

GrassWorks Inc.
November 15, 2012
Board meeting

Schmeekle Reserve, Stevens Point

Board members present: President Dave Johnson, Kevin Mahalko, Dan Olson, Matt Hartwig,
Robert Winkel

Executive Director Jill Hapner,

Advisors present: Paul Daigle, Laura Paine, Brian Pillsbury

Associates: Lanice Szomi,

Guests: Gerald Berg, Gerald Jaeger, Margie Lempert

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

Secretary report

M/M S by Dan and Matt that we accept Secretary minutes as printed, passed

Treasurer's report

Kay & Jill will be working on possible format changes to the report and a separate restricted & unrestricted fund balance line items. Would also like to move contract labor under the corresponding grant number for clarity.

M/MS by Bob and Dan that we accept the Treasurer's report and place it on file for audit. Passed.

Draft Budget: Jill presented the draft GW operating budget

Discussion revolved around ways to cut expenses, such as utilizing more electronic versions of the newsletters, conference mailings, finding sponsors for such items or even selling ad space within. The email category of member records needs to be populated in DataBank. Will try to capture as many emails as possible with the conference registrations. After the conference, review what value a GW membership is to the producer.

Committees:

Conference – Szomi handed out the almost final presentation agenda. Sponsorships are coming in & booth interest is being expressed. Things look to be on track.

Public Relations – Kevin asked that farm or GW-oriented pictures be forwarded to him. Kevin is working with Due North Designs on booth materials.

Membership – Looking for nominees for open board seats. Sam Zimmerman was suggested for the NE sector. Matt Hartwig will also run.

Public Affairs – proposed Farm Bill extension for 1 year in the House. Dave J. working with Mary C. Anderson, WI-GLCI president, on getting 10 members in the Assembly & the Senate to sponsor a budget bill supporting GLCI in the State Budget. Need members to contact legislators via phone, letters, local paper editorials or invite to exposure events such as local pasture walks/conferences.

Dairy Grazing Apprenticeship – The group met on 11/14/12 and approved their bylaws. Staff will be seeking nominations for a board of directors positions. Will be hosting a meet & greet reception during the 2013 GW conference where other master/apprentices can network, along with GW board members.

Foundation – Dave had set a \$10,000 goal for Board contributions, but also a \$10,000 goal from membership during the conference. Group felt this was possible.

Speaker's Bureau: Margie Lempert & Jill Hapner

A draft outline for the core presentation was passed out. It can then be customized to the area or topic. There will be a test run at the grazing conference. It's a great start to get a consistent message for all about grazing.

Executive Director: Jill is working on a map to reflect the representative areas for the website so members can see who their GW rep is. She is also working on a spreadsheet that identifies potential funding sources. The strategic plan needs to get done since that is helpful for core grant wording. Jill will work with Kay to develop a budget for each project/program that GrassWorks sponsors.

Plan for Balanced Growth – Paul Daigle encouraged members to keep contacting & educating legislators about grazing & the importance of GLCI. The training that Bridget Holcomb on a recent teleconference was beneficial. There are also key talking points developed & were sent out. Paul will work with Szomi to get the grazing guides to her & also the contact information for the Grazing Advocate award.

Meetings:

By-laws – This will be second reading of the by-law change. The proposed change is: **section 1A. change** last sentence to read, “officers may hold only one office at a time on the Board.”

Grazing Lands Advocate award – The original nominee will not be person at the conference to accept the award. So it was decided to go with a back-up nominee.

M/MS by Kevin and Matt to accept the proposed nomination form & continue to develop a review process. Passed.

Social Media - We have a few “friends/likes” on Facebook. Conference information will be posted as well as any current events of interest by Szomi.

Strategic Planning: Laura Paine was the facilitator for this exercise. This will be the development of a 5-year plan (2013-2018). After much discussion – the mission statement is: *GrassWorks, a membership organization, provides leadership and education to farmers and consumers for the advancement of pasture-based agriculture today and tomorrow.*

The vision and goals were reviewed. Will need to identify long term & short term goals. Homework for the board – suggest short term goals and plug into the long term goals

M/MS by Robert and Matt to adjourn. Passed

Respectfully submitted,
Lanice Szomi