch, Jane Severt, (Sean Zimmerman-Admin. Assist.)

**Members Not Present:** Dave Newman, Dick Krawze, Gil Wagner  
Spence McElroy has passed away and therefore no longer on the LSRA BOD

C. Agenda Review – Meeting will run longer because there will be a break for lunch

**II Review & Approval of Minutes (Schnorr)**

A. Minutes from Annual Membership Meeting (August 17, 2011)

**M/S Roiger/Pelkey To approve as presented the Minutes from the Annual Membership Meeting which was held on August 17, 2011**

**Motion carried. All ayes.**

B. Minutes from Board of Directors Meeting (August 17, 2011)

**M/S Roiger/Pelkey To approve as presented the Minutes from the Board of Directors Meeting which was held on August 17, 2011**

**Motion carried. All ayes.**

Ruesch – stated content of minutes has been adequate for those not in attendance

O’Brion – make sure to track which items need to be carried over from past meeting

Schnorr – passed around announcement received regarding a reception for Tom Tiffany on Monday, October 24, 2011. O’Brion stated Tiffany supports many of the issues that LSRA supports.

**III Old Business**

**A. Tasks List Review & Updates (Schnorr)**

Press Releases - Zimmer will set up a Press Release template, needs mission statement

By-Laws - Zimmerman suggested all BOD read through By-Laws, O’Brion when the mission statement matches the By-Laws he will take to Kopp the accountant for approval for the 501(c)(3) status

Board List – Schnorr updated Board List is completed, any changes in the future forward to Sean

Legislative Contacts – Schnorr would like alternate contacts for representatives when the representatives cannot be reached, such as a staffer. Schnorr will start a contact list with the information he has and will send it around to the rest of the BOD to add what information they have.

Snowmobile Contacts – Schnorr will be addressed in Committee report

Committee Assignments – Schnorr has had no feedback so the Committee Chair and Members stand as is and Schnorr will serve where needed

**IV Committee Reports**

**A. Finance & Nominations Committee (Zimmer)**

**Objective:** *Providing quarterly financial statements and reports for approval and review by the BOD. These reports should include the Income Statement, Balance Sheet, Year-to-Date Budget Updates and other information as requested by the BOD. The Committee should also facilitate election of a functioning Board and all financial/legal commitments of the LSRA (insurance, audits, etc.).*

**Committee Members:** Gary Zimmer-Chair, Bill O’Brion, John Johnson, Mike Roiger

**Meeting Schedule:** Committee will meet 1<sup>st</sup> Wednesday of each quarter at Plum Creek Timberlands in Tomahawk where conference calling is available.

January 4, 2012, April 4, 2012, July 5, 2012

**Treasurers Report:** O’Brion - summarized the last year 7/1/10 to 6/30/11 with a net increase of \$222.45, liquidating the CD was beneficial, the Unemployment issue is resolved and LSRA will receive a refund check for \$260.00. The 2007 4QR payroll tax issue is resolved.

Severt – continue with accountant (Kopp) for completing end of the year forms such as the 1099

Zimmer – River Valley signature cards were updated with John Schnorr, Gary Zimmer, and Sean Zimmerman on the account. Sean will destroy Bill O’Brions debit card and Orv will destroy his debit card. The remaining debit card is Sean Zimmerman’s. Sean will follow up with River Valley to make sure the debit card information is current. Report on LSRA expenses, now the Trees For Tomorrow bill is broke down to show where exactly the money is being spent, accounts are balanced, dues and donations are being received. 1st Quarter net = (\$1537.00), Logging Congress expense was included in the 1<sup>st</sup> quarter but is not a recurring expense so the estimated Quarterly expenditures will be around \$3,000

(Pelkey would like to discuss Logging Congress later in this meeting)

**M/S Reusch/Johnson motion to accept financial statements as presented for the last fiscal year and the 1<sup>st</sup> quarter.**

**Motion carried. All ayes.**

Zimmer – presented the 2011-2012 Budget, he removed interest income because it is on average .60 a month, professional services does not include Trees For Tomorrow but services such as the accountant, miscellaneous expenses was increased for committees, the newsletter includes postage and copies, LSRA needs to increase membership efforts to keep an inflow of dues, lower cost of raffle prizes. Proposed inflows and outflows for the year \$30,000.

Schnorr – suggested donations be changed to education outreach and reminded that the cost for establishing LSRA as a 501(c)(3) will be around \$850.00

O’Brion – stated that the \$850.00 will come out of professional services

Ruesch – when items develop a negative balance are committees able to take from other items and does this require a BOD action or does the committee have authority to make these adjustments? General consensus at this point is that the committees have leniency to make adjustments as they see fit.

Schnorr – suggested miscellaneous expense is too much of the budget and needs to be broke down into two different items such as miscellaneous expense \$1250.00 and committee operational expense \$1250.00

Pelkey – expressed concern for what LSRA will do when money starts to come in, does not want to repeat the past and have all the money going to lawyers but would like money to go to education and to support organizations such as Ruffed Grouse Society.

**MS Roiger/Langohr to accept the 2011-2012 budget as presented.**

**Motion carried. All ayes.**

**M/S Severt/Langohr to approve that the Trees For Tomorrow monthly invoice receive approval from Gary and John before payment is made.**

**Motion carried. All ayes.**

Zimmer – requested suggestions in regards to specifics of a functioning BOD. 15 active BOD members would be the best, for members that cannot be active find non active ways to support LSRA such as donating; promote participation from other states by using conference calling or communicating through a local representative, would like to see more organizations, groups, and businesses represented on BOD such as: loggers, trucking, Trees staff, UWSP Forest Recreation Program, silent sports, Forest Service, lake associations. Committee will move forward with approaching future BOD members.

O’Brion – Insurance issue is resolved. The Acuity account which covered unemployment compensation is closed and O’Brion will complete the audit form. The West Bend account which covers the Board remains open.

O’Brion – 501(c)(3) update, cost for change in status was included in the 2011-2012 Budget, just need the mission statement to reflect the By-Laws

Schnorr - Introduced the Conflict of Interest Policy and suggested everyone sign the Conflict of Interest Policy Signature Roster that will be kept on file for the LSRA Fiscal year July 1, 2011 – June 30<sup>th</sup>, 2012

**M/S O’Brion/Roiger to accept Conflict of Interest Policy and review it annually.**

**Motion carried. All ayes.**

### **B. By-Laws & Fundraising Committee (Pelkey)**

Dean was not aware of this committee and will proceed from this date forward

**Objective:** *Responsible for updating and archiving the LSRA By-Laws. Main responsibility should be to assure success of at least two major fund raising activities annually.*

**Committee Members:** Dean Pelkey-Chair, Orv Langohr, Brad Ruesch, Gil Wagner, Jane Severt

**Meeting Schedule:** to be determined

**Fundraising:** Raffle has \$10,000 in budget for prizes, possibly raffle smaller prizes, have a choice of ATV, snowmobile or cash, include the prize dealership name on raffle tickets and on the website, sell raffle tickets at events such as Logging Congress, Ruffed Grouse Society could print raffle tickets, work on a smaller raffle as soon as possible. The current raffle license expires 11/30/2011 and costs \$25.00 to renew for a year.

### **C. Membership & Marketing Committee (O'Brion)**

**Objective:** *Responsible promotion of the LSRA and increasing membership levels. Committee should also focus on improving customer service to LSRA members. Committee needs to develop a policy for LSRA Membership Roster (i.e., this is a valuable asset to the LSRA and a policy on if and how this information shared should be developed)*

**Committee Members:** Bill O'Brion-chair, Gil Wagner, Jane Severt, John Johnson

#### **Meeting Schedule:**

O'Brion – Changing how LSRA does member updates and the membership card. Will now send out to all members a yearly renewal letter starting with 2012 including a return envelope similar to Trees donation envelope, second renewal letter sent out March 31 including updates on LSRA progress and a return envelope, third renewal letter sent out July 1 including updates on LSRA progress and a return envelope. Get more individuals and clubs involved through advertising on the newsletter and recognizing donations. 501(c)(3) status would be helpful for tax-deductible donations.

Lunch Break-reconvened meeting at 1:15

### **D. Land Use & Legislation Committee (Schnorr)**

**Objective:** *Should review all SOPA's and regional political policies/issues. Provide recommendations and proposed comments to the BOD regularly. The Committee should immediately develop a recommended policy on how best to support the legislative and policy positions of LSRA members and supporters. Committee should also develop a working relationship with regional governments, agencies and elected officials.*

**Committee Members:** John Schnorr-Chair, Dick Krawze, Dave Newman, Brad Ruesch, Dean Pelkey

**Meeting Schedule:** Committee will meet the 3<sup>rd</sup> Tuesday of every month from 8:00-9:00 am via conference call

Schnorr – summarized the Forestry Policy Conference held at Nicolet College 10/17. LSRA members attending/presenting: Jane, Gary, Brad, John, and Bill. Mostly timber harvest industry was in attendance.

Ruesch – participation and presentations were informative but not hopeful that what was said will be heard. Chief of the USFS Tom Tidwell's remarks were about not increasing budgets but becoming more efficient. Those in attendance feel that operating at full efficiency now so that is not the issue.

Severt – agreed with Ruesch great input but not hopeful that it was heard, the message needs a bigger audience such as national media and connect this issue with job creation as well as getting more states or regions involved, would like to see responsibility for federal lands returned to the counties. Plan to establish an advisory committee to follow up with the congressional representatives that were present at the Forestry Policy Conference (Sean Duffy, Reid Ribble, Dan Benishek, Chip Cravaack) Also in attendance were Tom Casperson, state senator from MI and Tom Tiffany, state representative from WI.

Severt – attended a meeting of the WI Marten Advisory Committee. No other forest management representative present during discussion regarding marten habitat.

Schnorr – Policy for representation and criteria for comments, such as responses to SOPA's, by the Committee-what is the BOD's opinion. The BOD would like to review comments 48 hours prior to release of statements and if there are areas that do not coincide with LSRA's mission statement and LSRA's purpose the BOD will contact the Committee with suggested changes and/or corrections, if there is no contact from the BOD the Committee has approval to release the statements. This can be done via email/phone and does not require waiting for a BOD meeting.

## **E. Communications & Projects Committee (Newman unable to attend, emailed minutes)**

**Objective:** *Responsible for regular publishing of the LSRA newsletter. The Committee should also be responsible for maintaining a high-quality website that is regularly updated with information on contemporary issues of concerns and interest to LSRA members and supporters. This Committee would also handle short-term special projects as assigned by the BOD (example: develop a LSRA position on each annual MVUM, etc.).*

**Committee Members:** Dave Newman-Chair, John Johnson, Mike Roiger, Gary Zimmer

**Meeting Schedule:** Committee will meet 1<sup>st</sup> Wednesday of each quarter, following the Finance & Nominations Committee meeting held at Plum Creek Timberlands in Tomahawk where conference calling is available. January 4, 2012, April 4, 2012, July 5, 2012, October 3, 2012

From emailed minutes of Committee meeting:

*Discussion held on future newsletter and ideas for what should be included. Recommending that we send one annual printed newsletter to all members. Suggestion made to look into an email newsletter. Need for an email data base and develop a way to collect email addresses.*

*Discussion was held on using press releases to do a better job of getting our name out and promote what we are doing.*

*The Website was reviewed and suggestions were made on areas that could be improved. Suggesting the home page should be update regularly to cover current issues that we are addressing.*

Schnorr – suggested website issuu.com for free email newsletter which would contain advertising, could also be used for press releases. Constant Contact another email newsletter provider.

Zimmer – \$700.00 in budget for the newsletters. Quarterly newsletters

Does BOD need to approve newsletter prior to distribution? Committee does not need BOD approval for newsletters. Committee requested articles, information, suggestions, etc. for content and can email copies for proofreading prior to distribution.

## **V New Business**

### **A. Contracts with Trees For Tomorrow**

Schnorr – would like to finish meetings around noon followed with lunch so that BOD members have time to communicate with each other outside of meetings. BOD members agreed.

Schnorr – Service Agreement with Trees For Tomorrow was reworded to coincide with LSRA's fiscal year and signed by Schnorr for the following year

Schnorr – presented Trees For Tomorrow Meeting Contract for the December 21, 2011 meeting.

### **M/S Severt/Zimmer to accept Trees For Tomorrow Meeting Contract for December 21,2011.**

#### **Motion carried. All ayes.**

Schnorr – review LSRA support to Trees For Tomorrow for a student workshop held in December. \$2500.00 was given in 2010. \$3000.00 in budget for educational outreach.

Langohr – wait a year before donating to build up funds

O'Brion – gave a brief description of what that money goes towards, what a workshop is about, students served

Pelkey – would like to put more donations towards education and other organizations such as Tree Haven

Ruesch – if in the future not enough money is being donated to meet the 501(c)(3) requirements donate more money towards education.

### **M/S Zimmer/Langohr to pledge \$2500.00 towards the TFT sponsorship, like LSRA did in 2010, for the December 2011 workshop.**

#### **Motion carried. All ayes.**

### **C. 2011-2012 Scheduled Board Meetings (Schnorr)**

1. December 21, 2011
2. January 18, 2012
3. April 18, 2012
4. July 18, 2012
5. October 17, 2012

Discussion regarding moving the Annual August meeting to September with the quarterly meeting, get raffle tickets printed so that they can be distributed early enough for Logging Congress and opening of deer hunting season.

### **D. Mission Statement (Schnorr)**

Draft of LSRA Mission Statement: (Dean Pelkey's mission statement is on file for reference)  
Lake States Resource Alliance is dedicated to educating and promoting the multiple-use of our public lands including county, state, and federal forests, for forest health, forest products, and recreational opportunities in the Great Lakes region.

Schnorr – Sean will email mission statement to BOD members for review, LSRA objectives/purpose will coincide with LSRA mission statement

### **E. LSRA 3, 5 & 10 Year Goals (Schnorr)**

Schnorr – December BOD meeting members bring ideas for 3-year goals for LSRA such as: increasing cash flow, membership, public awareness, and political presence. Review membership for number of interests and organizations represented, location of members. The Forest Management Plans will be changing soon and LSRA needs to be prepared.

### **F. Enhancing LSRA Communications (Schnorr)**

Schnorr – contact past board members to offer updates on LSRA through email if they are interested

## **V Announcements**

## **VII Adjournment**

Schnorr – next meeting Wednesday, December 21, 2011 at Trees For Tomorrow in Eagle River

**M/S Zimmer/O'Brion to adjourn meeting.**

**Motion carried. All ayes.**

### **Items to be carried over to December 21 BOD Meeting:**

Anti-Trust Signature Roster to be signed by Dick, Dave and Gil  
Conflict of Interest Policy Signature Roster to be signed by Dick, Dave and Gil  
(Pelkey) LSRA presence at Logging Congress  
Set schedule for regular publishing of revised newsletter  
Potential Committee Meeting Venues (Zimmerman)  
Mission Statement  
LSRA 3, 5 & 10 Year Goals  
Enhancing LSRA Communications