

GrassWorks Inc.
March 21, 2013
Board meeting

Portage County Public Library, Stevens Point

Board members present: President Dave Johnson, Kevin Mahalko, Kay Craig, Dave Vetrano,
Peter Arnold, Dan Olson, Matt Hartwig, Robert Winkel, Cheyenne Christianson, Juli Engel
Executive Director Jill Hapner,

Advisors present: Paul Daigle, Laura Paine, Brian Pillsbury

Associates: Lanice Szomi, Joe Tomandl, III,

Guests: Gerald Berg, Gerald Jaeger

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

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- **Secretary report**

M/M S by Kevin and Cheyenne that we accept Secretary minutes as printed. Passed.

- **Finance Committee**

Treasurer's report - Kay handed out the treasurer's report. Checkbook balance is \$14,771. All conference bills have been paid, as has the line of credit loan.

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

Passed.

Fundraisers – Discussion about having a grassfed sale this spring.

M/M S by Bob W. and Kay to have May 10, 2013 as the sale date for a dairy & beef auction

and to establish a fall date. Lanice, Dan & Matt to work on advertising, certification for the Beef Co-op, etc. Passed.

- **Committees:**

Conference: Lanice presented the final report to the Board. Dan stated that we need to increase attendance, possibly through business sponsorships for attendees. Conference committee will meet soon to go over new strategies for 2014.

Public Relations: GrassWorks Gazette page was submitted for April edition of Graze.

Cheyenne to write an article for the next one. Possible coupon book for new members.

M/M S by Kevin & Dave V. to donate a bag of GrassWorks blend to Organic Valley silent auction fundraiser. Cheyenne to deliver. Passed.

Discussion on other area events – do we do sponsorship levels vs. booths. Jill, Kevin & Lanice will work on new booth layout.

Membership: Speakers Bureau will help with nonfarm membership. Dan to draft a letter for heather to pitch to sponsors – the value of a couple book – for new members. There have been offers to help with funding shortfalls from local businesses. Do we want to be inclusive? Sponsor coordinator/finance committee should meet & handle proposals & draft policy. For now it'll be a case by case basis.

Dan's local cheese plant would like to use GW logo on special batches of cheese made from milk only from Dan's farm.

M/M S by Kay & Peter to accept the proposal from the cheese plant & for Dan to coordinate the wording. Passed.

M/M S by Kay & Cheyenne for the finance committee to meet with Laura & the sponsorship coordinator to create policy on how to handle these proposals. Passed.

Public Affairs: Dave/Bridget to draft a letter with Mary C. Anderson (GLCI) in response to Sec. Brancel's speech to Joint Finance. Renewed effort to get graziers to attend Joint

Finance listening sessions being held in April. Watch for more info via the website or email.

DGA: Joe Tomandl, III updated the group on the status of the apprenticeship program and some of the new relationships being cultivated with legislators. Exploring possible investment models & funding sources to move the program along.

Foundation: Balance is at \$9,310.30, as of 3/9/13. Now what – membership/foundation drive? \$10,000 mark for next decision on how money is to be used at Foundation.

Ag Coalition: Jerold reported that the new NRCS conservationist was there. Topics discussed include raw milk, reed canary grass, country of origin labeling. Kara Slaughter is the Farmers Union lobbyist.

Executive Director: Jill reported that the current Ed/Demo grant that supports her position and Lanice's communication coordinator position ends 9/30/13. She did a test of the power email function on Databank. Edits are being done to the GW brochures, along with the web versions. Future funding will depend on completing the GW strategic plan. The rest of her year will focus on finding funding.

- **Speakers Bureau:** She'll do the report & reimbursement that is due 3/31/13. Extra funds were received from GLCI and need to be used by 11/30/13 (for both the speaker's bureau & the conference). Good feedback from the conference dry run. Name changed to "Grazing Ambassadors sponsored by GrassWorks." Will have 3-5 talks by mid-May. Dave & Margie doing initial talks to solidify core. Evaluation form being created for feedback. Dick Cates & Margie to review initial speaker interest list – Jill to find venues.
- **Profiteer Consultants/Mentors:** Laura reported that she'll draft a survey to send to producers/beginning dairy with newly issued dairy licenses, if she gets funding. In 1997- 50% of new dairies started using MIG. Profiteer consultants – Farmer is the mentor. Producer gets 30x20 grant to compensate mentor for time. GrassWorks could host this listing on its website.
- **Strategic Planning:** Group reviewed the current document page by page. Suggestion to add financial history. Dan to supply wording. Laura & Jill will summarize the wording changes & send out for another look by the Board. M/MS by Dave V. and Kay to accept this as our first reading of the preliminary draft. Adoption of the plan will be contingent upon email agreement. Passed.

M/MS by Dan and Bob W to adjourn. Passed. Meeting adjourned at 3:34 pm

Respectfully submitted,
Lanice Szomi