

**MWCA Board of Directors Meeting  
January 24, 2005  
Red Lion Colonial Inn**

**Members present** – Jack Eddie, Dale Butori, Jennifer Cramer, Mack Cole, Amy Adler, Jim Gordon, Scott Heidi, Joe Weigand, Kim Goodwin, Clint Clark, Carla Hoopes, Jim Freeman, John Day, Marijka Wessner, John Moodry, Bob Gilbert, Jerry Marks, Scott Bockness, Dave Brink, Dave Burch, Dave Schulz.

**Unexcused members** – Chuck Jarecki, Kevin Suzuki, and Paul Wick.

**Guests present** - Terry Profota, William Volk, Margie Edsall, Eric Miller, Betty Sykes, Janie Alt, Jason Smith, Stan Huhtala, Kenny Keever, Stephanie Bateman-CIMA, Kellianne Morris, Jim Sparks, Hank McNeel, John Armstrong, Wayne Pearson, and Alan Bemis

**November minutes approved**- Amy Adler motioned we approved, and Jack Eddie seconded the minutes. All were in favor.

**Finances reviewed** – John presented financials and reported that 266 folks were pre-registered and we had about 380 members for 2005. Becky reported that we had two new legacy members: BASF and Helena Chemical and BASF donated \$1,000 towards the happy hour. Scott motioned to approve and Jennifer seconded the financial report. All were in favor.

**Legislative report** – John Moodry reported that the e-committee was introduced into the house. Introduced bills are being sent out over the listserver. John discussed HB 266 and the first hearing would be happening on Tuesday, January 25, and he encouraged everyone to attend. John and Bob Gilbert discussed proposed bills: HB 359 (give authority for local governing entity to give stricter standards within a given area) recommended we oppose; Dave Lewis HB 400? (required weed management plans in the transfer of property); In LC 1350 bill proposed by Janet Ellis with Audobon Society (additional fee of .10/acre on all state lands) keep an eye on it. LC 1413 (revise NRCS authority when regarding noxious weeds). Dave Burch reported the MDA would be meeting with NRCS to address issues. Jerry reported on HB 359 introduced by Gail Gutsche (regarding pesticide laws). SB 144 is signed and approved and waiting for appropriations.

**Committee reports** –

Education committee – Marijka reported on the committee meeting set up for February to review grants and also reminded folks of the silent auction.

Research needs committee – Jim Freeman reported that the committee is reviewing research grants right now.

Coordinator support committee - The spring meeting has been set up and the Committee will also be meeting at the conference.

Biocontrol Committee – Jerry Marks reported that they recently had a good meeting. With changes in homeland security, problems have been created for biological control in general. The committee did establish five questions for risk assessment. They will be sending out a survey to set priorities for the committee.

**Bylaws change** – Jerry reported on the proposed bylaws change which would include the past president as a voting member in the executive committee. Jack called into question the fact that the past president would be expanding the board when here we are trying to cut back on number of board members. Jim Freeman stated that we need to keep operating as we are until changes are made. Jennifer asked about the number on the ecommittee and Scott and Bob answered that there are four and the ecommittee rarely makes board decisions outside of board meetings. Marijka questioned whether a four-year term is too long for a person to commit too? Bob replied that it is a serious commitment and it is up to the individual to decide to make that commitment.

**Board policy and financial proposals** - Jerry reported to the board for approval of a new policy that proposals involving funding come before the finance committee to make sure funding is there prior to board meetings and then to make recommendations to the board. Current budgeted items are not included in this requirement. *John moved that any financial request to this board outside of the approved budget must be presented to the finance committee to make a recommendation to the board. Bob Gilbert seconded. All were in favor.*

**MWCA strategic plan and direction**- Terry Profota of Sage Solutions was introduced and reported on the progress of Strategic Planning meetings held in November and December 2004.

Opening comments included recognition of the dedication and passion of the workshop participants and the value that they bring to the Association.

In addition the point was made that the decision to assess the organization and make changes in its structure is in no way a reflection on MWCA's past. In fact, it reflects the deep commitment to continuing the success of the past into the future, as well as recognition that environmental changes (Ecology, population, Demographics, Agencies) affect the Association's ability to continue to do so within the present organizational model.

The goal of this strategic planning process is to create an organization that is mission-driven, energized and organized to meet its goals. The timing for this activity is excellent, in part because legislative measures are under consideration that may impact nonprofits business and organizational structure.

Review of Workshops:

At each workshop the workgroups began by agreeing on a definition for "consensus." All items that were "voted" on were passes unanimously. It is important to note that this does not mean that these ideas have been approved organizationally. Organizational approval will be asked for upon completion of the planning process.

November Workshop:

Goal: Begin the Strategic Planning Process and Mission Development

The following are highlights from the November workshop. They relate to the steps in the Strategic Planning Process.

1. Discussion of the factors that impact the Association. In traditional Strategic Planning this is called an “Environmental Scan or SWOT”:  
*External Influences:*  
Lack of a political voice ◊ Perception - Public ◊ State laws ◊ Increase in type & spread of weeds ◊ Funding Sources  
*Internal Influences:*  
Self-interest ◊ Limited Staffing Lack of Funds, Cooperation, Vision, Willingness to change
2. The group then discussed the answer to the question “What needs can MWCA fill in out State?”  
Network/Social ◊ Communication ◊ Coordination ◊ Identify research needs  
◊ Facilitating the understanding of integrated weed management  
◊ Professionalism to the industry ∇ Education/public policy
3. A Mission Statement was agreed upon.  
The mission of Montana Weed Control Association is to strengthen, support, and, coordinate weed management efforts in Montana in accordance with the Montana Weed Plan.
4. The workgroup discussed areas to on focus to meet this Mission.  
These are:  
*Networking, Research Assistance, and Education*

December Workshop:

Goal: To elaborate on each focus area and begin to outline goals; then to move to discussion, input, and idea generation regarding committee and board structure.

Mission, Vision, Values:

Vision, Mission, & Values are usually the starting point in Strategic Planning. At the previous workshop the group crafted a new mission, at this meeting Values were agreed upon.

Stated and agreed upon Values become the standards to which the board, officers, members, and actions are held accountable.

Values -- Montana Weed Control Association is: Supportive, Transparent, Respectful, Inclusive, and Collaborative.

Goals:

This work offers a strong foundation, yet will most certainly undergo additional consideration and revision as MWCA moves forward.

*Networking: The goal of MWCA’s networking activities is to create and sustain channels that encourage collaboration, participation, and sharing of knowledge and expertise in an inclusive and consistent manner.*

*Education: The goal of MWCA’s education activities is to provide non-biased and balanced collection, sharing, and dissemination of knowledge.*

*Research Assistance: The goal of MWCA's research assistance is to gather input from members to ascertain research priorities, to communicate priorities/needs to the research community, to assist in the funding process, and to relay research results back to the membership.*

#### Committee & Board Structure:

The workshop participants openly discussed views, feeling, and concerns regarding restructuring. No decisions were made, however a few key points were agreed upon. In regards to Committees, the restructuring will most likely have fewer standing committees and utilize sub-committees more often. Committee Chairs must be MWCA Board Members however the sub-chairs do not. Terry reminded the group that the purpose of committees is to get the work done to support the organizational mission. Committees are to serve the organization, not vice versa.

The discussion regarding the Board structure was the opportunity for many viewpoints to be heard. Again, no decisions were arrived at but at least two points of agreement were reached. First, the focus should be not just on size-cutting, but instead should focus on constructing a "meaningful board" (unless Federal Law legislates otherwise). This translates into a board that has the manpower to support the activities needed to achieve the Mission, the Board size will flow from those needs. Advisory Committees and participation on Committees will be encouraged as an excellent channel for input and inclusively. In a well-designed organizational structure the committees hold much power in that they do the leg work and make recommendations to the Board, the Board then acts on these recommendations.

#### Comments on how to move forward:

The strategic planning meetings in November and December have accomplished excellent work in the area of mission development, value articulation, and goal clarification. More work is needed to develop the objectives or strategies to reach these goals; and then to craft committee action plans for accomplishment. Input and participation is encouraged by all. Members can either communicate with the Board, Officers or e-mail Terry (tlprofota@imt.net) directly. Input at this stage is important, after the final draft of plans, discussion, and vote all members are expected to support the new structure.

#### The Next step:

The recommendation for the next step is to appoint a small work group consisting of the E-committee and the Assessment Committee to meet with Terry for a two-day retreat to craft the details of an organizational plan. The results of this workshop (along with alternatives) will be presented to the Board and other interested parties for review, input, and discussion. The final product will then be delivered to the full Board and the Membership for approval.

**Other business** – Kim wanted to present new drafts of the brochures to everyone for feedback during the annual meeting. She will need to discuss revised bids for the brochures with the finance committee. Regarding license plates, Kim has been working

with several publications to advertise the license plates. In one year, we've made over \$27,000 on the license plates.

**2006 Annual Meeting** will be at the Great Falls Heritage Inn. The DC trip is coming together and Dave Burch, Dave Schulz, Carla Hoopes, and John Moodry will join Scott Bockness in attending that meeting.

Becky suggested setting the dates for the 2005 Board meetings and they were established:

**Thursday - April 14, Bozeman**

**Thursday - Sept 15, Columbus**

**Thursday - November 10, Great Falls**

Meeting adjourned at 3:50 p.m.