

CWMA Board Meeting

Tuesday, April 7th, 2009

6:00pm – 8:00pm

In attendance: Elizabeth Brown, Jonathan Rife, Sheila Grother, Steve Anthony, J.R. Phillips, Kevin Gallagher, Denny Bohon, Mel Shumway, Cathy Shelton, Judy Noel, Kelly Uhing, Kathleen Hughes and guests Fred Raish, Tracee Bentley, Christine Alexander and Duane Lindmier.

The meeting was called to order at 6:08pm. Elizabeth Brown presented the President's report. Would like to welcome the board to the Spring Training Seminar and also welcome the new executive director, Kathleen Hughes to the board. With the transition underway the board is very excited for a fresh start and is looking forward to a successful year. All of the committees have met already this year and are moving forward with their projects. Sheila Grother took the minutes from the last meeting but her computer crashed and unfortunately those minutes were lost. They have been recreated to the best ability possible, but any questions about the January meeting should be addressed to the board. The board would also like to give a special mention to Kelly Uhing who has done a fantastic job with the NAWMA report and to the legislative committee who has tirelessly been working alongside Tracee with Peak Resources.

Tracee Bentley presented the legislative committee report. Please see attached report. The committee has been really busy and they have made huge strides with the state. They knew it was going to be a big educating year but they have covered more ground than they had anticipated with two chairs ready to run a bill. Right now, they are setting up an average of 3 meetings with different legislators per week. On behalf of the CWMA, Tracee and the committee have made some very strong allies with many of our big supporters already pushing for a bill. Since running a bill is such a serious issue, Tracee wants to make sure they take their time and really work with their partners to get the best bill possible. There are only three weeks left of the general assembly so they are going to take the summer to meet with important people and get their buy in so that we can take our time putting together something really great. The CWMA needs to make sure we are not only getting what we want but that we are prepared for what we want.

In other updates, House Bill 1199 is the bill that has recently been amended for Colorado to implement Colorado wildfire mitigation. The bill establishes key stakeholders and recommends the establishment of others. The Bill has just moved out of house appropriations and is moving onto the senate. It is also important to note that the bill is not going to come back as feedback (unfunded mandate) as it is going to cost time and not money. Should your district be called on the use this, there is a companion bill, senate bill 101 to assist you.

The committee also wanted to address the funding of legislation next year. If the CWMA wants to continue legislation they also need to consider how much they want to allocate to the project. The time is right and we are well positioned to go into next year. We have a lot of work and reaching out still to do, but the end result will be worth it. The board discussed the legislative project and was in favor of supporting the project next year. The specific budgeted amount allocated to the committee for 2010 will be reviewed at the fall board meeting. All in all, a lot of progress has been made so far this year thanks to the help of the legislative committee consisting of Kelly Uhing, J.R. Phillips, Tracee Bentley, George Beck and Fred Raish.

Kathleen Hughes presented the Executive Director's report. As the new management Kathleen is very excited to be a part of the CWMA and to get to know everyone. Transitions can be a little rough but the new team is doing every thing they can to make it as seamless as possible. Right now the transition has been going as well as can be expected. They received many of the old conference files but none of the financials were transferred electronically and they have had to be recreated from scratch. Mostly general journal entries were made so we will not have electronic access to past financial records or comparisons. The process has been completed but many line items have been changed and some expenses and income have been reprioritized so they look a little different than they have in the last couple of years. We expect a few minor changes and revisions to be necessary in the next several months until we get everything right where the board wants them. Also a transitional issue is the membership; because many members paid in December there is little documentation to know who may have paid their 2009 dues early so the membership is not as accurate as we would like it to be. As a result of this we also expect membership to be a little lower than usual this year. Kathleen met with many of the committee chairs in a committee meeting late last month to get briefed on the committee timelines and expectations as well as an overview of the projects that are underway. As a general policy, all committee members need to report to the CWMA office for committee meetings, follow-up minutes, progress, budget approval, etc. This will help the CWMA have efficient communication and to express only one voice to the membership.

The concept of branding was addressed at the committee meeting and three branding ideas were presented to the board:

“Saving Colorado for Tomorrow” – *“Preserving Colorado through Weed Awareness”* – *“Preserving Colorado One Weed at a Time”*

The different branding phrases were discussed. Board members want to be sure the wording is portraying exactly what the association is all about as many words have taken on different meanings. Many thought that *preserving* might be a better word than *protecting*. From a legislative perspective, the slogan at the legislative luncheon was *“Protecting Colorado’s Landscapes”* so Tracee felt that the word *protecting* is still considered a politically acceptable word. Along with the branding slogan the logo was also discussed. Many board members felt the current purple thistle can be confused for the native thistle and that it would be best to change the logo to a yellow star thistle. A motion was made by Jonathan Rife to change the picture in the logo to the star thistle, majority in favor, one opposed (Mel Shumway). Motion carried. Discussion was opened over the recognition of CWMA with the current logo with all of the legislative efforts that are taking place with Peak Resources. The different layouts with the branding slogans were reviewed (please see layouts) and a second motion was made by Judy Noel to use the logo with the purple border only changing the purple thistle to a yellow star thistle. There was some discussion on whether to accept the logo before the branding and been finalized. The board voted on the slogans, split vote – no majority decision was made; the motion on the floor was withdrawn. The board asked Tracee with Peak Resources to take the different logo layouts and branding slogans to the legislature to get their feedback on it before a brand is selected. Tracee will take the logos and slogans to different people and will get a field survey and will respond back to the chapter office before the next board meeting. The board would like to table to approval of a new logo until the next board meeting where that feedback would be available.

The sale of publications has been really good, but the CWMA office is running low on Horse & Russian Olive Brochures. Management was alerted that there should be a good number of Russian Olive Brochures in the storage unit and the Colorado Department of Agriculture should have more Horse Brochures available. Those will be picked up so that delivery can continue on those orders. In other management updated, the contract between the CWMA and new executive director has been signed and a copy was distributed to the board (please see contract), and the bank accounts and phone numbers have been kept the same for the convenience of the members. During the rest of this transition period members are still encouraged to contact the CWMA office with any questions or feedback.

Sheila Grother presented the financial report to the board. Income was overestimated for the 2009 budget and the board needs to review the projects scheduled for the coming year and reprioritize which projects can be funded in 2009. All accepted projects will be reviewed for the revised budget. However, reoccurring projects that bring in sufficient income to cover expenses and projects that are already underway need to be a priority in the review. Projects that have not been started or that require unfunded income will be evaluated on a need basis and may be postponed until next year.

Membership is down by approximately 40%. It is possible that budgets were cut this year or that due to the transition many members did not receive their membership reminders. There was some discussion on the best means to contact unpaid members and a motion was made by Cathy to approve a postcard reminder mailer to unpaid members, seconded by J.R. The motion was opened for discussion and due to budgetary restrictions the board felt it was best that reminders be sent by email. Cathy amended the motion on the floor, an email reminder for Association dues will be sent out to all unpaid members with email addresses on file. Board members will also send out reminders to encourage membership renewal. Seconded by J.R., all in favor, motion passed. Membership will be reviewed again at the next board meeting.

Elizabeth would like to table the approval of the 2009 budget and acceptance of the financial report until the finance committee is able to review the budget and proposed projects and make their recommendation to the board. The revised 2009 budget will be sent out to the board as soon as it is completed. Committee members will be alerted to the financial status of their projects as soon as the budget has been accepted. A board member needs to be voted onto the financial committee, Denny Bohon volunteered to accept the position as board representative. The financial committee will consist of Elizabeth Brown, Sheila Grother, Jonathan Rife, Steve Anthony and Denny Bohon. The next financial committee meeting was scheduled for the following morning at 8:00am before the start of the conference.

Elizabeth Brown presented the new Committee Chair Operating Procedures draft to the board. Currently there aren't any operating procedures for new chairmen to follow and it would be nice to have something in place for chairs and committee members to follow. All board and committee members need to review the operating procedures draft and submit their changes before the next board meeting. Elizabeth would also like to add that the new executive director will now be handling the website and the website committing will be dissolving as soon as the host transfer has been completed.

Jonathan Rife presented the annual conference committee report. The 2009 Annual Conference is scheduled for the 8th and 9th of December for the in Grand Junction at the Twin Rivers Convention Center. The schedule is still being finalized with a little more than a quarter of the speakers reserved. Will be making some assignments in the next couple of days and should have a finalized agenda soon. The committee would love to have some participation from the legislators as opening or guest speakers. Tracee with Peak Resources will follow up with the committee to see if they can have Penry speak at the annual conference this year and if there are any others that she can get to attend.

J.R. Phillips presented the legislative report. Along with Tracee, the meeting with the legislators has been going really well and they have been making a lot of headway. Tracee is doing a fantastic job and he would like to especially thank her and the hardworking committee for all of their dedication and efforts to the project.

Denny Bohon presented the report for Pulling for Colorado. The committee is moving along and has allocated almost \$6,700 of the \$15,959 funds earmarked for this years event. The committee did receive approval for the state to spend the grant money on Pulling for Colorado. They are planning some promotional outreach this year like a booth at the People's Fair to get the word out about the event. This year's Flagship event is going to be held in Lamb Springs, Douglas County on July 11th, 2009. They are looking for additional sponsors and will also be working with Tracee with Peak Resources to see if they can get any legislators involved.

Christine Alexander and Duane Lindmier presented the Professional Applicators committee report. With the help of the executive director, the committee has sent out a survey to all professional applicators. Kathleen has provided the committee with a membership list to see who has fallen out of the loop so the committee can get them involved again. The goal is to have professional applicators complete the questionnaire and to have them listed on the website for quick reference. The committee would like to be involved in the Pulling for Colorado Event and would like to host a booth. In an effort to assist in budgeting concerns, the committee withdrew the proposed \$1,500 recycling program and will resubmit it at a later time. They are also willing to push future projects into next year. This year's Professional Applicator workshop will be held at the Chatfield Nature Preserve September 9th, 2009. They will be applying for CECs and should have the final agenda completed by May 1st. The revenue from last year's event is what is being used to support this year's event.

Cathy Shelton presented the membership committee report. Cathy reviewed the December 2008 membership list and placed a dot on a map for every active member to see where the CWMA members are located. Broken down, the 2008 membership list consists of 73% municipalities, 22% business, 3% nonprofits and 2% unaffiliated. The goal of the mapping exercise was to review the current membership and cost structure. As they want to quantify the benefits of membership, the committee will also be sending out a survey to discover the benefits of membership and find out why people do and don't join. As chair of the committee, Cathy wanted to know what the board wants their membership to look like. Are the percentages where we want them? Do we want to continue to reach out to the professionals only? Right now the association is limited by restricting their membership to the professionals when other people outside of the industry may benefit from membership. Cathy proposed a membership brochure to be included as a consideration for membership expenses in the revised budget. The committee also suggested that the board may have to look into restructuring membership fees or membership benefits in the future and that the CWMA to be focusing on partnering with other organizations to support current and future projects.

Kevin Gallagher presented the Spring Training Seminar report. The seminar is going very well and people complimented the legislative update that was included in this year's meeting. Would like to have a similar report presented at the annual conference. In the future the committee would like to have a turnout like Montana's major applicator workshop with 745 registrants. There is land that both Wyoming and CSU owns and we should look into joining forces with them for future events and offering CECs for out of state participants.

Judy Noel presented the ornamental committee report. The last committee meeting was in February, and if the budget allows, they are still planning on having the summer weed tours. They are also focusing on selecting one ornamental to replace in each community they go into. With the "remove and improve" initiative it is possible to reduce the budgeted amount needed for each tour to save on the budget. Also in the works with the committee is the 2010 Weeds of Colorado Calendars. Right now they are on schedule and will be ready to be printed July 1st-15th. The theme for the calendar will be look-a-likes, natives and noxious weeds. Plans for the 2011 calendar are also under way and the proposed theme will be EDRR (Early Detection and Rapid Response).

The board discussed the calendar pricing. A motion was made by Judy to use the new price structure for the calendars, 49 or less - \$5 each, 50-200 calendars \$3.50 each and for orders of 250 or more \$3.00 each. Shipping will be included for all orders placed before June 1st. \$ per calendar we pay shipping if before Jun 1 and for orders more than 250 \$3 per calendar, we pay shipping as long as it is ordered before June 1st. Motion seconded by Jonathan, all in favor, motion passed. There was no further discussion. The new calendar price structure will be used for the 2010 calendars.

In other new business, the cost of CWMA publications and shipping expenses were discussed and the board would like to have base shipping rates available for members to purchase books easily. Kathleen will look into some options for a shipping structure and report back to the board.

The issue of charging speakers registration fees for CWMA events was also discussed. There was some discussion on the pros and cons of charging speakers. Judy made a motion that from this point forward speakers will not be charged a registration fee for attending conferences. Majority in favor - one opposed (Mel Shumway). Motion carried. There was some further discussion about sponsorship and vendor discounts. This issue will be tabled until a future meeting. Speakers will no longer be charged for attending events on the day of their presentation.

Cathy Shelton wanted to address weeds vs. invasives. Would like to review the by-laws where it says invasive species to see if it would be more appropriate to be invasive plants. As the CWMA is talking about branding and creating a new slogan, she wonders if the association is focusing on noxious weeds where we need to be doing all invasives and if so, if that is leading the association to becoming the Colorado Invasive Species Association. She would like to address this before a lot of money is spent on branding and graphics. There was some discussion on the issue. No board members felt strongly about changing the direction or name of the association and the issue was closed for discussion.

Kelly Uhing presented the State Weed Coordinator Update. Kelly has been assisting with the legislative committee and has also been reviewing the weed fund. Along with Fred Raish, she has also met with the republican representative, which was a really good meeting. They have co-sponsored an amendment to the wildfire mitigation act, and that report will be submitted to the board as soon as it is completed. Touching on summer efforts, they would like to have a field day or summer day for legislators. With the help of some affiliate organizations such as the watershed groups, they would like to piggyback onto their efforts with Tracee's help this summer. In correspondence with those efforts they will also be going through the recess calendar to see how to get on more agendas to talk about weeds.

Sheila Grother also wanted to address the letter that was sent to the board from member Kenny Smith. (Please see letter – the letter addressed concerns over the change in schedule, location and topic selection for the 2008 annual conference) A response letter was sent to Kenny immediately after receipt from Elizabeth Brown to express appreciation for his concerns and to let him know that his concern was being looked into. J.R. Phillips also called Kenny and felt that Kenny wanted to be heard more than anything. The letter wasn't surprising with the change in schedule for last year's annual conference but the board wants to be sure to take his concerns into consideration. Cathy felt that the letter signified that we were out of touch with the membership, and hopes that the surveys they are planning on sending out will shed some light on what the membership wants. The board would like to make sure they dedicate time to interact with the members at future meetings and events.

There was no other new business to discuss. A motion was made to adjourn the meeting at 9:19pm by Sheila, seconded by Jonathan. The meeting was adjourned. Next board meeting will be July 29th in Glenwood Springs, location still to be determined.