

Communications Focus Area Committee Meeting
AISWCD Quarterly Board
June 9, 2014

Present: Angela Biggs, NRCS
Glen Bowers
Melissa Cauble
Dan Doedtman
Amy Ishmael
Kenny Vosholler
Lonnie Wilson

Absent: Jason Anderson
Tom Anderson
Dan Duval
Ken Kesler
Sara Seelbach, IEPA
Steve Stierwalt, Chairman

Call to Order: At 1:14, Chairperson Kenny Vosholler called the meeting to order in Chairman Steve Stierwalt's absence.

Agenda: Dan Doedtman made a motion to accept the agenda with the following addition to new business: **Cost Saving Plan for the AISWCD Office.**

2nd by: Glen Bowers

Carried: Yes

Minutes of Previous Meeting: Glen Bowers made a motion to approve the minutes of the February 26, 2014 meeting as presented.

2nd by: Dan Doedtman

Carried: Yes

Old Business:

Land Use Council Meeting Roles and Responsibilities Update:

Lonnie Wilson stated that a first draft document has been completed and he has reviewed it with Sherry Finn. He stated it would be at least another week or two before an updated version would be ready. He said the document included requirements and job duties of the Land Use Councils. He stated he had asked for it to be added to the agenda for the Executive Committee conference call to be held at the end of June.

Farm Bureau Support and Resolution Update:

The committee discussed the fact that the Farm Bureau had made recommendation for support of SWCDs but that the proposed resolution did not come up at their December annual meeting. Lonnie stated that he felt there was likely nothing more that the Farm Bureau could do for us; that they were already lending us legislative support.

Dan Doedtman stated that he wants to be able to communicate better with legislators from urban areas because they are the ones who don't understand what Soil and Water Conservation Districts do and how they affect their constituents. He is concerned that continuing to target rural legislators is redundant because they already know what SWCDs do and have little interest in talking to employees/directors.

Angela Biggs had questions about what information Dan would like to see contained in talking points for legislators or if there was a certain form of white paper he would like to see.

Farm Bureau SWAT Team Update:

No news

Affiliate Membership Pins Update:

Acting Chairman Kenny Vosholler reported that pins had been ordered and had come in under budget. He stated they would be rectangular in shape rather than the shape of the state of Illinois because it was easier to read the print. It was reported that another affiliate member had joined.

New Business:

FY 2015 Legislative Event:

It was reported that a February date was being considered, however, we were awaiting the legislative schedule which would be ready in January. AISWCD is planning a similar format as 2014, but looking at a larger location.

A legislative tour was being planned for September 15, 2014 in St. Charles. It would consist of a tour of practices in Kane County.

AISWCD Cost Savings Plan:

Lonnie reported that he had asked office staff to look at ways to reduce costs of certain budgetary items. Those items included:

- Switching from a postage meter to buying postage at www.postage.com
- A change in phone systems
- Utilizing email rather than traditional mail more often. **Lonnie Wilson made a motion to begin using email to send thank you notes to districts after they pay their dues.**
2nd by: Dan Doedtman **Carried: Yes**
- Using email to send quarterly board packets to SWCDs/directors whenever possible

Open Discussion:

Lonnie stated that a Facebook page would be established to promote the Regional Stewardship Challenge.

Adjournment: At 2:10 Dan Doedtman made a motion to adjourn the meeting.

2nd by: Glen Bowers

Carried: Yes

Minutes taken by Melissa Cauble