

GrassWorks Inc.

March 15, 2012

Board meeting Schmeckle Reserve, Stevens Point, WI

Members present: President Dave Johnson, Gerald Jaeger, Treasurer Kay Craig, Peter Pitts, Bob Winkel, Kevin Mahalko, Dan Olson, Matt Hartwig, Peter Arnold, Cheyenne Christianson

Advisors present: Paul Daigle, Laura Paine, Dennis Cosgrove

Associates: Lanice Szomi, Bridget O'Meara, Joe Tomandl, Executive Director Jill Hapner;

Guests: Gerald Berg, Tom Cadwallader

- **Meeting called to order** by President Dave Johnson at 10:15 AM
- **Secretary report M/MS to accept report. Passed**
- **Treasurer's report:** Balance as of **\$26,658.02**. Lots of activity with the January conference and Dairy Apprenticeship program. Operating loan paid off and full amount of 2011 GLCI Education/Demonstration grant has been claimed.

Committees- add Matt H. to the conference committee, Jerry to Public Relations. Will need to find people, who have expertise in certain areas, within the regions to fill in the gaps.

Kickstarter Program – Dan reported that this internet-based project launch site had a good amount of interest towards the GrassWorks proposal. Dan also reached out on his Twitter account for support. His goal was to raise \$10,000 through animous donors to put towards the conference & general GrassWorks support. 7 people pledged funds, but we didn't reach the goal – therefore no funds are distributed. Dan also reported that 27,000 lbs. of the Byron Seeds "Grazing blend" which generated \$2,700 for GrassWorks.

Ag Policy- Peter Pitts & Gerald Yeager attended the 2/20 Ribble/Petri town hall meetings in Kimberly. Discussion on the new 3020 plan. This is the revamped 2020 WI Dairy plan. DATCP was given the remaining funds to distribute through \$5,000 grants to farmers to do business planning or expansion/transition planning. DATCP has a call center (which Laura mans on Fridays) to answer questions & taking applications. This could be a mechanism to promote grazing. Laura to send press release to Bridget for website.

Executive Director – President Johnson & the hiring committee introduced Jill Hapner, who has accepted the position of Executive Director of GrassWorks. Introductions were done around the table and then Jill gave the group some background information & her thoughts on moving GW forward. Bridget will set up a GW email. Jill will be working approx. 10 hours/week for the rest of 2012 and then possibly more as her current commitments start to close out.

Her contact info is office phone – (262)6885-0152, cell (262)227-6404, email is jhapner@wi.rr.com.

M/MS to confirmation Jill as the Executive Director of GrassWorks for 1 year with a 2-year option to renew. Motion passed. Committee & Jill will work out contract details and review time allocation in 6 months from this date.

2012 Conference Report – Conference planner, Lanice Szomi, handed out the conference report, financial report and evaluation summary to those attending. Treasurer Craig summarized the financial portion of the report. The documents were reviewed and more in-depth discussion was deferred to the conference committee, who will be meeting soon.

M/MS to accept the 2012 GrassWorks Grazing Conference report as presented. Motion passed.

Dairy Grazing Apprenticeship Program – Joe Tomandl, DGAP program director, handed out a report with background information and current accomplishments. The board was updated on discussions with Dairy Grazing Services (DGS) on a possible partnership.

President Johnson asked for GW Board representation at the Local Steering Committee meetings. Peter Arnold will be that rep. Board updates on program progress were also requested.

Treasurer Craig asked if GW should have a 3rd party audit due to the amount of funds coming through GrassWorks due to the Apprenticeship program. **MM/MS for Treasurer Craig to work with the Apprenticeship program to determine need for audit. Motion passed.**

Grow Wisconsin Grazing Initiative – Laura Paine talked to the Board about the challenge Secretary Brancel gave to a group of grazing leaders to find other option for funding the current grazing program. There will be a Roundtable discussion session held on 4/24 in Madison with agency & producers representatives having input. The final presentation will be given by Sec. Brancel to other agency heads to support grazing efforts.

GLCI Meeting – next meeting will be 3/23 in Stevens Point. Mahalko & Johnson are the GrassWorks representatives. GW is allowed four spots. Matt Hartwig volunteered, with Dan Olson as a back-up. GLCI President Mary C. Anderson would like quarterly meetings vs. 2 per year. This Committee is responsible for reviewing the grazing grant proposals. The review committee is made by of 4 producers & 3 agency reps that are picked by the GLCI president. 2012 grazing grant proposals are due to Laura at DATCP by 4/23/12.

Brunetti Presentations – Dan Olson is coordinating the Green Bay presentations, while Kevin Mahalko is doing the Eau Claire session. There may be a session in southern WI – needs to be coordinated yet.

Winrock Beef Project – Laura briefed the group about this regional grassfed beef project aimed at increasing water quality. It is funded by the Wallace Center/Walton Foundation. The proposal is to develop pilot sites. Laura is on the development committee. Group is looking to do \$20-30,000 grants per state to promote benefits of grazing. Ideal is to find row croppers that will transition land to grazing. Laura will send out a link to the online application.

Presentations – Tom Cadwallader presented to the Board the concepts behind developing a foundation to support the needs & good work that GrassWorks does, as an organization. He has experience working with the “Community Foundation of NorthCentral WI.” The idea behind a foundation is to have a pool of funds in which the organization can operate on the interest and possibly give back to the community with extra funds. Most organization need one-half to three quarters of a million dollars to maintain the base level of funding they can count on for operations. This topic will be pursued & on the May agenda.

Discussions –

1. Promotion of GrassWorks- discussion that mission of GW is to promote the benefits of grazing across all species, not to “attack” other farming practices. That image has surfaced in some discussions and it needs to be changed. President Johnson said to “Emphasize the positives of grazing and the rest of the benefits are implied.”
2. Organizational structure between DGAP & GW – Joe to supply the board with DGAP’s mission statement & internal organizational chart. This will help direct the future of the Apprenticeship program and help flesh out the relationship between the two entities.
3. Grazing Grants – April 23, 2012 is the application deadline for the 2012 GLCI grazing grants. Education is a priority. Szomi will be submitting a proposal for the 2013 GrassWorks

conference. Dan Olson & Val Adamski are looking to submit a proposal for grazing activities in the NE part of WI, but would like GW to be fiscal sponsor. The \$20,000 proposal will include administration funds for GW. More discussion will take place after the final awards are announced.

4. Partnerships – Discussion was lead by President Johnson on what is GrassWorks’ role or relationship with each entity? (RC&D, UWEX, Grazing Networks, Farmer’s Union, Byron Seeds, etc).
 - A. Dave would like to have a meeting with RC&D Council presidents & project managers/executive directors to explore the current & future relationship.
 - B. Farmer’s Union – develop a relationship with them. They helped back the Value-added conference.

Jerry J. asked why GrassWorks wasn’t at the Ag Coalition sponsored by Farmer’s Union at the Farm Bureau office? An invitation was never received. Jerry is a Farmer’s Union member and will attend a couple of these meetings & report back to determine if this is a good use of GW members’ time.
 - C. Byron Seeds – already set with donation from sales of their Pasture Blend. Dan has worked hard to establish & maintain the relationship. Could there be other companies/industry people solicited?

Other discussion – Summer get together will be on the May agenda.

Next meeting – will be on Thursday, May 17th from 10 AM – 2 PM at the County Annex building in downtown Stevens Point.

MM/MS to adjourn this meeting. Motion passed.

Respectfully submitted,
Lanice Szomi