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 Sate meeting
Joe spoke about the apprenticeship
Paul presented environmental an 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 is 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. Schmeckle Reserve, Stevens Point

Respectfully submitted,
Wendy Galbraith