

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD  
ZOOM/TELECONFERENCE MEETING  
JUNE 9, 2021

Board Members Present by Zoom/Teleconference: Adam Bender, Jim Faulstich, Curt Korzan, DeLon Mork, Tami Nelson, Larry Ness, Russell Olson (GFP Commissioner), Sal Roseland and Jim Scull.

Board Advisors Present by Zoom/Teleconference: Matt Morlock, Pheasants Forever, and Paul Lepisto, Izaak Walton League of America.

GFP Staff Present by Zoom/Teleconference: Tom Kirschenmann, GFP Wildlife Director and Lisa Weyer Executive Director.

**CALL TO ORDER AND CHANGES TO AGENDA**

Scull called the meeting of the South Dakota Second Century Habitat Fund board to order at 10:05 am CT and a quorum was present. No changes to the agenda and no declarations or conflict of interest were heard.

**MEETING INVITATION FROM GOVERNOR**

The board is invited to lunch at the Governor's residence in Pierre on Tuesday, June 22<sup>nd</sup> at 12:30 pm. All board members are encouraged to attend. Weyer will not be able to be present as she will be on vacation/annual leave.

**APPROVE MINUTES OF MAY 12, 2021 MEETING**

Roseland moved to approve minutes as presented; seconded by Bender and the motion carried unanimously by voice vote.

**FINANCIAL REPORT 1<sup>ST</sup> QUARTER 2021 - WEYER**

Provided in packet.

Weyer went through the financial report.

Total Current Assets - \$1,335,040 (cash in bank)

Weyer stated the Second Century Habitat Fund will receive \$77,000 from the Big Horn Sheep auction and \$26,200 from license donations for January through April that is not reflected in this quarterly report.

Quarterly accounts payable report was provided.

Olson moved to approve the financial report as presented; seconded by Mork and the motion carried unanimously by voice vote.

**COMMITTEE REPORTS**

*Marketing/Fundraising Committee (Roseland)*

Roseland asked for approval on the one pager that was provided in the packet so they can get them printed for use.

Faulstich moved to approve the one pager as presented; seconded by Olson and the motion carried unanimously by voice vote.

Marketing/Fundraising Plan (Roseland)  
Provided in packet

Weyer asked the board to look at the document “Brand Awareness and Can-Am Marketing Plan” as she went through the information. The Marketing/Fundraising Committee has reviewed the document and makes the recommendation for approval by the board.

Weyer was asked by GFP Secretary Robling to put together a Marketing Plan to present to the Governor, so she provided the attached plan. The Governor wanted to see what our efforts are and see our progress. Stated the Governor wants to see the Can-Am at events both in state and national events. The Can-Am is currently the major fundraiser.

The plan focuses on key issues:

- Lack of brand awareness statewide and nationwide of SCHF
- Slow raffle ticket sales
- Lack of a formal marketing plan

The plan outlines potential upcoming events that the Can-Am can be displayed. Weyer has not registered for any events; need board approval.

One of the components of the marketing plan is the concept of a “Where Next” Campaign to allow the public to get involved. People can enter for the opportunity to have the Can-Am for a few hours while doing their normal course of business – such as on a ranch, on a trail etc. Photo opportunities and could be a good partnership with Can-Am.

### *Fundraising*

The Governor wanted a goal set for fundraising. Robling and Weyer came up with a fundraising goal of \$1 million dollars for CY2021. Some money has already been raised. In 2020 when the Board had a zoom meeting with the Governor it was asked if she wanted a Development Director in place and she stated she wants the board to fundraise.

This fundraising plan is asking each board member to raise \$50,000.

Weyer stated we have the Corporate Friends Program where at \$10,000 they get the opportunity of having a hunt.

Hoping to get \$250,000 in Can-Am raffle ticket sales.

Would like to hold a fundraising event/dinner and increase online donations to \$200,000. Roseland met with the Governor yesterday and she is in favor of this event type of event.

### *Staffing*

Weyer stated have a need to contract with someone for the Second Century Habitat board to make event appearances, social media postings/general promotions and brand awareness of the Second Century Habitat Fund.

Roseland stated when they were visiting with the Governor yesterday, she was interested in the boards fundraising ideas. The Governor is very willing to help.

Visited with her about fundraising at the Governor's Hunt. Roseland stated will visit about it at their next committee meeting.

Roseland challenged the board members to pick an event that they could attend to represent the Second Century Habitat Fund. Roseland stated he is volunteering to be at Dakota Fest August 17-19th.

If you have any events that we could get the Can-Am to let Weyer and Roseland know.

Olson stated possibly doing a Corporate pheasant hunt with the Governor could bring in a lot of money.

Roseland stated they had talked with the Governor about the Corporate hunt and believes could get \$15,000 per person. Could see doing four to six hunts across the nation with some of the lodges connections we have in SD. The Governor said to sell them. We just need to work with her schedule. Stated we need to get it on the schedule now.

Korzan suggested reimbursement to the lodges for these hunts, at least for the expenses, as they will lose money giving up hunts. Believe one thing the board needs to focus on is marketing with need to have youth and veterans involved.

Roseland stated maybe could underwrite some of the costs like ammunition, food etc. and check with businesses on donations for some of those expenses.

Roseland stated will take it back all of this to the fundraising committee and put together the proposal with details and bring it back to the board.

### *Marketing Budget*

Total marketing expense budget request is \$50,000 as detailed below. Weyer stated could use the Development Director budget that has \$58,000 in it.

Contracted Staff Person - \$6,000 3 months @ \$2000/month

Travel Reimbursement - \$4,000

Trailer - \$5000

Events \$20,000

Signage/Promotions - \$5,000

Where Next Campaign - \$10,000

Other Events to have the Can-Am at:

Buffalo Roundup

Central State Fair in Rapid City Aug 20<sup>th</sup> through the 29<sup>th</sup>

Black Hills Harley Davidson in Rapid City during SMR

Mork moved to approve the marketing and fundraising plan and budget of \$50,000 to be paid from the Development Director fund as presented; seconded by Ness and the motion carried unanimously by voice vote. Marketing/Fundraising Committee will have authority to have final event and sponsorship selections.

Can-Am Raffle Ticket Sales Update (Weyer)  
Currently raised \$78,840 in ticket sales

GFP can track the sales so once we start going to events, we will be able to track the sales at each event.

Weyer reported that we now have a QR code for use for people that want to give cash when Can-Am is on display at an event.

*Habitat Programs Committee (Faulstich)*  
No Update

### **PROGRAM UPDATES**

Working Lands Habitat Program (Weyer)

- Total of 6075 acres enrolled
- 33 counties involved in the program
- 85 individual landowners involved
- Paid out \$898,749 in incentive payments
- Paid out \$277,207 in seed
- Total of \$1,175,956 for the working lands habitat program

### **GFP DEPARTMENT AND COMMISSION UPDATE**

Tom Kirschenmann, GFP Update:

Possibly changes coming on enhanced efforts internally for habitat and access but will keep the board updated after meeting with GFP Commission in July.

The bounty program is continuing to see high level of participation from youth more than 30% which is double from what we saw in the previous two years. Kirschenmann stated was just over 30,000 the last time he looked.

Commission Chairman, Russ Olson  
No Update

CCG Grant Update

Roseland stated when they met with the Governor yesterday, she is all in with the grant and possibilities with us being able to get it.

Weyer is submitting the CCG grant this afternoon since board approved via email on 6/14/2021. Stated Morlock, Toay and Robling wrote support letters for the grant.

### **OTHER ITEMS**

Conflicts of Interest Statement still needed by Kessler

### **NEXT MEETING**

*JULY 14, 2021 10AM – NOON CT/9AM – 11:00AM MT VIA ZOOM*

### **ADJOURN**

Korzan made the motion to adjourn the meeting and Mork seconded the motion and the motion carried unanimously by voice vote.

Scull adjourned the meeting at 11:37am CT.

Respectfully submitted,

---

Lisa Weyer, Executive Director

Date

Approved by,

---

Jim Scull, President

Date

Email Vote:

June 13-14, 2021

Motion by Nelson to approve the submission of the CCG Grant application; second by Bender. Motion passed with 10 yes votes.

June 10, 2021

Motion by Roseland to authorize Lisa Weyer to apply to obtain a business credit card on behalf of the Corporation; issued by Pinnacle Bank and through First Dakota National Bank. Purchases will be for things such as Facebook ads, event registrations, and other online purchases within the marketing budget; second by Nelson. Motion passed with 8 yes votes.