

GrassWorks Inc.

May 15, 2012

Board meeting

Portage County Annex, Steven's Point

Members present: President Dave Johnson, Treasurer Kay Craig, Secretary Wendy Galbraith, Executive Director Jill Hapner, Peter Arnold, Kevin Mahalko, Bob Winkel, Dan Olson, Cheyenne Christianson,
Advisors present: Paul Daigle, Dennis Cosgrove, Laura Paine, Brian Pillsbury

Associates: Lanice Szomi,

Guests: Gerald Berg, Jerry Jaeger, Dan Marquart (Taliesin), Bridget Holcomb, Tom Cadwalleder, Joe Tomandl III, and from Community Foundation of North Central Wisconsin: Sue Nelson and Jean Tehan

- **Meeting called to order** by President Johnson

Secretary report

M/M S by Bob and Kay that we accept Secretary minutes as printed

Treasurer's report see inserts \$10,661.73 in checking, and petty cash \$63.40

Two profit/loss reports Jan-May, Mar-May

Accounts receivable \$1493.75 conference

\$9804.41 apprenticeship

Apprenticeship grant coming in

MMS by Kevin and Bob to accept the treasurers report. Passed

Kevin: The Jerry Brunetti workshops broke even he spoke on soil fertility and biodiversity

Income \$1913+ \$300 from River Country RC&D

Expenses: speaker fee of \$1500

Organic Valley sponsored the meal

Gained public awareness for GrassWorks

Country Today story

6 hours of DVD

A lot of volunteer work

Dave: the workshops could benefit from more prep time, and no more than 2-3 workshops

Lanice: **Conference committee**

Sound system

Temp of rooms

Ryan Klussendorf is chairman

Cheyenne: **Public Relations** with Jerry Jaeger

Web site

Booth schedule

Will network with other states

Jerry: brochures available printed and on website

Kevin **membership**

GrassWorks booth needs to be present at events

GW needs to be present at all Grazing events

Laura: packet to all Grazing coordinators

Kevin: at events collect e-mails and info for GW

Historically the membership from the conference, how can we grow? Newsletter

Laura: do we have a way to track membership?

Jill: we are working on a Data Base

Lanice: we still need snail mail for many members

Gerald: what about Graze Magazine? Could we have mutually beneficial special rates?

Newsletter: Jill is in charge. She needs articles. Bridget will edit and help with first one

It will be seasonal, and available on website

Joe T.III: **Apprenticeship**: meeting with steering committee, co-grants, directors

Developing systems

Info management, mission statement, 3 working groups

1. Developing case studies written by freelance writer. Focusing on success, failures, equity building
2. Foundation creation
3. Investment strategies: farmers and outside investors
4. New web design: one stop shop, info system, “match.com” style

Web site will be linked to GrassWorks’ site

Access to Apprenticeship must be a GrassWorks member

Meeting with industry to play part

Will be meeting with Organic Valley intern (they have \$FAFO 5cent check off)

Meeting with DFA Grazing executives

There will be a **Field Person position**

Kay: what about smaller players in industry?

Policy committee, Bridget Holcomb from Michael Fields institute: we need a Policy committee Priority sheet to help us determine if we want to sign on to other organizations’ causes.

GLCI runs out of money in 2013

We need Ben Brancel and legislators on to our farms

Farmers who are hosting pasture walks should personally invite their reps,
get local papers to cover story

Dan: need to coordinate with grazing network coordinators

Kevin: only elected officials, not candidates

This must come from the farmer

Bridget H: Farmers Union wondered why GrassWorks was not at the **Agriculture Coalition** talks

Run by Farm Bureau, presents united Ag front.

If invited we must “ play nice, but not sell our souls”

Ex: supported tax credits for processors

Organized demonstrations against Michael Pollen

Decided not to lobby against “buy local” campaign

Grass Works Grazing apprenticeship Foundation

Tom: we may want to start a foundation to support the future of Apprenticeship program

Jean: provided handouts to explain what a community foundation is

Sue: scholarship potential

Dan Marquart of Taliesin farms

Dan would like to see a demonstration farm at Taliesin

Farm Advisory Board

Gary Zimmer, Ronda Gildersleeve, Claire Mikolayunas (sheep), Paul Dietmann and Daniel

Marquart (beef)

130 acres could be in grass, could be an oak savannah

Opportunities:

Grass farm operation

Apprenticeship

Research partner with UW

Public education

Branded products, veg, honey, meats, cheese

Tours

Livestock auction

Dan: June 15, 2012, Horst Stables in Thorpe, WI

4% of money goes to GrassWorks

Contact Matt

Grow WI Grazing Initiative see handout

w/ **Ben Brancel** at a round table with conservation groups

Laura: encourages existing agencies to do day to day education, grants are for fostering innovation

Land Conservation Board annual State meeting

Joe spoke about the apprenticeship

Paul presented environmental and financial information

Pointed out how grazing complies with land and water plans of each county

Personal

Contract with Jill

Contract with Lanice

Contract with Bridget is on hold until July 1, she is writing a job description

Lanice: we need an indirect cost rate for grants. Indirect cost include phone, office, rent etc

GrassWorks has a 4.2% indirect cost

MM/S by Kay and Kevin to accept indirect cost policy. Passed

GrassWorks display

Kevin, Cheyenne, Joe and Bridget to get pull up displays

Data Base

MM/S by Kay and Dan to invest in Data Bank Now software. Passed

Jill: \$250 set up, and \$99 monthly charge. Includes: social media tools, membership, fundraising, cloud storage.

Dave: If 20 people more per year renew membership, Data base is paid for.

Jerry Brunelli cont.

Dan: 38 day attendees, 68 evening attendees

\$1330 minus \$310 expenses

Grazing planner certification

Brian: similar to Society for Range Management and American Forage and Grassland Council certification in lieu of 4 year degree. Would GrassWorks like to be involved?

Brian will do more research

Paul's plan see handout. This is a response to the Governor's 30/20 plan

Tom: add info on Small Business development. We need to find an elected official to champion this idea

Laura: We should focus on preserving the 11,000 dairy farms we have

The 30/20 plan should focus on people and family farms

Jerry: 30/20 focused on growing the processors, with no thought to farm profitability.

Bridget H: what is your ask?

MM/S by Dan and Cheyenne that GrassWorks approve ; "The Case for Balanced Growth in the Wisconsin Dairy industry," as a GrassWorks approved document with the addition of Small business and preserving existing farmsteads, and what visitors expect to see (tourism), and with approval of policy committee. Passed

Other new business

Dave: next meeting we talk Social Media and stewardship of funds

Summer picnic: Bill Guell farm, Friday July 27,2012 1-5 p.m. Eden WI, near Fond du Lac

Kevin: GrassWorks now has access to a computer projector

Bob is biking in Ride to Farm

Dan si hosting an open house June 16, 2012 at his farm. He is charging \$3/person money to go to GrassWorks. He requested money for advertising.

MM/S by Bob and Kevin to grant Dan \$300 for advertising. passed

M/MS to adjourn. Passed

Next board meeting, Thursday, **July 19, 2012, 10a.m.- 2p.m. Schmeekle Reserve, Stevens Point**

Respectfully submitted,
Wendy Galbraith