

Advisory Council Meeting Notes and Minutes, Sunday February 10, 2019
MCC 100g (L) - Minneapolis, MN

Call to Order 8:04am

Welcome,

Handouts and House Keeping

Roll Call and Proxys:

Phone: Rixie Jenkins, NV
Clare Hydock, CO
Allison Martin, IM
April Hulet, ID
Tim Halberg, NC
Wendy Gardner, PNW
Clay Wood, WY
Kim Gibbs, NGP
James Jackson, TX
Dandy Kothmann, TX
Dan Nosal, CO
Josh Tashiro (?) CO
Matthew Shapiro, CalPac
David Voth, NV
Andrew Brischke, AZ
Tony Perlinski Nebraska

Sections Present:

North Central
Idaho
Texas
Great Plains
Pacific NW
Wyoming
Nebraska
Arizona
Colorado

Read, Review and Approve Minutes

Section Reports and Discussion

ID – Getting ready to host AM in 2021 (Boise)

NC- 30 members getting volunteers

+northern great plains. Good organization for meeting
Reach out to youth

PNW- Reaching out to help for meeting

Struggling w/membership (recruitment & retention)
Correspondence/renewal letters and USA lobbying focus.
Recognize/Inclusive Internationally (Canada & Mexico).
International rate v section rate

WY- Membership holding steady. Partnership w/ CO meeting. Coming together nicely

CalPac- Cal specific certification process (CRM) and litigation, insurance

Looks like CRM program will continue

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Funding insurance an issue

Planning field tours

NV- Summer tour not great turnout

Winter meeting decent turnout

NGP- Co-planning annual meeting everything going well

TX- Membership issues ~141 expired members

Pursue partnership w/ other organizations

Planning going well for youth workshop. Almost full

Explore different options for registration. PayPal, Eventbrite, etc.

CO- Annual meeting >100 ~50% producers including past 3 years

2 Summer tours

New Website

Membership down (renewal numbers)

3 HSYF delegates

~20 college students at national meeting

2020 meeting w/WY

Addressing needs of producers to recruit more producers

Producers show up to meeting but perhaps not members

Social Media discussion (team approach to administrators)

BQA Model for producers? Some type of certification

AZ Summer meeting & Winter meeting w/ NM Section

Producer reduction

Membership holding steady?

Jessica Orozco & fund/endowment

NB Holding steady w/membership

Struggling w/ youth camp

Why membership dropping?

National trend across board?

Less producers / maybe larger producers less smaller producers

IM Membership holding steady

~40 people at fall meeting

Lacking producer membership

Updating bylaws

Summer meeting focused on feral horses

Working on website

9:00 AM Vicky Trujillo – Web hosting

Several Sections on old domain.

Move officially done

Finite deadline to make decision about hosting website

.rangelands.org

Rosters from all sections and meeting dates

Link to mini directory form on sections tab on website

10:30 Annual meeting sub-committee

Plan or list 8-10 venues in future. Plan 4-5 years in the future

Albuquerque in 2022, only 3 years away

Parent society can provide support w/ professional planners

Boise first roll-out

11:00 President Irving and EVP Peterson, Mary Jo and Kelly: Section questions from past year, annual meetings and new structure using for 2021 and 2022, membership numbers, and outreach.

Kelly Fogarty: Need help recruiting sections to host annual meetings

Professional planning meeting. Boise first try, Albuquerque second try at model

As of today SRM is behind in planning need 2023 and 2024

Revenue generating with professional planning

May not be as big of return but takes the load off section volunteers

Work with SRM Staff to find available areas

Hosting section does not have to be located where meeting is (e.g. IM hosting in

Orlando)

Too many constraints to go back to Canada (financial)

Why Feb?

Cheapest time to get facility

Student Attendance

Down time professionally?

Partnering with other societies

Continue supporting joint meetings

Changing traditional meeting model

Task force document, also should be sent out sections

Drivable core pretty important (~10 hour drive)

Membership Update:

Increasing membership past 3 years

2019: 1905 vs. 2018: 1780 members

Membership committee strategic plan

December 1st is reporting date for membership

First renewal sent out October 1

Keep sections engaged and what sections need from parent society

11:45 Chuck Butterfield: 2020 update

2/15 – 2/20/20 at the Sheraton 16th St. Mall

Reduced committee meeting format

Traditional tours/ski tours General Public Workshop at FWS Rocky Mountain Arsenal

Changing speaking format

ePosters

everyday has a plenary session

mixed university social?

Different format

Looking for input

National Western Complex – Hands on learning

Booth in exhibit hall

12:00 Lunch

1:30 Gary Frasier – Membership team

Need liaison from sections to work with parent society

Lapse member list

Member data login tutorial

Find out from sections what data is important

Over 3 years about 2000 members lapsed

Is section member report just for members lapsed for last calendar year

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3-years of past data to find out why members lapse or leave

Kaelie Pena – YPC Secretary

YPC liaison program. YPC liaison in each section

Senior undergrad – graduate student – 1st 5 years professional career

Liaison to perform outreach and education

Registration through Eventbrite on FB

Website brochure marketing “canva.com”

Make these available to membership

Promoting APRM and CPRM and mentorship program

No age limit but more based on when school/career begins

Sections should drive membership

Give producers something for their money they can use in management

Initiatives for producers on the horizon

Webinar on how to use membership toolbox

Inclusion of international references

2:00 Joel Brown: Diversity task force, Diversity Day at SRM, and Rangelands steering committee

Diversity Task Force

3-year TF ending in summer 2019

Diversity Statement

Develop Annual Meeting Code of Conduct

Develop Strategic Plan

Diversity Day

Increase diversity among youth groups

Representatives from sections involved

Stereotype workshop canceled due to shutdown

Rangelands Steering Committee

Financials doing OK, lacking in content

2:45 Gather Comments and Discussion of draft documents:

SRM Guidelines for Improving Diversity of Annual Meetings

SRM Meetings code of Conduct

Ethics.Ver3

4:00 Draft suggestions to BOD

AC revisit the increase in dues back to the section. Society collects section dues and returns section dues. Parent Society dues are \$95 and Section dues are set by Section. AC could recommend to increase Parent Society dues and present those recommendations to the Executive BOD. Executive BOD votes on recommendation.

Current provider cannot hold credit card information for an automatic membership renewal option.

5:00 Present suggestions to the Board of Directors:

Code of Conduct / Ethics / Guidelines for Improving Diversity (see attached documents)

Recommendations:

- Consider the international status of the society when sending out formal documents.
- Tailor marketing materials depending on group/location
- Consider increasing member return to state sections without increasing membership dues
- Consider a option for automatic membership renewal (e.g. check a box if you would like membership dues paid automatically)

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- Use cell phone app to send group message to a cell number as a reminder to members when email addresses are no longer actively used or accessed

Election of 2020 Chair Elect: Dandy Kothmann, unanimous ballot.