

MWCA Executive Committee Meeting Minutes
Thursday, August 14th
Helena, Dept of Ag Conference Room 225

Strategic Plan reviewed & amended

The committee reviewed comments from board members and made some minor changes to the 2008 - 2012 strategic plan. *Once changes were discussed and added to the current draft, Judie Tilman motioned to officially adopt the strategic plan, John Moodry seconded and all were in favor.*

Annual objectives established (based on strategic plan) for staff, board and committees

Based on the strategic plan and board evaluation that was completed in March of 2008, the committee created the following objectives for the MWCA board: 1.) To promote and advertise the MWCA. Each board member would be asked to bring the MWCA to their individual world by presenting about the MWCA at least one time by March of 2009; 2.) To increase membership and build partnerships. Each board member would be challenged to generate two possible partnerships or memberships by March of 2009. If the board member was not comfortable asking those potential partners/members to join, they would submit names to the MWCA staff.

The MWCA staff would also be asked to complete annual goals based on the two objectives mentioned above. For promotion and advertising of the MWCA, the staff would 1.) Develop a marketable list of benefits for members and 2.) Create a PowerPoint message that would be sent on CD to each board member. Under the increasing membership and building partnerships objective, the staff would 1.) Follow up on partnerships as directed by the board, 2.) Develop a membership packet after the list of benefits has been approved and adopted by the board, 3.) Continue to build partnerships and relationships with identified organizations as directed by the board at the spring retreat, and 4.) Develop a system of monitoring the retention of MWCA members.

After the committees were able to view the objectives of staff and board as well as the strategic plan, they would be asked to come up with their own identifiable objectives.

Review 2007 - 2008 Financials & Review 2008 - 2009 Budget

Becky passed out the year end profit/loss statement for the 2007 - 2008 fiscal year and answered questions. No changes were made to the 08 - 09 budget. A review of finances is being completed with Peck and Peck at this time and results would be provided at the November board meeting. Becky asked if there was a need to create an Excel file for the budget for the board members for easier interpretation and the committee felt that a simplified version in QuickBooks was adequate.

ED Vehicle Proposal

John Moodry presented a proposal to the executive committee to consider buying or leasing a vehicle for the executive director's travels. With the cost of fuel soaring as well as state rate and the fact that the current director is required to put many miles on a old car and use her heavy duty truck to pull the cargo trailer and haul loads to various events, it would benefit the organization to invest in a vehicle. Discussion ensued about the pros and cons of leasing -vs- buying a vehicle. ***Dave Burch motioned to get three different vehicle bids with different makes and models and to look at both buying and leasing options with those vehicles. John Moodry seconded and all were in favor.*** It was also recommended to contact MDT about the possibility of a state bid process for the MWCA to purchase a car or if it could be run through a specific county. Becky/Jack would talk to Justun about that possibility.

Membership and Database discussion

Diana presented a PowerPoint presentation with information about the website and database as it related to our membership and to the lessons learned from the sponsorship seminar. Some high points included the statistics on Montana's options for dial up or high speed internet, the problems with our website as it has currently been designed and how it needs to be fixed, ID of the top pages visited on our site, current membership options and levels, a proposal to change our levels of membership based on value of services we provide, and information and ideas concerning our database with eTapestry.

Sponsorship Proposal

Diana and Becky attended a workshop put on by MNA with the Sponsorship Network back in May. They both took home many great ideas and lessons on soliciting for corporate sponsors. The Sponsorship network would be willing to look at your nonprofit and analyze if they would be able to

guarantee \$10,000 in sponsorships if they worked with your staff to create effective proposals. The cost for this service would be approximately \$5,500. Becky asked the board to consider hiring the Sponsorship Network to help us work on successfully obtaining corporate sponsors. Discussion ensued about exactly what the guarantee was and ***John motioned that if they guarantee we get the investment of \$5,500 back, we should hire the Sponsorship Network and that the guarantee would be approved by the executive committee prior to the hiring. Burch seconded and all were in favor.*** Becky would be contacting them to identify exactly what that guarantee was. In the meantime, Becky would draft up a proposal to solicit First Interstate Bank to sponsor our banquet dinner.

Grants update

Becky reported that four of our grants have been closed with the MDA and final reports were submitted. Death by Lecture, Re-organization, Weed ID book reprint and Zero Spread, phase III were all closed out. There was discussion on the need to improve the recording of match funds with these grants in the QuickBooks account and line items for match funding for publications within those grants would be added to QuickBooks.

Annual Conference update

Jack and Becky reported that the agenda was coming along well - all moderators had been lined up and with a recent conference call, topics were coming along nicely. The executive committee had to work on the opening speaker for the general session and three ideas for speakers were discussed: having a committee member from the new restoration council speak, having Catherine Hazelwood speak on funding opportunities from D.C. and having Roger Lang speak about economics and weeds. Becky and Jack would pursue these possibilities. The agenda and conference registration would open on October 1st. Becky and Diana are working on credit card issues for corporations.

Becky's evaluation

Jim reported that 8 evaluations were turned in for Becky and they averaged 4 out of 5 possible points. He would go over comments or concerns with Becky. John reminded the committee that all evaluations are reviewed with the director, the president and director sign off on the evaluations and they are sealed and archived with the association. Jim would get those evaluations to Becky.

MWCA Noxious weed rewards/new listed weeds

Becky asked about criteria of giving rewards and the ramifications with the five new listed weeds. Currently there is a Dyer's Woad and a Rush Skeleton task force and each of those entities give out \$50 rewards for newly discovered infestations in a county. The MWCA will continue to provide a \$100 reward for all category III listed noxious weeds if they are a newly discovered infestation in a county. All awards have criteria that states if the weed has already been discovered in that county, the county is not eligible for the reward regardless of new location or time lapsed since the last infestation.

Newsletter & membership needs

Becky relayed that she didn't feel the newsletter was meeting the needs of the membership and that Judie Tilman had commented that our newsletter was too long. Discussion ensued over whether the newsletter's format should be changed. Becky wondered if it would be a good idea for there to be a board newsletter and a membership newsletter. In the end, the board decided to leave the newsletter as it is.

Agenda started for November board meeting (Billings Crowne Plaza, November 18 &19)

The executive committee set the times for the meeting in November: November 18th would run from 9 a.m. to 4 p.m. and at 4:30 p.m. there would be a walk through of the hotel for those working on the annual conference and awards ceremony. At 7 p.m. the awards committee dinner would take place. On November 19th the meeting time would run from 8 a.m. to 4 p.m. Becky would review previous agendas and provide a draft agenda for the board to review.

Montana Non Profit conference

Becky passed around a flyer for the MNA conference and encouraged the executive committee to try to attend for even one day. Diana would be attending with Becky and there were no other takers. Becky would ask the board if any members would like to attend.

Other

State Employee Charitable Giving Campaign

Becky reported that it was once again time to decide on the amount of donations to give towards the campaign. In 2007,

the campaign generated about \$250 for the MWCA and we spent \$200 on door prizes for it. The Executive Committee volunteered once again to spend \$200 on door prizes for the campaign, which will kick off in October. Becky needs to get those prizes in to the state by the end of August.

MWCA Grants

A reminder is to go out in the fall newsletter that all grants to be run through the Association need to be presented at the November board meeting. An overview and budget figures need to be in to Becky by November 1st.

Meeting was adjourned at 1:15 p.m.