



## Coulee Region TU Minutes

Meeting was called to order at 7:01 p.m. on August 8, 2024.

Board directors present: Berger, Freund, Jonson, Kyte, Muresan, Rees, Spademan, Townsell, Welter D., and Welter K.

Board directors absent: Hubbard and Jester

Quorum is present.

The President called for any discussion of the minutes of the July 11<sup>th</sup> meeting. There was no discussion and it was moved by Rees to approve the minutes as presented. The motion was seconded by Freund. There was no discussion and the vote to approve the minutes was unanimous.

### President's Report

- The President again opened the discussion of the publication of the board minutes on the Chapter's website. It was again noted that sensitive personal information be masked, but there was no opposition to publishing the minutes. It would be a good example of transparency for any chapter member interested. It was suggested that a separate page could be used on the website or re-purpose one of the pages that is not being best used. Muresan also noted that she would add the minutes and other pertinent chapter documents to the document section of the chapter at national TU.
- General Call for Volunteers – Muresan reported that due to the work to organize STREAMGirls she had not yet had an opportunity to evaluate the use of SignUp.com. It was also noted that the issue of attracting volunteers to track was still an issue. This issue was deferred for further discussion.
- The President again advanced the discussion of capacity building by using personal 'asks' to members who might be interested to increase the volunteer rate. Muresan volunteered that her experience reaching out personally for volunteers for STREAMGirls was disappointing, but that a personal ask was definitely necessary. This discussion was deferred until next session.

### Treasurer's Report

Financials were presented by Rees as Chapter Treasurer. It was reported that the current bank balance is sufficient to support anticipated activities. It was noted that the pending distribution of \$5,000 for the matching contribution to the Friends of Wisconsin TU grant for the Mormon Coulee project is to be diverted to a project that can be funded this year as the Mormon Coulee project is delayed. Freund has indications from Kim McCarthy at Friends of Wisconsin TU that the funds can be applied to a similar project. He also reported that Eric Kramer from WDNR has mentioned that a project on Dutch Creek is getting ramped up and would be a candidate for the transferred funds. Freund will report back to the board with further details.

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It was also reported that Monroe County had inquired about funding for mowing activities, but there had not been any activities undertaken at this time.

Motion was made by Townsell and seconded by Berger to accept the Treasurer's Report as presented. There was no further discussion and the vote to accept the report was unanimous.

## Committee Reports

- Membership Events – Muresan reported Lauren Genske would be willing to share her experience at the TU Expedition with the chapter at either the January 2025 or April 2025 meeting. After discussion, Muresan was instructed to let Lauren know that the January meeting was preferred. Welter D. suggested that Jason Randall be invited to speak at the April 2025 meeting. He also reported that he would make the invitation.
- Youth Outdoor Fest – July 13 – Spademan reported that the joint venture event with La Crosse Parks and Fish and Wildlife Service was very successful. The booth location was excellent to capture walk-by participants for fly rod casting and fly tying. It was estimated that over 100 families visited the booth.
- STREAMGirls – August 10 – Berger reviewed the program schedule and event leaders. Muresan reported that all the waivers and releases had been received and processed electronically and all the shirts, bags, certificates, notebooks, and other items were ready to go. Five (5) participants were engaged from the local community bringing our confirmed total to 13 participants.

## Old Business

- WDNR request for financial/workday assistance for tree cages – Freund reported that the project would commence in the fall before the deer rut. A total of 42 re-usable cages will be built.
- Chris Veit issue – Access on the Bad Axe – no update and item to be closed.
- Cabela's grant application - Welter D. reports that it is a work in progress.

## New Business

- 2025 Fundraising Campaign Ideas – Muresan presented a discussion document regarding the need to raise funds beyond the annual fundraiser and the timing of such work. A chart of sources and uses of the last fiscal year funding was presented and it was discussed that the chapter must dispel the thought that we survive on dues. It was suggested by Spademan that re-arranging the chart and tagging items in different ways might yield a brochure piece that could be used to talk to potential donors. The potential of more charitable contributions, especially QCDs, was discussed. Townsell also mentioned monetizing the donation of fishing gear after death and legacy requests (putting TU in your estate planning) could also be considered. Rees reported that other TU chapters had used a 'Red Envelope' donation campaign where donations could be earmarked for Youth Education or 'Best Use' and such campaigns had been successful. The need for a 'heart-strings' project was indicated for a matching donation challenge, but the challenge would be to find something appealing. Freund suggested that we engage a smaller group within the board to tackle this idea.
- 2025 Event Schedule and coordination with other organizations was discussed. TroutFest is usually a set date as is STREAMGirls, but early communication with other organizations the

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chapter partners with could avoid some conflicts and increase the chances of other organizations participating in our events and vis a versa. It was also suggested that perhaps a Community Partners Day/Event could be hosted to help everyone get to know each other better.

- Volunteer Thank You/Acknowledgement – Muresan reported that all non-board members who volunteered this year would get a thank you card for their support. It is hoped that being acknowledged would promote future participation.
- Welter D. suggested that a stream walk with the political candidates and incumbents would promote an opportunity to engage about TU activities and help with illustrate some of the challenges (and successes) that exist. It was noted that timing might be somewhat short to organize this, but it was a worthwhile activity to plan for.

### **Adjournment**

With no further business, a motion to adjourn was made by Rees and seconded by Townsell. There was no further discussion and the motion passed unanimously.

The meeting was adjourned at 8:13 p.m.

Submitted:

Deborah Muresan, Chapter Secretary