



**Board of Directors Meeting Agenda  
September 8, 2021  
10:00-Noon CT/9:00-11:00 am MT  
Zoom**

TOPIC	PAGES	ACTION/ DISCUSSION/ INFORMATIONAL
<b>CALL TO ORDER</b> a. Roll Call b. Housekeeping, changes to agenda, declaration of conflict of interest		INFORMATIONAL
<b>APPROVAL OF MINUTES FROM 8/11/2021</b>	1-7	ACTION
<b>COMMITTEE REPORTS</b> a. Marketing/Fundraising Committee (Roseland) <ul style="list-style-type: none"> <li>▪ Can-Am Raffle Ticket Sales and Event Participation</li> <li>▪ Any other discussion on Buffalo Roundup or Pheasant Hunt – follow up – Auction items on Facebook</li> <li>▪ Boss Commemorative Shells/Bags and Boxes - Bender</li> </ul> b. Habitat Programs Committee (Faulstich)	8-9	INFORMATIONAL/ ACTION
<b>PROGRAM UPDATES</b> a. Working Lands Habitat Program (Weyer)		INFORMATIONAL
<b>GFP DEPARTMENT AND COMMISSION UPDATE</b> a. Department Secretary, Kevin Robling b. Commission Chairman, Russ Olson		INFORMATIONAL
<b>OTHER ITEMS</b> a. Appointment of Rep. Larry Tidemann to fill York vacancy b. Development Director		ACTION
<b>ADJOURN</b> c. <i>Next meeting date October 13 @ 10am – noon CT/9am – 11:00 MT – via Zoom</i>		INFORMATIONAL
<b>ANNOUNCEMENTS/REMINDERS:</b> Sponsoring a meal for legislative appropriations committee to be held on September 20, 2021 at Custer State Park.		

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD  
ZOOM/TELECONFERENCE MEETING  
AUGUST 11, 2021

Board Members Present by Zoom/Teleconference: Adam Bender, Jim Faulstich, Curt Korzan, Tami Nelson, Sal Roseland and Jim Scull. Ex Officio Russell Olson, GFP Commission Chair and Ex Officio Kevin Robling, GFP Department Secretary.

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

Legislative Advisor by Zoom/Teleconference: Senator John Wiik

GFP Staff Present by Zoom/Teleconference: Tom Kirschenmann, GFP Wildlife Director, Emily Kiel GFP Marketing and Outreach 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 10:01 am CT and a quorum was present. No Declarations or conflicts of interest were heard. Additions to the agenda: Morlock will update the board on a tour September 2<sup>nd</sup> for Every Acre Counts. Weyer stated would like to make announcement that she has volunteered the board to sponsor a meal for legislative appropriations committee that will be held September 20, 2021 at Custer State Park. Stated will also have an opportunity to give a presentation on the Second Century Habitat Board.

**APPROVE MINUTES OF JULY 14, 2021 MEETING**

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

**FINANCIAL REPORT – 2<sup>ND</sup> QUARTER CY2021**

Provided in packet.

Weyer went through the financial report.

Balance Sheet as of June 20, 2021 has a total for the checking and saving of \$1,267,062.77. Breakdown is as follows:

- A Can-Am fund has been started with \$8,016.54 in it as of June 30, 2021. This is from sales on the SCHF website and donation/ticket sales from GFP licensing system March through April.
- Development Director fund - \$56,249.64
- Every Acre Counts fund - \$424,673.00
- General Fund - \$445,586.94 (\$202,928 is designated to habitat from TC Energy – waiting on Department on suggestions.
- Working Lands Habitat Program - \$332,536.65

Robling asked if the \$83,000 from the Big Horn Sheep auction been received yet as well as the \$50,000 from GFP for the Development Director position? Weyer said she has not received either yet.

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

## **COMMITTEE REPORTS**

### *Marketing/Fundraising Committee (Roseland)*

#### *Cam-Am Raffle Ticket Sales and Event Participation*

Roseland stated the latest update is close to \$150,000 in total sold in raffle ticket sales. Have been marketing with Facebook and that is paying off.

Weyer stated she has been at the Sturgis Motorcycle Rally with a booth location in front of the Sturgis Armory/Rally Headquarters, which is giving us great exposure and walking traffic.

Bender informed that the QR code has been scanned 786 times scans from when the rally started (Friday, August 6<sup>th</sup>) through this morning.

Roseland stated that he would like to get the spot for next year's Rally. Weyer informed the board that the spot is valued at \$15,000 and we got it for \$1,300 which is the cost of the vendor licenses. Have talked to city of Sturgis on the possibility of getting that spot again next year.

Other places that the Can-Am will be at are Dakota Fest in Mitchell and the SD State Fair.

#### *Development Director Search Update*

Robling provided an update on the Development Director search.

Interviewed one applicant, Jacob Lane, on Friday with Kiel, Weyer and Robling and interviewed him again yesterday with Executive Committee board members Korzan, Roseland and Scull. He is a solid candidate. He has been offered another job so he is looking for a response from us. It was decided that the board would like to continue with the interview process of other candidates before giving a response to Lane.

Other candidates Interested:

- Patrick Davis who is from SD and still have family in Huron. Currently lives in Colorado.
- Also have a third person who has done a lot of work from Safari Club International; still waiting on resume information from Bird Dog Recruitment.
- Sal Roseland also is interested and will interview him next week.

#### *Auction Items for Governor's Pheasant Hunt*

- 1) Buffalo Hunt on Ted Turner ranch with the Governor
- 2) Four-person bear hunt in Canada with the Governor
- 3) Indian motorcycle and will be signed by the Governor and sealed on the bike.
- 4) Picture of Governor Noem and President Trump in the White House Oval Office signed by both.
- 5) Long Range rifle from H-S Precision
- 6) David Uhl print
- 7) Beretta Package

Robling stated the plan now is three auction items during the original banquet and another three or four during half time of the concert.

After conversation it was decided the auction items should be done during the banquet.

Stated three of the top items for the auction will go in the invite going out for the Governor's hunt.

Robling asked the board if they had anybody, they want to invite for the Governor's Pheasant Hunt to get those names to him as needs them in the next two weeks.

Robling stated believes there will be 1,000 people at the Governor's Pheasant Hunt banquet.

#### *Auction Items for Governor's Buffalo Roundup*

There will be 100 high end invitees that we will do the auction in front of this year.

- 1) Custom handmade saddle – Kiel explained what the saddle will look like. Governor Noem's signature will be on it. Kiel's husband made a saddle rack as well and that will go with it.
- 2) Handmade Bullwhip - Have a guy coming to do a bullwhip demonstration. Will auction one or two of them off. Has one he is giving Governor Noem.
- 3) Adam Oswald original print of CSP Sylvan lake area scene. Noem will sign the print.
- 4) Buffalo head scull that will be painted on by an artist.
- 5) David Uhl - Buffalo print with Governor Noem riding a horse
- 6) Custom made knife by Lt. Governor Larry Rhoden

Robling stated all of the names that were submitted to him from the board got invitations sent out to them. Asking the board if you had people on that list and if they are showing up it would be nice to have you at the plane to greet them. Stated once he gets RSVP's back, he will be in contact with the people that submitted the names.

Stated September 23<sup>rd</sup> is the Buffalo Roundup auction.

Weyer stated wants to confirm that have Adam Oswald painting and paying \$4,000 to \$5,000 it and Buffalo Roundup print from last year is around \$2,000 each and we have two of them. The saddle is \$5,500. Stated the marketing budget that was approved earlier that was going to be used for the Can-Am to travel around and hire temporary staff we have not spent most of that so can use that money for some of these auction items.

Roseland asked if auction items could be advertised on Facebook. Robling and Kiel will check with the appropriate people to make sure it is ok.

#### *2022 Fundraiser – Custom Bike EasyRider/Carey Hart*

Provided in packet

Roseland informed the board our cost for the bike parts/accessories is \$25,000. Looking

at finding sponsors to cover the \$25,000. This expenditure would come out of the Marketing Budget.

Expected value with Governor Noem's signature is up to \$150,000 for the bike.

The Indian motorcycle that was delivered to the Governor was posted on Facebook and had 1.3 million people view the post. The post was shared 2,200 times. Total engagements were over 20,000 people. Right now since March our reach is about 190,000 on our posts and engagements is between 14,000 – 15,000 and our posts have been shared almost 600 times.

Stated will not see the 2022 bike in SD until Sturgis Motorcycle Rally as the Indian Motorcycle Company and EasyRiders Magazine will travel all over the country for us at no cost to motorcycle tradeshows and other rallies. However, during Sturgis, Weyer would like to have the bike presented at several locations such as the City of Sturgis Harley-Davidson Point, Buffalo Chip stage, Loud American Stage etc.

Weyer commented that once the Development Director is on board we will need to establish and approve a marketing/operational budget for the Development Director's salary, travel, marketing etc.

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

Update on 3 programs supported by SCHF

- Working Lands Habitat Program
- CREP
- Woody Habitat Program

#### *Working Lands Habitat Program*

Faulstich stated discussion was to make it a priority to re-enroll those working lands acres again for two reasons as we are saving for cost of seeding and getting it established and the other reason is if those habitat acres are working we should be building up a population of pheasants.

Kirschenmann stated had visited with the subcommittee in respect to the three programs. Stated the Working Lands Program was a priority of the Governor. Took some time to get going with this program but have gone through the first million and now we have opportunities through the board's fundraising efforts to put more acres on the ground. In conversation we talked about re-enrolling at the end of that five-year contract for those individuals enrolled. Believe a lot of benefits to this (1) have habitat established already from people that are willing and interested in the opportunity to re-enroll and it doubles the habitat impact for that particular property with extending from a five year to a ten year opportunity now. (2) re-enrolling acres with current participants already in the program financially you are saving that cost on seed. (3) doubling that length of time by offering that re-enrollment is a positive thing from a habitat wildlife perspective.

Weyer reported on data of incentive payments for renewal of current contracts for an additional 5 years. Budget would be as follows:

Parameters:

\*West River Counties – \$200 per acre (\$50 increase from \$150)  
\*(includes Tripp, Lyman, and Gregory)  
East River Counties - \$250 per acre (\$100 increase from \$150)

Total budget to renew all 95 contracts in place - \$1,321,147

East River – 53 contracts (56% of all contracts)

Total budget needed to renew all 53 contracts - \$530,615

Renewable per year breakdown:

- 2019 - \$266,222 (renewable in 2024)
- 2020 - \$224,293 (renewable in 2025)
- 2021 - \$40,100 (renewable in 2026)

West River – 42 contracts (44% of all contracts)

Total budget needed to renew all 42 contracts - \$790,532

Renewable per year breakdown:

- 2019 - \$113,860 (renewable in 2024)
- 2020 - \$549,672 (renewable in 2025)
- 2021 - \$127,00 (renewable in 2026)

Above is the renewal of the incentive payment and there would be no seed costs associated with renewals.

Faulstich made a motion on behalf of the committee that we designate the Working Lands Habitat Program as number one priority, CREP program as number two priority and Woody Habitat program as number three priority from the standpoint of funding these programs; seconded by Bender, motion carried unanimously by voice vote.

*CREP*

Faulstich stated potential program with support of GFP. This program hasn't been approved yet. This program would be our second priority.

Kirschenmann stated in respect to the CREP opportunity, as an agency, we are committed and looking at every opportunity to find the funds to have in place to implement a Big Sioux River CREP Program. Would be a very similar concept to the James River CREP. We would look at that basically just duplicating that process, but in a different geographic area. The Big Sioux River watershed and the land value rental rates would cost more to do the program based on acres. Our goal right now would be to get a Big Sioux River CREP and shoot for a target of 25,000 acres enrolled. Based on that we would estimate right now on current information available to us that would cost from a non-federal match side of things about \$1.5 million a year for 10 to 15 years in that Big Sioux River CREP area.

What we do know about CREP in eastern South Dakota is that Big Sioux River watershed would have phenomenal water quality components and the habitat it would create for wildlife and hunting opportunities. This would be open to free public hunting.

### *Woody Habitat Program*

Kirschenmann stated as they put more habitat biologists on the ground that this is a program that would increase in volume in terms of agreements that we do with landowners. See it as high interest for habitat.

Comments on the Programs:

Roseland stated when had the meeting with the Governor she threw out the \$10 million challenge to the board stating if we could raise \$10 million, she would try to get a \$10 million match through the legislature.

Stated if we're going to do this nationally it's going to be a lot easier for us to sell this if we have a specific program.

Roseland stated on programs probably the one negative is public hunting access.

Kirschenmann stated when starting the James River CREP that was our biggest concern - landowners being willing to enroll into the program because of free public hunting access. Learned there was a few that it wasn't going to work because of the requirement, but most of them were very accepting of it. Reason for that is because the financial incentive that comes with it. In our James River CREP USDA is basically covering 79% of the total program non-federal match and state matches 21% of the total program itself. When someone enrolls in the CRP contract the CREP program is essentially paying a 40% incentive on top of what their CRP rental rate is to meet that 20% match of the whole program. So, from a financial incentive it's way more lucrative than just the standard walk-in area program.

Weyer stated for donors we need to show that we have these three programs in place. Weyer asked Robling and Kirschenmann if they know what they are asking for from Second Century Habitat board for funding for the different programs.

Robling stated would expect \$1 to \$2 million dollars annually from the board. Stated that is what the Governor wants.

Faulstich stated his biggest concern is the CREP program and asked Kirschenmann for a timeline for the program. Kirschenmann stated dealing with USDA at a national level so don't believe it will be in place yet by legislative session.

### **HABITAT SIGNS**

Weyer stated they have the habitat signs they are in the Pierre office. After Sturgis Motorcycle Rally will contact the habitat advisors and request to get them out to landowners. This expenditure was approved by email vote on July 21, 2021 with a motion by Roseland; second by Mork to approve the purchase of 200 signs at a cost of \$9.16 each with total expense of \$1832.00. Motion carried with 8 board members voting yes.

### **EVERY ACRE COUNTS**

Morlock stated will send out an invite to the full board. On Sept 2<sup>nd</sup> doing a tour of some Every Acre Counts properties. This will be based out of Aberdeen. The producers that are participating will be there as well.

**PROGRAM UPDATES**

*Working Lands Habitat Program (Weyer)*

Have two or three contracts that just got emailed in. Currently have 6,086 acres enrolled. Incentive payments that have been paid out is \$928,748.

**GFP DEPARTMENT AND COMMISSION UPDATE**

Department Secretary, Kevin Robling

Stated in the process of hiring eight new private lands biologists. Goal to create twelve Habitat teams across the state so our response time is much quicker. Will be more effort with other staff helping to deliver habitat programs. Habitat access is the number one priority in the Wildlife Division. Parks have been full, and tourism is up across the state. Will have additional revenue from that for maintenance within the Parks. Pheasant numbers are better in certain areas than others as it has been extremely dry so that isn't helping. Some concern with the second wave of COVID and cancellations of some hunts. PR dollars are looking good. Rapid City shooting range is progressing well and getting more interested donors for it. Hoping to get a one-time appropriations bill for that.

Commission Chairman, Russ Olson

Thanked the board for the work they do. Probably won't be recognized for another decade or two.

**NEXT MEETING**

*SEPTEMBER 8, 2021 10AM – NOON CT/9AM – 11:00AM MT VIA ZOOM*

**ADJOURN**

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

Scull adjourned the meeting at 11:49 AM CT

Respectfully submitted,

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Lisa Weyer, Executive Director Date

Approved by,

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Jim Scull, President Date





Hi Friends,

Welcome to Sioux Falls and welcome to the 2021 Governor's Invitational Pheasant Hunt.

Pheasant hunting is more than just a tradition for South Dakotans—it's who we are, not just something we do. Some of my best memories were spent in the field with my Grandma Bergan who taught me how to pheasant hunt. A lot of the times, I loved watching her dog BJ work. What my grandmother taught me is what I have taught my children. There is nothing that I love more than hunting with my family and our dogs Hazel, Birdie and Maggie.

I am very glad to have you here this weekend and to share my love for the great outdoors with each of you.

Hunting has been a way of life for us here in South Dakota, and for more than 100 years it's also been a critical driver of our economy. I can certainly attest to that fact with having owned a hunting lodge myself and working late into the evenings to clean birds and get ready for the next day's hunt. The income earned allowed me to keep the family ranch and to conserve our land for the next generation. And I am not alone. Hundreds of other fellow South Dakotans rely on our hunting heritage for both our identities and our incomes.

On Saturday, we will all take to the fields. While on your hunt, I hope you'll take a moment to truly cherish the people and the great outdoors while thinking about what the next 100 years of hunting and habitat might look like here. I think about it every day. That is why I'm asking for your support for my Second Century Habitat Initiative. While the first 100 years put South Dakota on the map for hunters, now we've got to conserve and expand the habitat to ensure the second century of pheasant hunting will be as great as the first. It's a forward-thinking plan that's not only right for our state bird, but our soil's health and water quality, too. Habitat is what's always made this place special and we need it now more than ever.

Again, enjoy the hunt and remember to stop and look around. If you're from here, you already know how special our lands are. And if you're new to this great state, you may find yourself staying a lot longer.

From all of us in South Dakota, thank you for coming.

See you outside,

Kristi Noem