



Full Board of Directors Minutes

December 14, 3:00 – 4:30 ZOOM

Members Present: Dallas Eggers, Marty Harding, Nancy Hoffman, Melanie Kleiss, Carol LeBreck, Lynne Moratzka, Bill Neuman, Gayle Prest, Julie Smendzuik-O'Brien, Dick Wolleat, Monika Zachay

Members Absent: Jason Laumann

Staff/Guests: Alyssa Auten

I Welcome Melanie

II. Approve agenda Motion to approve Gayle, Second Carol **CARRIED**

Approve August 2023 board minutes Motion to approve Nancy Second Dick **CARRIED**

III. Retreat Notes and Strategic Direction Discussion

Monica

Focus on 2024 strategic plan goals and mission..does this work?? Post on website?

Vision to gather, honor and share substantial stories

Suggest a the review plan at each meeting to “word smith” and agree on all wording, clarity of mission and vision and standardized usage of same.

IV. Budget

Nancy

Suggest some adjustments

Organize by income/expense/programs/restricted

Question regarding money at year end...real number as report is for Dec. 14, '23 (\$7671.00)

Average monthly expense estimate \$5,000.00

Motion to accept: Nancy, Second Dallas **CARRIED**

V. Legislative Update 2023 progress

Gayle

Douglas County, WI Forestry working on new language regarding forestry

Request letter of support from WI Forestry Assoc. Monica to do.

How and what to share with all legislative groups? Up-date quarterly and also share year end 2023 review on NWW progress by Dec. 21, 2023 to Monica.

VI Committee Reports and Discussions

Economic Impact

Nancy

Possibility of Passport Program thru Bandwango

Used by Chambres of Commerce, Tourism and EDA groups etc.

Costly; maybe use for specific fund raiser?

Questions: How ready to use? How to promote? Develop themes/seasonal use?

Board and Organizational Development

Julie

No report

Comments from Marty: It is urgent that we are still a WORKING board, committees need re-working and commitments, Board support for Monica's insights to gain national designation and make plan for committee assignments and time line to gain national designation

Communications, Education and Outreach

Marty

Newsletter due in January

Early January meeting with Jasmine Collins about social media plans:

Watershed Wednesday FB

Saturday Select FB

St. Croix Select (formerly Literary Corner)

Trading Post FB

NWW Live!

Include Monica's outreach update, via email to Exec.Comm and Board

Include Gayle's outreach update via email to Exec. Comm and Board

Programs and Projects

Marty

NWW Artist in Residence. A pilot program featuring Laurie Allman.

Motion for Board approval depending on funding Gayle, Second Carol CARRIED

Website updates done by Alyssa

Refresh our brand, use consistent fonts, layout look etc. 14 pages up-dated so far

Board log-in password specific

Promote use of LNX and CLIO

St. Croix Select

Added Sue Thomas and Cecily Harris to work with Bill, Monica and Alyssa

Motion to send a Send a thank you note to Jassmine Julie, Second CARRIED

Finance and Development

Nancy

Give MN brought in \$2100.00 from 12 donors

Year end Appeal for gifts \$50.00 or more, \$5,000.00 match thru FB and email by Monica

VII. Other Business

Dallas offered use of his photos of bridges on the St.Croix for poster use to help connect folks in the watershed area.

VIII, Adjourn Motion to adjourn 4:39 pm

Respectfully.

Lynne Moratzka, Secretary