



**Lake States Resource Alliance, Inc.
Board of Directors Meeting
Minutes
December 21, 2011**

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

Time: 9:30 am – 12:30 pm (Lunch Immediately Following)

Participant Packet: Membership Cards(example), Agenda, Minutes from BOD meeting 10/19, TFT SWOT planning strategy(example), Committee Reports: Membership & Marketing Committee(request & examples), Land Use & Legislation Committee Report

I Call to Order (Schnorr)-9:30 am

A. Roll Call (Zimmerman)

1. Johnson, John -	here	7. Roiger, Michael -	not present
2. Krawze, Richard -	here	8. Ruesch, Brad -	not present
3. Langohr, Orv -	not present	9. Schnorr, John -	here
4. Newman, Dave -	here	10. Severt, Jane -	here
5. O'Brion, Bill -	here	11. Wagner, Gil -	here
6. Pelkey, Dean -	here	11. Zimmer, Gary -	here

Guests: Helen Wagner

B. Agenda Review (Schnorr)

II Review & Approval of Minutes (Schnorr)

A. Minutes from Board of Directors Meeting (October 19, 2011)

Discussion: Jane has changes in the Land Use & Legislation Committee reporting section and will make changes with Sean

M/S Severt/Krawze To approve the Minutes with changes by Severt as presented from the Board of Directors Meeting which was held on October 19, 2011

Motion carried. All ayes.

Thank you letters from participants in the LSRA sponsored Trees For Tomorrow workshop were put in a binder for all to review.

III Old Business

Schnorr reviewed the Signature Rosters of the Anti-Trust and Conflict of Interest Statements. These need to be signed by the remaining members listed below. The purpose of signing of these rosters, which are effective for the fiscal year 7/1/11 thru 6/30/12, is so that they do not need to be read at every meeting.

A. Anti-Trust Statement (Non-Compliant Board Members)

1. Krawze signed
2. Newman signed
3. Wagner signed

B. Conflict of Interest Statement (Non-Compliant Board Members)

1. Krawze signed
2. Newman signed
3. Wagner signed

C. Committee Meeting Venues (Zimmerman)

Stay with freeconferencecall.com until 501(c)(3) status is established at which time an alternative, possibly for nonprofits, can be arranged.

Severt LSRA could possibly use the WInetwork that she currently uses.

O'Brion LSRA could possibly use the account that Plum Creek currently uses.

D. Promotional Venues/Social Networking (Zimmerman)

1. Facebook
2. Twitter

M/S Severt/O'Brion For Zimmerman to create an account for Lake States Resource Alliance on Facebook and Twitter and evaluate the results in 6 months.

Motion carried. All ayes.

E. LSRA 3-Year Goals

1. Submission of Goals from Individual Board Members
2. Discussion of Goals
3. Drafting List of Goals

Schnorr expressed concern in regards to the commitment of LSRA Board Members and the lack of activity by committees and communication regarding scheduled committee meetings which were established well in advance. Wanted feedback from all Board Members regarding these issues and serious thought about whether LSRA should continue.

O'Brion – LSRA is at a junction right now, the past has been cleaned up and LSRA is on a good track now. Personally, LSRA time commitment is big but the monetary commitment is small. If LSRA can continue to maintain multiple voices and stakeholders joining together he is willing to continue his commitment to LSRA.

Pelkey – Agrees with O'Brion. He has not been able to participate as much because of work.

Krawze – Agrees with O'Brion. He hasn't been able to participate as much because of schedule conflicts. Would like to see LSRA continue.

Severt – LSRA has come a long way. O'Brion has put a lot of time and effort into cleaning things up. She has many other commitments. She believes that the value of each LSRA Board member is their full time jobs and what that brings to the table. Would like to see LSRA continue and she is ready to put in more time but there are higher priority items on her plate.

O'Brion – Prior to the recent changes he would have supported dissolution of LSRA but now he sees results and at this point would like LSRA to continue for another year especially if LSRA commits to having a raffle.

Krawze – At a recent meeting he attended he mentioned LSRA and feels it is a good idea for Board members to let people know what organizations and groups they represent besides employers when at these meetings.

Zimmer – Would like to have stats on how many different groups are represented by LSRA. He believes that committee meetings are more important than the Board meetings and that participation in these committee meetings is very important. Committee Chairs need to get members involved, using conference calls reduces travel. Board members need to reevaluate priorities and explain to employers the importance of LSRA justifying the need to take time from work to attend meetings.

Newman – Agrees with all comments. He would like to encourage Board membership from groups that are not currently involved.

Severt – Need to increase communication to groups and individuals that used to be involved with LSRA to let them know that LSRA is now an active and a viable organization.

O’Brion – Reiterated that everyone currently on the LSRA Board is involved in many other groups and organizations and that you see a lot of the same people at other meetings.

Pelkey – Suggested that the LSRA President speak at other organizations meetings explaining the purpose of LSRA and the ramifications of not continuing with multiple-use of lands. LSRA keeps trails open and forest products flowing. Board members could also spread this message.

Zimmer – All Board members need to get the message out but need better tools to do this.

O’Brion – Suggested sending out news releases. Zimmerman could design a 5-10 minute power point for Board members to present at meetings. Ideas for power point and news releases: showing photos, results from previous years activities and comments on the SOPAs.

Zimmer – He and Severt submit comments on issues regularly, LSRA needs to make people aware of the crisis that is out there, congressional representatives are approached from other groups that have a different perspective on these issues. It will be difficult but LSRA needs to get a voice out there and Board members will be a big part of that. Social media can also be a tool to do this.

Pelkey – Shared his experience at Logging Congress in the LSRA booth. People need to be made aware of the importance of LSRA.

Johnson – Stated that the article in the Timber Producers magazine about Logging Congress included a short blurb on LSRA.

Pelkey – Stated the valuable benefit of education in not only reaching students but the teachers as well. People need to realize how important the forest is to consumers.

Krawze – Concerned about the loss of diversification in the logging and forestry industries. In Wisconsin and Michigan the entire tree used to be used. Something needs to be done quickly or the ripple effect will be felt. He has seen this in other areas of the country where the industry is producing but with no consumers of the product everyone including some loggers need to understand this issue. We are on the brink of losing management of our forests. In some cases it is cheaper and results in better quality product to ship in forest products from other areas. Reid Ribble has been a strong supporter.

O’Brion – Logging and forestry is not just for housing needs anymore. The industry needs to diversify, find other uses for the products.

Johnson – Agrees with all that has been said. He is seeing results in LSRA and would like to improve communication and set goals for at least the next year.

Helen – Shared that she was approached by an LSRA member asking if they should renew their membership.

O’Brion – Stated that the change in leadership has encouraged positive results and direction.

Severt – Need to be patient.

Wagner – Stated that he has been guilty of not making LSRA a priority. He is involved in other organizations but will try to renew his commitment to LSRA.

Schnorr – LSRA will continue.

Zimmer – Agrees with Johnson and would like to determine 1-year goals for LSRA.

1-year goals brainstorming session:

Increase membership
Increase revenue/financial stability (at least 6 months out)
Increase recognition- (Communication focus)
More involvement from groups not currently represented
Increase BOD Members contact w/legislators and agencies- (Communication focus)
501c3 status- (Financial focus)
Update and make current the membership list-O'Brien
Improve communication- (Communication focus)
Newsletter- (Communication focus)
GRAND reopening of LSRA-P
Accountability
SOPA updates

3 focuses: Communication/Financial/Promotion

Schnorr and Zimmerman will finalize and email 1-year goals to Board after the New Year.

IV Committee Reports

A. Finance & Nominations Committee (Zimmer)

1. Treasurers Update

Reapplied for Class A raffle license 11/16/11 and it will take 3-5 weeks before that is received. Another letter was received from the IRS regarding the 3rd quarter 2010 taxes, stating that LSRA paid \$2,000 in wages and owes the IRS \$700 within 45 days(end of 2011).
O'Brien – Stated just give the paperwork to the accountant, Kopp. No record on 3rd quarter 2010.

M/S Wagner/Krawze To authorize LSRA Treasurer Zimmer to spend up to \$500.00 for expenses incurred by the accountant Kopp to resolve the third quarter 2010 tax issue.

Motion carried. All ayes.

2. Committee Update

Committee meeting scheduled for January 4, 2012

O'Brien is securing 501(c)(3) status for LSRA

Zimmer – Approached the National Wild Turkey Federation and Great Lakes Timber Producers Association(GLTPA) for representatives on the LSRA Board. National Wild Turkey Federation declined. Great Lakes Timber Producers Association is aware of LSRA and interested in being involved. GLTPA authorized the current president to accept a membership and a representative will be sent. Zimmer would like LSRA to follow up on this and maybe suggest a GLTPA staff member such as Aaron or Dana could be a representative. Schnorr will contact GLTPA regarding this.

M/S Severt/O'Brien For LSRA President Schnorr to contact Great Lakes Timber Producers Association and offer membership on the LSRA Board of Directors.

Motion carried. All ayes.

Zimmer – Asked all Board members to send contact information to him for other groups that would benefit from being involved in LSRA.

B. By-Laws & Fundraising Committee (Pelkey)

1. Committee Update

2. Meeting Venue & Schedule Update

3. Raffle Project

Pelkey – Stated need to finalize raffle prizes, time is running short. Dealers of the big prizes buy in the spring not in the fall so the big items used in the past would be last years products. He

would like to have money for prizes instead of big items with smaller items such as the rifle and wooden bowls from Krawze included also.

Krawze – Would like to see a snowmobile manufacturer donate a snowmobile to LSRA. He has a contact and will make a phone call to see if he can get a snowmobile donated to LSRA.

Newman – Summarized the committee process to get a snowmobile as a raffle prize.

Pelkey – Stated time is a major issue at this point and it may be too late to buy something. If Krawze could call as soon as possible to secure a snowmobile donation that would work otherwise that is not a viable solution.

Krawze – Stated he would call Thursday, December 22 and find out if he could get a snowmobile and then contact Pelkey.

Zimmer – Will contact Trac Side in Eagle River regarding getting a snowmobile or ATV and then contact Pelkey.

Pelkey – Budgeted amount for raffle is \$10,000

O’Brion - \$9,000 for big prize, include smaller prizes, need to set a date and take into consideration the cost of shipping.

Krawze – Can get a gun for a raffle prize.

Discussion regarding raffle tickets: 2010 printing cost for 43,700 tickets = \$1,350 printed by Pioneer Express. How many tickets are needed to send out to clubs? Postage?

Pelkey will draft a letter that will be included with the raffle tickets explaining the purpose of the tickets. Send draft to Zimmerman.

Zimmerman will get a quote for the printing and stapling of raffle tickets from Pioneer Express and Northland Printing.

Raffle Plan A: Snowmobile/ATV (donated or at a reduced cost), 2 other guns (if needed), Gun-Krawze, Wooden Bowl(s)-Krawze, Framed Wildlife Print-Zimmer, kayak, wooden snowshoes.

Raffle Plan B: \$2500, \$1500, \$1000, Gun-Krawze, Wooden Bowl(s)-Krawze, Framed Wildlife Print-Zimmer

4. Special Projects

C. Membership & Marketing Committee (O’Brion)

1. Committee Update

O’Brion - Need to clean up Membership Roster, O’Brion will connect with Zimmerman to make these changes. He would like to see the dues structure simplified and will take care of that in the committee meetings

2. Membership Brochure Update/Changes (Schnorr)

Schnorr - Thank you letter example for renewals, new members, donations included in packet. This has not been done in the past.

Severt – Spell out LSRA at the beginning of letter.

Newman – Include 501(c)(3) status on letter when that is established.

Schnorr – Add Facebook and Twitter logo to Membership card.

3. Special Projects

Break for Lunch at 12:30 pm and reconvened meeting at 1:10 pm

D. Land Use & Legislation Committee

1. Committee Update

Schnorr – Comment letters included in packet, time given to review.

Huron-Manistee National Forest letter:

Newman - Explained the issue, comment period on alternatives ends December 21. LSRA supports Alternative #3.

Zimmer – Gave general suggestions on content and explained the stance of the Ruffed Grouse Society on this issue.

Discussion regarding when LSRA may not agree with organizations, groups, and individuals that are members of LSRA.

M/S O’Brion/Zimmer & Severt To approve and send the letter with suggested corrections completed.

Motion carried. All ayes.

Newman will send final letter to Zimmerman for files.

North Shore Vegetation Management Project EA letter:

Schnorr – Explained the issue and would like to ask for increased stakeholders participation.

M/S O’Brion/Newman To approve and send the letter as submitted.

Motion carried. All ayes.

Krawze – Included a letter as an FYI for Board members. This letter sent to the USDA-Chequamegon-Nicolet National Forest Supervisor Paul Strong, addresses the issue that there has been no timely response to the Resolution passed on August 16, 2011 by the Forest County Board of Supervisors in regards to land management. If no resolution occurs this could develop into a law suit against the Forest Service.

2. Special Projects

E. Communications & Projects Committee (Newman)

1. Committee Update

Newman – Stated that the committee has not met.

Schnorr – Reiterated that once the 501(c)(3) is established financial information needs to be put on the website as well as nonprofit information on correspondences that LSRA sends out.

2. Special Projects

V New Business

A. LSRA 5 & 10 Year Goals (Schnorr)

Refer to previous brainstorming session that established 1-year goals above.

V Announcements

Krawze – Attended a meeting on November 9, 2011 with the new Wisconsin Deer Czar. He suggested proposals for deer hunting. He will be attending the meeting to be held in January 2012. Land is being closed due to a few irresponsible land user. LSRA needs to monitor developments regarding this issue.

Severt – Silviculture Regulatory Consistency Act could affect forest roads, which would drive up costs for logging, increase permits needed, and landowners will pay more to have their land managed. LSRA needs to be aware of this issue.

Schnorr – Forward comments on these issues to the Land Use & Legislation Committee so that LSRA can comment.

VII Adjournment (1:40 pm)

A. Next Meeting Thursday, January 26, 2012 9:30-2 with lunch at Trees For Tomorrow in Eagle River

M/S Zimmer/O’Brion To adjourn meeting.

Motion carried. All ayes.

With a commitment to education and sustainability, Lake States Resource Alliance is dedicated to the multiple use of our public lands in the Great Lakes Region to maintain forest health, generate forest products, and provide recreational opportunities.