

# GrassWorks Inc.

## Board meeting March 20, 2014

3.20.2014	10am	Schmeekle Reserve, Stevens Point
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Meeting called by	President David Johnson
Treasurer	Kay Craig
Secretary	Wendy Galbraith
Vice President	Julie Engel
Board members	Dave Vetrano, Dave Heigel, Cheyenne Christianson, Kevin Mahalko,
Advisors	Paul Daigle, Brian Pillsbury, Laura Paine, Vance Haugen
Staff	Executive Director Jill Hapner, Communications coordinator Lanice Szomi
Guests	Jerold Berg

### Minutes

1/18/2014	Sat 7am <b>(MM/S) Motion made and seconded</b> to accept. Passed
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1/18/2014	Emergency meeting
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Not approved. Needs more details

### Treasurers report

Current balance	\$25,715.67
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#### Discussion

Jill: \$5,000 of the balance is restricted grant money

Kay: with the GLCI grant money there was a loss of \$9,896.62, without grant a loss of more than \$30,000

Conclusions	Without the grant money, the conference will have to change. The Patriot Center will be under new management.
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**MM/S** to accept Treasurers report. passed

### Insurance

Kay	We presently have a General Liability policy
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Discussion	It costs us \$659 per year. We also have non-hired, non-owned vehicle insurance
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Do we need "DNO" (Director and officers) insurance? This type of insurance protects the officers and directors from financial claims

Julie: also did research. As VP she recommends we continue present insurance alone.

<b>MM/S</b>	Continue present coverage. Passed.
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### Executive director report

Jill Hapner	New membership brochure, 1800 printed. They are aimed at farmers and non-farmers. Grazing Ambassadors have them	
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Vance	Please remove the horns from the picture	
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GW map	Board member boundaries. Exemption for this year,	
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Paul	This has been discussed many times, let's leave it alone	
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Data Bank	3 people are now trained to use: Jill, Lanice and Julie	
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Kay	Can add membership data	
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Future funding	We now have our Strategic plan	Needs a digital copy of 990
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	We have created a budget	The IRS has received the non-profit papers
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Grants	Have closed out 3 GLCI grants	
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	4 <sup>th</sup> GLCI grant is completed	
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	We have 2 strategic initiative grants with NSAC	The funds are restricted
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Michael Fields inst	Report on CSP	
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Jill Cont.,	SARE grant- funds restricted for Lanice's position	
	GLCI last grant for Speakers Bureau	
	Gift from Organic Valley for Speakers Bureau	
Budget	GW needs \$22,633 a year to keep afloat	
	4 grants are pending	
Fiscal year	Need a new start date	
Finances	Please copy to Jill all invoices sent to Treasurer Kay for record keeping	Now using Excel for budget
Grazing Ambassadors	5 talks have been given. 15-20 will be scheduled or completed by May	
	Take the display to other venues that share our goals	
	Grazing Ambassadors are starting their own website	
	Need grazers at the meetings to add to the talk	
	Will need money to continue Speakers Bureau. They now receive \$100 plus mileage	
Attention all members	There will be bylaw changes at the May GW board meeting	Membership date etc.
	All board members should look at Bylaws on website by May meeting	
Conference report		
Lanice	22 more attendees than 2013	
	More speakers and exhibitors	
Look to her reports	Good feedback. Either love or hate the facilities. Good food. Good trade show set up	
Thanks to Winkels'	The bookstore was a success	
	Auction well received	Where do we go from here?
GW vs MOSES conf.	There are 1200 organic farms vs 8000 grazing farms	
Vance	The regional meetings take in more people	
Paul	Team with the regional. Have Statewide in one day	
Kevin	Could we go the UW on the cheap- during winter break? Any public owned facility	
Lanice	The Stevens point Holliday inn is competitive for facilities, more expensive for food	
David J. suggestions	No more free rooms for board	
	Only give free conference to speakers who work the whole time	
	Let planner choose the committee to get new ideas	
Lanice	Is resigning as conference planner	
Kay	Need a major change!!	
Kevin	3 days is too long	
Vance	There is still a need for a Statewide conference	
Julie	The problems are money, membership, we need to court master grazers	Get the word out
	Use the data bank	
Jill	The cost per person must equal the fee charged	
Dave V	What audience is the conference designed for? Professional grazer or consumer?	
David J.	Heather says she could do the traditional conference for \$60,000	She started value added conf
	Heather would like to be in charge	
Heather's conclusions	Would have one big speaker	
	Put out bids for venue and food	
	Pay her a base plus incentive	
Value added Conf.	May be abandoned	

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Kay	What about reaching restaurants and stores to sell grass fed?	
David J	Indianhead Sheep Breeders interested in joining our conference	
Paul	Professional group CEU (continuing education) a possibility since we get a lot of	Technical folks
Vance	A shorter conference may mean less fellowship time	
Ideas to save on food	Trim meals. Charge for big meals	
<b>MM/S</b>	To offer Heather a \$500 stipend to create some proposals with budgets and plans	Either traditional or shorter
	And report to David J. by April 20 <sup>th</sup> . If we offer Heather a contract the stipend will	Roll into final contract. Passed
<b>MM/S</b>	Dave J. will attend River Country meeting and explore options for their conference	
<b>Discussion</b>	Not to partner. They have been partnering with Farmers Union in the past	
	Passed	
<b>Public Relations</b>		
<b>David J</b>	Our summer picnic will feature lamb!	
<b>Cheyenne</b>	He attended the CAP meeting, was the only farmer. They are forming to promote	And preserve grasslands
	They are working on a mission statement	
<b>NW grazing conference</b>	Sept 7,8 to feature Woody Lane	
<b>Sheep fest</b>	Sept 5,6 and 7 also featuring Woody Lane	
<b>Membership</b>	Display to Bob Winkel	
<b>Data Bank</b>		
<b>Julie</b>	It needs a lot of work! We could either cancel, pay someone, or have a board	Member take it over
	Julie would do it, but nothing else	
<b>MM/S</b>	That Julie resigns as Vice- President.	Passed
<b>MM/S</b>	Nomination of Kevin to be Vice-President. No more nominations.	Passed
<b>Julie</b>	Now in charge of Data Bank. Needs a membership committee, and 6 months	
<b>MM/S</b>	That each board member call GW members in their region to ask questions	Passed
<b>Ag Coalition</b>		
<b>Julie</b>	Our group should be prepared to be politically active with big Ag	
	Only to groups at coalition aimed at consumers, Farmers Union and Grass Works	Ex. GMO and humane animal tre
<b>Kevin</b>	IOH implements of husbandry (farm machinery on roads) is our common ground	With other ag groups
<b>DATCP</b>		
	Laura's former position	
<b>David J</b>	DATCP is planning to retain the position with modifications, more tasks	Marketing rather than education
	We asked that it stay focused on Livestock and Dairy	
<b>Laura</b>	DATCP has dropped the level of classification	
	Wanted by the Organic and Grazing community	
	Ben B. wants position to be tech assistance, not proactive building groups	Ex. Grass Fed Beef Coop
<b>NRCS</b>		
<b>Brian P</b>	The project fund proposal for \$2 million is dead	
	Jimmy Bramblet has decided to move the initiative ahead and create a	Pasture pool
	There is \$600,000 available for cost share in 16 counties for EQUIP	
	He would use \$50,000 for education partners to educate about EQUIP.	
	Money would come from reimbursements from signed contracts	Will know by July
<b>GW Foundation</b>		
<b>Present balance</b>	\$12,286.64	

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## Taliesin Demo Farm

	Bio-Ag's Gary Zimmer has pushed hoop houses. Dan Smith would like to see	Grazing.
<b>Suggestions</b>	Laura should broker with a producer and create a grazing plan	
<b>Julie</b>	We should be cautious about putting our name on this due to politics	
<b>MM/S</b>	Adjourn	Passed
<b>Next meeting</b>	May 15,2014	
<b>Respectfully submitted</b>	Wendy Galbraith	