

Communications Focus Area Committee Meeting
AISWCD Quarterly Board
March 13, 2012

Present: Angela Biggs
Dan Doedtman
Dan Duval
Phil Fossler
Amy Ishmael
Ken Kesler
Carlyn Light
Steve Stierwalt
Kenny Vosholler
Melissa Cauble

Call to Order: At 9:03 a.m., Chairperson Kenny Vosholler called the meeting to order.

Agenda: Phil Fossler made a motion to accept the agenda as presented.
2nd by: Dan Doedtman **Carried: Yes**

Old Business:

Strategic Planning Goals: Action Items from December 2011

- a. A reminder needs to go to districts to get information on new SWCD directors to Sherry Finn as soon as possible
- b. At the December meeting a suggestion was made by Dan Doedtman on behalf of his council to attempt to have fewer physical meetings and more electronic meetings; such as teleconferences and via e-mail or web cast. Chairman Vosholler stated he discussed these options with other councils and the general feeling was that meeting in person is still the best option for the AISWCD board. He stated these meetings were important and that there is a push to revive some of the Land Use Councils who weren't meeting regularly and that now is not the time to switch the format.
- c. Steve Stierwalt stated he had looked into how much effort it takes to get the Conservation Catchall out to employees and directors. He stated it is a very good communication tool and that it was important to see that all the directors were able to read a copy of it. He felt like most of the employees were receiving the link to it by e-mail and that it should be stressed that employees forward it on to their directors.
A discussion was then held concerning the size of the quarterly board packet and that most directors were not likely to take time to read the entire document. He stated an easy and quick method of informing employees and directors of what was discussed during the board meetings would be a good idea. He suggested having Sherry type up a short summary of the items discussed and to send it out to all employees and directors as soon as possible after the meeting. Steve suggested the committee add this as an action item for the full board.

New Business:

FY 2012 Sponsorships:

It was the general opinion of the committee that the sponsorships are not going over very well as they are currently set up. Steve Stierwalt suggested they are not selling well and might go over better with a substantial source to "champion" or promote them. However, the committee decided that using the pamphlets which exist is still a good tool to use until another means of promoting sponsorships is created.

Open Discussion:

- Angela Biggs, Assistant State Conservationist with NRCS, stated she rarely gets notification of Land Use Council meetings or AISWCD quarterly board meetings. She asked that the AISWCD keep her better informed of those meetings so she could attend when possible
- Carlyn Light stated he had spent time speaking with legislators Bost and Phelps about the gaming bill. He added that he feels we need more communication with those who are against it or who have not made up their minds yet. He asked that the AISWCD provide guidance on the best ways to communicate with those legislators.
Carlyn then added that AISWCD directors and employees and SWCD directors and employees must promote the fact that agriculture is Illinois' number one industry. He stated he hoped that new, younger directors may be more willing to work harder to deal with new funding issues in new ways. He added that Missouri's tax for conservation is a good model to go by, but that it took a lot of hard work from all of the SWCD directors to get that tax put in place. He would like to see that kind of effort in Illinois.
- Phil Fossler stated he and a group of approximately fifteen district directors and employees had gone to meet with their legislator to discuss district funding. He felt the meeting went very well

Minutes of Previous Meeting: Dan Doedtman made a motion to approve the minutes of the June 13, 2011 meeting as presented.

2nd by: Carlyn Light

Carried: Yes

Adjournment: At 9:54 Phil Fossler made a motion to adjourn the meeting.

2nd by: Ken Kesler

Carried: Yes

Minutes taken by Melissa Cauble