



**Board of Directors Meeting Agenda**  
**August 11, 2021**  
**10:00-Noon CT/9:00-11:00 am MT**  
**Zoom**

| TOPIC  | PAGES | ACTION/ DISCUSSION/<br>INFORMATIONAL |
|--|-------|--------------------------------------|
| <b>CALL TO ORDER</b><br>a. Roll Call<br>b. Housekeeping, changes to agenda, declaration of conflict of interest  |       | <b>INFORMATIONAL</b>                 |
| <b>APPROVAL OF MINUTES FROM 7/14/2021</b>  |       | <b>ACTION</b>                        |
| <b>FINANCIAL REPORT – 2<sup>nd</sup> Quarter CY2021</b>  |       | <b>ACTION</b>                        |
| <b>COMMITTEE REPORTS</b><br>a. Marketing/Fundraising Committee (Roseland) <ul style="list-style-type: none"> <li>▪ Can-Am Raffle Ticket Sales and Event Participation</li> <li>▪ Development Director Search Update</li> <li>▪ Auction Items for Governor’s Pheasant Hunt</li> <li>▪ Auction Items for Governor’s Buffalo Roundup</li> <li>▪ 2022 Fundraiser – Custom Bike EasyRider/Carey Hart</li> </ul> b. Habitat Programs Committee (Faulstich) <ul style="list-style-type: none"> <li>▪ Update on 3 programs supported by SCHF (budget)               <ul style="list-style-type: none"> <li>Working Lands Habitat Program</li> <li>CREP</li> <li>Woody Habitat Program</li> </ul> </li> </ul> |       | <b>ACTION</b>                        |
| <b>PROGRAM UPDATES</b><br>a. Working Lands Habitat Program (Weyer)   |       | <b>INFORMATIONAL</b>                 |
| <b>GFP DEPARTMENT AND COMMISSION UPDATE</b><br>a. Department Secretary, Kevin Robling<br>b. Commission Chairman, Russ Olson  |       | <b>INFORMATIONAL</b>                 |
| <b>OTHER ITEMS</b>   |       | <b>INFORMATIONAL</b>                 |
| <b>ADJOURN</b><br><i>Next meeting date September 8<sup>th</sup> @ 10am – noon CT/9am – 11:00 MT – via Zoom</i>   |       |                                      |

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD  
ZOOM/TELECONFERENCE MEETING  
JULY 14, 2021

Board Members Present by Zoom/Teleconference: Jim Faulstich, Curt Korzan, DeLon Mork, Tami Nelson, Larry Ness, Sal Roseland, and Jim Scull. Ex Officios: Russell Olson, GFP Commissioner and Kevin Robling, GFP Department Secretary.

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

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 9:01am MT/10:01am CT and a quorum was present. No declarations or conflict of interest were heard. Changes to the agenda were as follows: Weyer requested to move the Development Director Recruitment Contract and Job Description to later in the meeting as Robling wants to be a part of that conversation. Weyer added under Working Lands Habitat Program discussion on signage.

**APPROVE MINUTES OF JUNE 9, 2021 MEETING**

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

**COMMITTEE REPORTS**

*Marketing/Fundraising Committee (Roseland)*

Development Director Recruitment Contract and Job Description  
Provided in Packet

Robling explained the contract and stated could pay up to \$30,000 in finder fees. Looking for support to move forward with a contract with Bird Dog Recruitment.

Stated Kim believes would take three weeks to a month to find a candidate.

Robling believes need to pay no less than \$100,000 per year. Also believes we need to offer a bonus package for benefits of possibly \$20,000.

Weyer stated that Kim believes we need to have something in there for a benefit package. Weyer recommend that we do a price range for salary so that gives them a little flexibility to work with Kim. Weyer recommends \$100,000 – \$150,000 for flexibility but wouldn't put that on the job description. The GFP Department will contribute \$50,000. Weyer stated has looked through the financials and we do have the money for this and expect we will gain money through our auction fundraising efforts.

Discussion took place on the ability to pay a commission on top of the salary. This could be a percentage or a flat rate such as if raise \$1 million get \$10,000 or if raise \$2 million get \$20,000.

Robling stated need to have in the job description travel reimbursement and meal

reimbursement. Need to give an operating budget and asked what the board is willing to do.

Roseland moved to approve the Development Director Recruitment Contract and Job Description as presented with \$100,000 - \$150,000 base salary range plus \$20,000 benefit package and pay a commission (rate to be determined); seconded by Robling and the motion carried unanimously by voice vote.

Robling will reach out to Kim at Bird Dog to see what she recommends for travel/marketing budget and commission. Weyer will bring back to the board for an approval by email vote to finalize.

#### *Can-Am Raffle Ticket Sales and Event Participation (Weyer)*

Weyer stated the latest update as of July 13, 2021 is \$119,811 sold in raffle ticket sales. Roseland informed that as of last night have added another \$4,000 because of a Hunt for Habitat email blast, giving a total of \$123,811. Roseland stated small ads on Facebook have increased the sales.

#### *Auction Items for Governor's Pheasant Hunt – proceeds to SCHF*

Was brought up before about the board doing a gala but not possible to get that done this year.

We are teaming up with the Governor's Pheasant Hunt this year so suggesting we have five to seven items to auction off with all the money going to the Second Century Habitat Fund. If we can raise enough money off these auction items maybe we can continue to do that instead of the gala. In the Governor hunt invite will put an insert of three of the bigger auction items. For those on the invitation list that can't make it we will do phone bids for auction items.

Items received:

- 1) Buffalo Hunt on Ted Turner Ranch with the Governor
- 2) Four-person bear hunt in Canada that the Governor picked out. Value of the hunt is \$30,000
- 3) Indian motorcycle and will be signed by the Governor and sealed on the bike. Governor plans to ride it at the Sturgis Motorcycle Rally.
- 4) Picture of Governor Noem and President Trump at Mt Rushmore last year from the July 4<sup>th</sup> celebration. The picture will be signed by President Trump and Noem.

Other possible auction items:

Have some gun packages options.

Another possible item would be having Adam Oswald a painter from SD do a painting and finish at the Governors hunt and have that signed by the Governor.

Only have 20 minutes for the auction. The board will need to find an auctioneer.

#### *Show 4 videos we have in our library created by Paulsen (Weyer)*

Weyer showed the four videos to the board. Stated they have been shared on social media.

#### *Habitat Programs Committee (Faulstich)*

Proposal of 3 programs supported by SCHF

These were discussed with the Governor at the luncheon.

### *Working Lands Habitat Program*

Hopefully if funds available would like to extend the contracts when they are expiring.

### *CREP (Faulstich)*

Proposal is to build incentive into CRP program, does require access to hunting.

Priority areas that GFP is looking at is the Big Sioux Watershed. Talked about setting goals higher than that possibly statewide. Do fundraising on behalf of CREP program. This must be approved through USDA.

Looking at the location of the Big Sioux watershed and explained why this would be a good location. Stated GFP estimates if we could enroll 25,000 acres in that watershed the non-federal match or state match would be approximately \$22 million dollars over 10-15-year period. Would be approximately \$1.5 million on an annual basis.

Kirschenmann stated they have not submitted a proposal yet.

### *Woody Habitat Program*

Got support within the committee for this program. Discussion on what form and degree we wanted to support this program.

Kirschenmann updated the board about the Woody Habitat Program.

In the last five years have averaged expenditures of a little under \$285,000 a year.

Stated of the things GFP is going to do is add eight more private habitat biologists across the state for a total of twelve. Our goal is to double the Woody Habitat Program.

Stated right now for the program GFP provides 75% cost share for the Woody Habitat project and have a maximum of \$10,000 for planting. These can be reviewed and adjustments made. Like to see eight rows or wider and a minimum of one acre in size.

As these programs are finalized, the board will act on approval and designate dollar amounts for funding.

### *More visible as an organization (Weyer)*

Three options of signage that was showed to the board

Weyer does not have a cost yet. Looking at a quantity of about 200 total.

Faulstich stated the prison has their sign making shop and it's affordable.

Roseland moved to approve option two with the changes of adding the website and deleting the word hunting as presented and voting through email for approval on cost for printing; seconded by Mork and the motion carried unanimously by voice vote.

## **PROGRAM UPDATES**

### *Working Lands Habitat Program (Weyer)*

Currently at 6,075 acres

Incentive payments have been \$928,748

Was asked what is paid per acre. Weyer stated West River is \$150 per acre and east river is \$250 per acre.

Scull asked Weyer if she can project what our costs will be like. Can we put a budget

together to handle this program?

Weyer stated would need guidance on what we want to pay for renewal.

Faulstich stated if we renew, we should do it at the higher rate.

Stated to increase West River to \$50 more and east river \$100 more.

Mork moved to approve Weyer doing research to get some numbers for latitude in coming up with a price for east river and west river working lands program payments as presented; seconded by Roseland and the motion carried unanimously by voice vote.

Weyer will bring those numbers back to the next Habitat Program Committee meeting and then will put on the agenda for the August meeting.

Kirschenmann stated that GFP will go back as an agency on the programs we just discussed and will put numbers together and get them submitted for the next Habitat Program subcommittee meeting.

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

Department Secretary, Kevin Robling

No update

Kirschenmann gave an update to the board about plans to add eight more biologists. As an agency looking at how we can do more for habitat and access as this is the number one priority within the Wildlife Division. Currently have four private lands habitat biologists across the state one in each of our respective administrative regions our plan is to add two more per region so we have a total of twelve. Want to maximize other programs available out there like USDA and other NGOs.

The whole purpose of restructuring and having this focus is to have smaller geographic areas where our biologists are working with more landowners and having more conversation and building more relationships. Going to have a more cohesive effort working with our conservation officers who work with and communicate with landowners or wildlife damage specialist. The intent is to get out and meet with landowners. The GFP Commission is very supportive of this effort. Hoping to have the positions filled by October or November.

Commission Chairman, Russ Olson

Invited the board to join the GFP Commission at the September meeting which is the first week of September in Rapid City to tour the shooting range as part of the pre-commission meeting. Wanted to congratulate the marketing team for all the work that has gone into the Can-Am raffle and all the things that you're doing for habitat fundraising in conjunction with the auction items at Governor's Hunt.

### **OTHER ITEMS**

Any other discussion from meeting with Governor?

Discussion was held with the board about the Governor's schedule and how we can coordinate public relations. Roseland stated she has a staffer that he has been working with. The Governor wants to be fully involved and has a lot of ideas and has given the board a lot of direction.

*New Developments (Robling)*

Robling stated the Governor would be interested in doing a fishing trip as well. Next year down the road she mentioned a hunting dog to be auctioned off.

Asked the Governor about the Buffalo Roundup and if willing to let us auction off some items for that and she said she would.

Options for auction items at Buffalo Roundup:

- 1) Custom saddle (Robling knows someone in Hot Springs that makes custom saddles)
- 2) Bullwhips
- 3) Lt. Governor is making a knife so we will have that

**NEXT MEETING**

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

**ADJOURN**

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

Scull adjourned the meeting at 10:53am MT/12:53pm CT

Respectfully submitted,

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Lisa Weyer, Executive Director

Date

Approved by,

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Jim Scull, President

Date

**SECOND CENTURY HABITAT FUND, INC.**  
**Balance Sheet Prev Year Comparison**  
As of June 30, 2021 and 2020

|  | Jun 30, 21          | Jun 30, 20          |
|--|---------------------|---------------------|
| <b>ASSETS</b>                            |                     |                     |
| Current Assets                           |                     |                     |
| Checking/Savings                         |                     |                     |
| <b>FIRST NATIONAL BANK</b>               |                     |                     |
| Can-Am                                   | 8,016.54            | -                   |
| Development Director Funds               | 56,249.64           | 100,000.00          |
| Every Acre Counts Funds                  | 424,673.00          | 852,481.00          |
| General Funds                            | 445,586.94          | 175,228.56          |
| Working Lands Habitat Program            | 332,536.65          | 176,399.03          |
| <b>Total FIRST NATIONAL BANK</b>         | 1,267,062.77        | 1,304,108.59        |
| <b>Total Checking/Savings</b>            | 1,267,062.77        | 1,304,108.59        |
| <b>Total Current Assets</b>              | 1,267,062.77        | 1,304,108.59        |
| Other Assets                             |                     |                     |
| John Deppe's RC&D Mem Fnd 0510           | 12,786.79           | 10,611.41           |
| Second Century Habitat 0844              | 186,104.82          | 154,444.33          |
| Second Century PassThr Fnd 0909          | 53,549.97           | 53,549.97           |
| <b>Total Other Assets</b>                | 252,441.58          | 218,605.71          |
| <b>TOTAL ASSETS</b>                      | <b>1,519,504.35</b> | <b>1,522,714.30</b> |
| <b>LIABILITIES &amp; EQUITY</b>          |                     |                     |
| Liabilities                              |                     |                     |
| Current Liabilities                      |                     |                     |
| Accounts Payable                         |                     |                     |
| Accounts Payable                         | 1,555.94            | -                   |
| <b>Total Accounts Payable</b>            | 1,555.94            | -                   |
| <b>Total Current Liabilities</b>         | 1,555.94            | -                   |
| <b>Total Liabilities</b>                 | 1,555.94            | -                   |
| Equity                                   |                     |                     |
| Perm. Restricted Net Assets              |                     |                     |
| John Deppe's RC&D Mem Fund               | 9,375.79            | 10,611.41           |
| Second Century Habitat Fund              | 181,125.63          | 154,444.33          |
| Second Century PassThrough Fund          | -                   | 53,549.97           |
| Perm. Restricted Net Assets - Other      | -                   | (37,997.96)         |
| <b>Total Perm. Restricted Net Assets</b> | 170,501.42          | 180,607.75          |
| Unrestricted Net Assets                  | 1,377,098.58        | 2,038,139.56        |
| Net Income                               | (29,651.59)         | (696,033.01)        |
| <b>Total Equity</b>                      | 1,517,948.41        | 1,522,714.30        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>    | <b>1,519,504.35</b> | <b>1,522,714.30</b> |

**SECOND CENTURY HABITAT FUND, INC.**  
**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS**  
THE SIX MONTHS ENDED JUNE 30, 2021 AND 2020

|                                | <u>Jan - Jun 21</u>       | <u>Jan - Jun 20</u>        |
|--------------------------------|---------------------------|----------------------------|
| Ordinary Income/Expense        |                           |                            |
| Income                         |                           |                            |
| Contributions                  | 108,832.55                | -                          |
| Direct Public Support          | 5,000.00                  | -                          |
| Earnings/Losses                | 15,369.84                 | -                          |
| GFP License Donations          | 20,319.33                 | 25,442.67                  |
| Miscellaneous Income           | -                         | -                          |
| Total Income                   | <u>149,521.72</u>         | <u>25,442.67</u>           |
| Expense                        |                           |                            |
| Business Expenses              |                           |                            |
| Business Registration Fees     | -                         | 25.00                      |
| Total Business Expenses        | <u>-</u>                  | <u>25.00</u>               |
| Contract Services              |                           |                            |
| Accounting Fees                | 223.44                    | 383.40                     |
| Contract Services - Other      | 1,788.56                  | -                          |
| Total Contract Services        | <u>2,012.00</u>           | <u>383.40</u>              |
| Every Acre Counts Program      | 1,600.00                  | 147,519.00                 |
| Facilities and Equipment       |                           |                            |
| Rent, Parking, Utilities       | -                         | 80.00                      |
| Total Facilities and Equipment | <u>-</u>                  | <u>80.00</u>               |
| Operations                     |                           |                            |
| Bank Charges                   | 88.02                     | -                          |
| Printing and Copying           | 851.00                    | -                          |
| Supplies                       | -                         | 62.84                      |
| Total Operations               | <u>939.02</u>             | <u>62.84</u>               |
| Other Types of Expenses        |                           |                            |
| Insurance - Liability, D and O | 900.00                    | -                          |
| Total Other Types of Expenses  | <u>900.00</u>             | <u>-</u>                   |
| Sponsorship                    | -                         | 2,000.00                   |
| Working Lands Program Payments | 173,722.29                | 571,405.44                 |
| Total Expense                  | <u>179,173.31</u>         | <u>721,475.68</u>          |
| Net Ordinary Income            | <u>(29,651.59)</u>        | <u>(696,033.01)</u>        |
| Other Income/Expense           |                           |                            |
| Other Income                   |                           |                            |
| Interest and Dividends         | -                         | -                          |
| Interfund Transfer             | -                         | -                          |
| Total Other Income             | <u>-</u>                  | <u>-</u>                   |
| Net Other Income               | <u>-</u>                  | <u>-</u>                   |
| Net Income                     | <u><u>(29,651.59)</u></u> | <u><u>(696,033.01)</u></u> |



#### 2022 Indian Motorcycle Super Chief Limited

- Donated by Vern Eide Motoplex/ Indian Motorcycle of Sioux Falls to the Second Century Habitat Fund for Governor's use during the 2021 Sturgis Motorcycle Rally and throughout summer.
- Insurance coverage on the motorcycle donated by Sal Roseland/R&R Pheasant Hunting.
- Requesting the Governor sign the gas tank for a commemorative detail.
- Second Century Habitat Fund will auction this motorcycle during the 2021 Governor's Pheasant Hunt with proceeds going to habitat development and conservation in South Dakota.

#### 2022 Custom Bike Build

- Donated by corporate Indian Motorcycle Company headquartered out of Medina, Minnesota. Value of around \$30,000 - \$35,000
- Custom build donated by Carey Hart, former professional freestyle motocross competitor and motorcycle racer. He is very well known in the motorcycle industry. He is also the husband to singer/songwriter, Pink.
- Carey Hart will customize the stock Indian motorcycle with high end parts and accessories and add his unique style and personality to the bike.
- Second Century Habitat Fund will have an expense of \$25,000 for the purchase of the parts and accessories to be added to the bike for customization. The Fund will solicit donations/sponsorships to cover this expense.
- Value of customized bike built by Carey Hart is around \$75,000 - \$100,000.
- Expected value with Governor Noem's signature is up to \$150,000.
- Custom bike builds are very popular in the motorcycle industry. Famous custom builders such as Jesse James and Orange County Choppers do them for major companies such as Geico, Gillette and Snap-on Tools and TV channels/shows, such as Discovery Channel, showcase the build.
- The bike build will be featured and promoted in upcoming issues of Classic Easyrider's Magazine. Estimated print runs of 100,000 copies per issue. The build will also be video recorded to use for possible publication.
- The bike build will be featured on all Easyrider's Social Media platforms with tags of #Indianmotorcycle #easyriders #sdhabitat #secondcenturyhabitat etc.
  - Facebook over 750K followers
  - Instagram over 42K followers
- Indian Motorcycle Company will have exclusive rights to promote and use finished bike for display, ad, content etc. prior to Sturgis Motorcycle Rally 2022.
  - This promotion will include the bike being displayed at major motorcycle events and bike rallies such as Daytona Bike Week, Laconia Motorcycle Rally etc.
- Governor Noem will have this bike available for her personal use at the Sturgis Motorcycle Rally in 2022.
- All proceeds of a raffle or auction will go to the Second Century Habitat Fund to restore and retain pheasant habitat development while providing awareness to the importance of sustaining South Dakota's strong outdoor heritage of pheasant hunting for future generations.

- Ideas of doing a live and internet auction during the 2022 Sturgis Motorcycle Rally in cooperation with Rod Woodruff and Buffalo Chip
  - Conduct a raffle similar to the Can-Am
- The motorcycle industry market would be a new audience for Second Century Habitat Fund. The demographic of motorcycle enthusiasts is very similar to the demographic of outdoor enthusiasts who hunt, fish, have multiple outdoor recreational vehicles and enjoy their freedoms.
  - We would utilize the brand recognition of the Sturgis Motorcycle Rally and possibly create a partnership with the City of Sturgis for additional promotion during the 2022 Sturgis Motorcycle Rally.