

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD  
MATTHEWS TRAINING CENTER PIERRE/ZOOM MEETING  
February 17, 2021

Board Members Present at Pierre/Zoom: Adam Bender, Jim Faulstich, Curt Korzan, DeLon Mork, Tami Nelson, Kevin Robling, GFP Acting Secretary, Sal Roseland and Jim Scull.

Board Advisors Present at Pierre/Zoom: Matt Morlock, Pheasants Forever, Bruce Toay, Ducks Unlimited, Collette Kessler and Laura Broyles, USDA Natural Resource Conservation Service.

GFP Staff Present at Pierre/Zoom: Lisa Weyer Executive Director.

**CALL TO ORDER AND CHANGES TO AGENDA**

Curt Korzan Secretary/Treasurer called the meeting of the South Dakota Second Century Habitat Fund board to order at 10:08am CT and a quorum was present. No changes to the agenda and no declarations or conflict of interest were heard.

Weyer informed the board that the terms for Dunn and Rhykus expired in January 2021. The Governor appointed Sal Roseland and Adam Bender to the vacant board positions.

Roseland and Bender introduced themselves.

**APPROVE MINUTES OF SEPTEMBER 11, 2020 MEETING**

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

**FINANCIAL & PAYABLES REPORT - WEYER**

Handout provided in packet. Weyer explained the financial report. Total cash in the bank as of December 31, 2020 was \$1,310,528 with the following breakout of funds:

- Development Director Fund: \$58,038
- Every Acre Counts Fund: \$851,273
- General Fund: \$319,958
- Working Lands Habitat Fund: \$81,258

Scull asked how much money is received on the check off fund on licenses.

Weyer stated she did a report to the Governor the end of year and it was between \$70,000 to 75,000.

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

**2019 990 Filing:**

Weyer provided an update stating the 2019 990 was not filed by the extension due date of November 15, 2020 by the previous accountant as she left Stulken, Peterson, Lingle Walti and Jones.

Weyer realized in November that it hadn't been filed and asked the current accountant, Casey Peterson, to complete the filing for the Foundation. The 2019 990 has been filed.

Weyer will email the 990 documents to the board.

## **FOLLOW UP FROM PREVIOUS MEETINGS TO DISCUSS**

### *Veterans Cemetery*

Morlock gave an update stating they have scaled the seeding back to about 25 acres. Morlock stated he doesn't have a cost yet. The project is still ongoing.

If the Foundation has funds to put toward the seeding that would help. It is not going to be a big cost project.

Asked to put on the agenda for the June meeting and then Morlock should have a dollar amount.

## **GOVERNANCE**

### *Election of officers for 2021- President, Vice President and Secretary/Treasurer*

Robling made the motion to re-elect Jim Scull as President, seconded by Roseland and the motion carried unanimously by voice vote.

Faulstich made the motion to re-elect DeLon Mork as Vice President, seconded by Robling and the motion carried unanimously by voice vote.

Roseland made the motion to re-elect Curt Korzan as Secretary/Treasurer, seconded by Nelson and the motion carried unanimously by voice vote.

### *Conflict of Interest Statements*

Handout provided in the packet

Weyer asked the board if they want to adopt the conflict of interest policy.

Roseland made the motion to approve adoption of the conflict of interest policy as presented, seconded by Robling and the motion carried unanimously by voice vote.

Faulstich asked if this would be done annually. Weyer stated this would be done on an annual basis.

### *Officers/Directors Liability Insurance – Do we need this?*

Weyer said currently the board doesn't have Officers/Directors Liability Insurance. Weyer stated the cost is around \$1,000 per year for Parks and Wildlife Foundation. Coverage is for one million on each claim. Weyer stated PWF is through Arthur Gallagher Risk Management Service Inc. out of Sioux Falls.

Weyer stated could get more information and cost and bring that information to the board.

Scull Suggested for Weyer to research it and then purchase an Officers/Directors Liability Insurance coverage.

Korzan made the motion to approve the purchase of Officers/Directors Liability Insurance, seconded by Nelson and the motion carried unanimously by voice vote.

## **GOALS AND OBJECTIVES/OTHER BUSINESS**

### *Report on Habitat Programs Meeting*

Weyer stated a meeting was held on January 15, 2021 of several entities that offer habitat programs. A summary of this meeting is in the board packet. It was a productive meeting. Provided some thoughts as to what every agency should put forward. Found a lack of education and marketing. Suggested to have more of the meetings to see who we want to be.

### *Conversation:*

It was stated need a one stop shop. Having a brochure with the federal and state programs. Grasslands Coalition has several videos that could be helpful. Paying the biologists more money or providing an incentive bonus of who enrolls the most acres into program. Are more biologists needed? Collect all our partnerships and have a training with them. Doing a better job with promoting the Habitat Pays website. Stated doing demonstrating projects. Need communication strategies. Need to work with all partners and get them involved. Need to showcase our programs. Need to get a resource inventory. Need to involve SD Conservation District. Need to implement our programs.

Faulstich asked what amount of traffic the Habitat Pays website is getting. Robling stated he can get that information to the board.

Roseland asked if the board has looked at doing subcommittees. Could have two subcommittees one for habitat and one for marketing/fundraising.

Weyer stated will get the number of Habitat Pays hits from the website. Weyer will work on marketing and education for habitat pays website.

Robling stated that producers in the programs is what we are missing as they can convince other users. Testimonials of producers with successful habitat programs.

Nelson stated we want habitat in SD to be productive. We as a board could provide a link across the website that goes to all the different habitat entities in the state to share on their website.

Faulstich said point is don't need to spend a lot of money as could use videos. Could show those videos and share as common interest for habitat. Stated can get the Grassland Coalition videos from Judge Jessop.

Robling asked who is going to spearhead this. Do we need to hire someone?

Robling stated also want the Dept. of Agriculture involved. Robling will talk with Secretary Roberts.

Weyer will take responsibility to get the videos from Judge Jessop and put something together. Weyer will work with GFP Communications Office. Will work internally at this point for marketing/communications.

Robling would like to involve the Ag Department Communications team, too.

Faulstich stated if using the Grassland Coalition videos it is important to put a wildlife message with them.

Willing to help Weyer:

Kessler stated she would be willing to help. Mork also stated he would be happy to help with the committee. Bender would be a good fit as markets worldwide.

### *Can-Am Raffle Opportunity*

Handout provided in packet

Roseland received an offer of a Can-Am defender utility vehicle directly from Can-Am and Backbone Media. Roseland wanted to offer this vehicle as a fundraiser effort to Second Century Habitat. Vehicle is valued at \$53,000. Tickets will be \$100 and available March 8, 2021.

Weyer stated been working with the GFP Department on what our objectives would be for this whole process and came up with the following:

- 1) Increase awareness and support for the Second Century Habitat Fund
- 2) Showcasing SD as premier outdoor destination
- 3) Showcasing Can-Am and Backbone Media as partners in Habitat Conservation

We received the Can-Am at no charge, but will be some expenses involved with this, which will mostly be website programming.

Utilizing GFP Dept. Hunt for Habitat super raffle website. Also, on the check off for license is an option to purchase a raffle ticket for the Can-Am vehicle as well. All raffle tickets will be purchased online.

The Can-am will be displayed at major events, too.

Need approval for payment of programming which BIT estimated at around \$19,000.

Weyer asked if the board would pay for the programming expense and GFP would pay for the credit card processing expenses.

Faulstich asked if programming funds could be pulled out of the raffle funds.

Weyer stated that we would pay for the programming expenses out of the development director funds at this time, but we could reimburse the development director fund back after we get raffle ticket purchases.

The vehicle will be given away at the Governors Pheasant Hunt in October. Could ask the Governor for help in promoting this.

Roseland said let him know if need to get the Can-Am somewhere as he has a trailer to get it around.

Bender says he will get with Weyer after the meeting as he has some ideas.

Faulstich made the motion to approve the programming funds up to \$19,000 as presented, seconded by Mork and the motion carried unanimously by voice vote.

*Fundraising Ideas – Round up request to Scheels, Cabela’s, Fleet Farm Runnings - Korzan provided an update.*

Scheels wants to do a onetime donation not the rounding up

Fleet Farm meeting with them in March

Runnings haven’t head back from them

Cabela’s Meeting with Johnny Morris the end of this month or the first part of March

Stated people willing to give but we need to brand ourselves as a fund board.

## **PROGRAM UPDATES**

### *Working Lands Habitat Program*

Handout provided in packet:

- 5280 total acres enrolled
- \$791,959 paid in incentive payments
- \$240,282 paid in grass seed to date
- 73 producers
- 33 counties

### *Working Lands Habitat Program Seed Contract – Millborn Seeds*

Weyer stated had a seed company that contacted her and wanted to know how to know how to get the seed contract. Stated there was a Request for Proposal process to get the quotes.

Need to decide if want to keep Millborn Seeds as the contractor. Can put on the next agenda and decide what we want to do.

Roseland stated that Millborn Seed is starting a new business, AgSpire. This is a service-based platform business connecting landowners who want to positively impact the land. They would be working with farmers/ranchers from start to finish. They want to meet with the board at a future meeting.

### *Every Acre Counts Program*

Handout provided in packet supplied by Anthony Bly:

- Total acres in the system – 15,232.5
- Analyzed acres (reports completed) – 7205.25
- Remaining acres to complete analysis – 8027.25
- Marginal acres identified – 1378.8

Robling stated what is happening is landowners are enrolling in federal programs because they pay better. Robling stated could move some of the money in Every Acre Counts fund to the Working Lands Program fund.

Morlock stated wasn’t federal program options when this program started. Pay is better for federal programs. Still enrolled for data just not getting the habitat acres through this program, Every Acre Counts. Might want to evaluate putting some money into the other program.

Robling stated the good news is we have money we can allocate to the Working Lands program. Robling got approval from the Governor’s Office and Governor’s Office of Economic Development to utilize the grant money originally designated for Every Acre

Counts program towards another habitat program. Stated if seed is going in the ground, we are good to allocate this money towards the Working Lands Habitat Program.

Weyer stated that she does have some people on hold for the Working Lands program. We currently have more interest than we have funds.

Faulstich says we don't want to run the money down too far just in case there is more interest in Every Acre Counts.

Faulstich made the motion to authorize the movement of \$425,000 from Every Acre Counts program to the Working Lands program, seconded by Nelson and the motion carried unanimously by voice vote.

The board requested that Cristin Weber do a presentation on Every Acre Counts program at next meeting.

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

*Department Acting Secretary Kevin Robling*

No update

*Commission Chairman Russ Olson*

No update

### **OTHER ITEMS**

*Ducks Unlimited Grant 2016*

Toay gave an update on the grant Ducks Unlimited received from the SD Habitat Conservation Fund in 2016 and requested a one-year extension.

Mork made the motion to approve the one-year extension on the grant as presented, seconded by Korzan and the motion carried unanimously by voice vote.

### **SET MEETING SCHEDULE FOR 2021**

June 9, 2021

September 8, 2021

December 8, 2021

These will be held the 2<sup>nd</sup> Wednesday 10am-noon CT/9am-11am MT

After conversation it was decided to meet monthly having a non-formal meeting to keep momentum and discussions moving forward and the quarterly meetings would be formal board meetings with the presentation of financials.

Roseland suggested maybe board needs to change and a little less habitat right now and more fundraising/marketing/branding.

Board members asked to email Scull and/ or Weyer on what committees they would like to participate. Habitat or Marketing/Fundraising Committee.

### **ADJOURN**

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

Scull adjourned the meeting at 12:27PM CT

Respectfully submitted,

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Lisa Weyer, Executive Director

Date

Approved by,

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Jim Scull, President

Date