



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

TOPIC	PAGES	ACTION/ DISCUSSION/ INFORMATIONAL
CALL TO ORDER a. Roll Call b. Housekeeping, changes to agenda, declaration of conflict of interest		INFORMATIONAL
MEETING INVITATION FROM GOVERNOR		INFORMATIONAL
APPROVAL OF MINUTES FROM 5/12/2021	2-7	ACTION
FINANCIAL REPORT – 1ST QUARTER 2021	8-10	ACTION
COMMITTEE REPORTS a. Marketing/Fundraising Committee (Roseland) <ul style="list-style-type: none"> ▪ Final Approval of One Pager for Brand Awareness/Fundraising ▪ Marketing/Fundraising Plan ▪ Marketing Budget/Contracted Staff Position ▪ Board Participation at local events ▪ Can-Am Raffle Ticket Sales Update (Weyer) b. Habitat Programs Committee (Faulstich) <ul style="list-style-type: none"> ▪ No update 	attached 11-12 13	ACTION
PROGRAM UPDATES a. Working Lands Habitat Program (Weyer)		INFORMATIONAL
GFP DEPARTMENT AND COMMISSION UPDATE a. Department Secretary, Kevin Robling b. Commission Chairman, Russ Olson		INFORMATIONAL
OTHER ITEMS a. Conflict of Interest Statements still needed by Kessler and Ness		INFORMATIONAL
ADJOURN <i>Next meeting date July 14 10am – noon CT/9am – 11:00 MT – via Zoom</i>		ACTION

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD
ZOOM/TELECONFERENCE MEETING
MAY 12, 2021

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

Board Advisors Present by Zoom/Teleconference: Bruce Toay, Ducks Unlimited and Paul Lepisto, Izaak Walton League.

Legislative Advisor by Zoom/Teleconference: Senator John Wiik

GFP Staff Present by Zoom/Teleconference: Tom Kirschenmann, Wildlife Division 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 9:04am MT/10:04am CT and a quorum was present. No declarations or conflict of interest were heard. Agenda changes: Weyer stated the Marketing/ Fundraising Committee will have some items to discuss for approval that are not on the agenda.

APPROVE MINUTES OF APRIL 14, 2021 MEETING

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

COMMITTEE REPORTS

Marketing/Fundraising Committee (Roseland)
Brand Awareness – One Pager

Bender stated the goal of the one pager was to be a one stop shop that we, as a board, were going to make available to the public and be able to use in marketing and fundraising efforts.

One Pager consists of:

- 1) Strong quote from Governor Noem
- 2) Our Mission/Vision
- 3) Our Habitat Programs
- 4) How to Support

Need to discuss how we want to make this sheet actionable and show people how to support us and how to get involved. Where do we want to direct people?

Robling stated one of the things he would recommend on the one pager is we don't focus on the Every Acre Counts and Working Lands Programs and instead we talk more broadly on habitat programs and putting perennial grass in landscape and marginal acres. Broadly state here is our goals and here is our efforts. Missing providing support for more habitat advisors. Put our mission, vision, and goals as need to brand ourselves. Focus on the future generation and how to donate.

Faulstich stated could use some additional quotes on success stories from people maybe a two-

minute video. Said would be helpful to have a link to a video on the one pager.

Nelson suggested a QR code that they could scan off the one pager and then it pulls of the website or wherever we want to send them.

Weyer stated our purpose for this was so that we are all on the same page - consistent messaging and something that we could hand to people when we are talking to them about the Second Century Habitat Fund.

Weyer said she has the minutes from the Habitat Program Meeting and can language for the habitat programs area to Bender.

Bender requested Weyer to email this one pager out to the board and asked anyone to comment on changes/additions and email back to Bender. When he has an update, he will email it to Weyer so she can email it to the board for a final approval.

Bender suggested a generic catch all email for the one pager. Weyer/Robling will check with BIT on an email for this.

Outdoor and Farm Forum

Roseland explained he received an advertising proposal from The Outdoor Forum and the Farm Forum. At this time the Marketing/Fundraising Committee would like to recommend moving forward with the Outdoor Forum proposal to promote the Can-am raffle and the Second Century Habitat Fund. The proposal is two full page ads for the price of one full page in the May issue and the Fall issue. Cost is \$970 each so a total investment of \$1490.

Robling moved to approve outdoor forum ads for \$1,490 as presented; seconded by Nelson and the motion carried unanimously by voice vote.

Can-Am Raffle Ticket Sales Updated (Weyer)

Weyer stated the latest update is \$65,700 in ticket sales.

Working on an events calendar and getting the Can-Am out to in person events throughout the summer.

Working Lands Testimonials/Videos

Roseland stated the committee talked a lot about the videos and talked to the Grassland Coalition on partnering.

Committee decided our needs are greater than videos right now as we need to create a brand and awareness.

We already have four videos created by Paulsen and the Grassland Coalition has eleven videos that they are filming this year. We can still submit a few questions to the Grassland Coalition if we want a little more focus on habitat. However, we have tabled the video side of things for now to try and fix some other needs that we have.

A more current need is to have a mechanism for getting information to the public. Believe it is more than the Marketing/Fundraising Committee can handle for example like when the federal farm programs come out and to get them updated on our website and consistent messaging on social media.

AgSpire Proposal/Grant

AgSpire has provided a proposal to partner with us and we would submit a grant on their behalf for funds. The CCG grant is available through NRCS. This grant has been available every year, but we have never applied for it.

Purpose of Grant:

- 1) Improve soil health
- 2) Improve landscape performance in dealing with water quantity issues; either excess or inadequate, and downstream impacts.
- 3) Improve water quality
- 4) Improve habitat for local wildlife species of concern.
- 5) Improve the environmental and economic performance of working agricultural lands.
- 6) Assist communities and groups to build and strengthen local food projects that provide health food and economic opportunities.

Program Objectives:

Objective 1:

Promote soil health, Farm Bill Conservation Programs, and conservation agriculture by creating awareness through marketing channels.

Objective 2:

Direct, in-person, technical assistance, and landowner consulting at 500 hours in Year 1 and 750 hours in Year 2 and 3.

Objective 3:

Organize at least seven conservation workshops per year.

Objective 4:

Increase understanding and build educational material surrounding soil health through testing a minimum of 20 fields prior to and after perennial seed species planting.

Objective 5:

Promote and improve local wildlife habitat through promotion of the Second Century Habitat seed program.

AgSpire is working on a budget. Grant must be submitted by June 8th or June 11th. The grant is over 3 years with roughly \$300,000-\$350,000 per year.

AgSpire is filling out the grant application for us and not costing the board anything. They are doing a lot right now in-kind for the board because they know the benefits for future of what's coming down the pike from Washington DC as far as money being talked about.

A contract will be drafted that states what we get from AgSpire, but looking at services such as marketing, educational workshops, being the point of contact or the one stop shop for us on all habitat program areas.

Weyer clarified that the Second Century Habitat Fund is a non-profit organization that is the reason we would submit the grant on behalf of AgSpire. Stated what we get out of it is from the

Objectives for a one stop shop scenario. For the budget most of it will go to AgSpire for the work they will be doing, but the Fund could see an amount set aside for our programs or marketing.

Roseland stated there is about a \$50,000 - \$75,000 window of money that could be money coming directly back to the Fund for the board to use.

Discussion:

Faulstich asked if the grant application would be written in time to get it out to the board for review. Believe the board needs to know what they are voting on. Next meeting isn't before the grant application deadline, so do we need to hold a special meeting.

Weyer stated would like to be able to submit this grant on behalf of AgSpire but that is all that is being done right now. If awarded the grant, the money is ours until we have the contract with AgSpire. Weyer said her thought right now is to just get the approval to be able to submit the grant and then at the June meeting hopefully would have a little more information and possibly a proposed contract.

Stated the money doesn't become available until around September 15th.

The grant we would be applying for would have some match to it.

Roseland stated currently just asking for approval to submit the grant to try and get the money.

Faulstich stated this is a very competitive grant. Cautioned that need to have another plan in case we aren't award the grant. Faulstich stated would like to know the contents of the grant application.

Roseland stated need another week until Vivian from AgSpire is back to get more technical information to us.

Faulstich moved to approve the board proceeding with preparation of the CCG grant application, and once the application is written, Weyer will email it to the board for review/approval. The board can give approval via email unless there is a concern, then the board would hold a special meeting; seconded by Robling and the motion carried unanimously by voice vote.

Roseland stated this grant is not to compete with our partners, but it is in support of what they are already doing and to improve and reach more people. That is one of the main purposes of trying to get this grant.

Robling stated goal is to bring all partners together.

Faulstich stated had a Grassland Coalition meeting yesterday and if you want specific information on the grassland shoots need to let Jessop Judge know.

Roseland had talked to Judge and he was going to provide the questions with what they were already asking. Roseland stated have turned away from the videos for now as believe there is some other greater needs.

Weyer said one of the four Grassland Coalition habitat videos was an enrollee in our Working

Lands Habitat Program so did consider the possibility that we would put in a few questions directly pertaining to that program.

Habitat Programs Committee (Faulstich)

Seed Bids/Award Contract

Weyer stated they received two bids for the Working Lands Habitat Program one from Millborn Seeds and one from LaCrosse Seeds. The habitat program committee is recommending that we approve Millborn Seed as they were the lower bid.

Millborn Seed bid:

Upland Mix \$60 per acre

Saline Wet Mix \$50 per acre.

This is for a one-year approval. The minimum is 2,500 acres to 5,000 acres.

Roseland moved to accept Millborn Seed bid as presented, seconded by Faulstich and motion carried unanimously by voice vote.

PROGRAM UPDATES

Working Lands Habitat Program (Weyer)

Weyer stated we now have 5,915 acres enrolled. Have another contract for 160 acres that just came in.

Scull asked if we have any results from earlier enrollees.

Weyer stated did do a report earlier at one of the board meetings with confirmation from the Habitat Advisors to confirm seed was planted and status of growth. Stated if we go forward with a video from the one producer that is enrolled in our working lands program that would be a great testimony for the program.

Weyer shared Scull's suggestion of doing a before and after video over two or three years as a testimony for habitat development.

Scull requested to Robling to have the Habitat Advisors give feedback on the Working Lands Program.

GFP DEPARTMENT AND COMMISSION UPDATE

Department Secretary, Kevin Robling

Stated habitat access remains a priority for GFP. Looking at doing more pheasant marketing. Goal as a board is to fundraise and thanked the board for their hard work.

Korzan stated next week he is meeting with Chris Dorsey and he wants to do a whole series on SD. Stated after he meets with him, he will contact Robling and Kiel and possibly have a meeting with the whole committee. He wants to do an article in Forbes Magazine. Believe it will be great coverage for SD.

Commission Chairman, Russ Olson

No update

OTHER ITEMS

Conflict of Interest Statements still needed by Kessler and Ness

NEXT MEETING

June 9th 9:00am – 11:00am MT/ 10:00am – Noon CT – via Zoom

ADJOURN

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

Scull adjourned the meeting at 10:30am MT/11:30am CT

Respectfully submitted,

Lisa Weyer, Executive Director

Date

Approved by,

Jim Scull, President

SECOND CENTURY HABITAT FUND, INC.
Statements of Net Position
As of March 31, 2021 and 2020

	Mar 31, 21	Mar 31, 20
ASSETS		
Current Assets		
Checking/Savings		
FIRST NATIONAL BANK		
Can-Am	2,641.98	0.00
Development Director Funds	58,038.20	100,000.00
Every Acre Counts Funds	426,273.00	1,000,000.00
General Funds	416,509.65	170,727.56
Working Lands Habitat Program	431,577.94	567,960.47
Total FIRST NATIONAL BANK	1,335,040.77	1,838,688.03
Total Checking/Savings	1,335,040.77	1,838,688.03
Total Current Assets	1,335,040.77	1,838,688.03
Other Assets		
John Deppe's RC&D Mem Fnd 0510	12,087.15	10,611.41
Second Century Habitat 0844	175,922.57	154,444.33
Second Century PassThr Fnd 0909	53,549.97	53,549.97
Total Other Assets	241,559.69	218,605.71
TOTAL ASSETS	1,576,600.46	2,057,293.74
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	33,113.79	0.00
Total Current Liabilities	33,113.79	0.00
Total Liabilities	33,113.79	0.00
Equity		
Perm. Restricted Net Assets		
John Deppe's RC&D Mem Fund	8,676.15	10,611.41
Second Century Habitat Fund	150,943.38	154,444.33
Second Century PassThrough Fund	0.00	53,549.97
Perm. Restricted Net Assets - Other	0.00	-37,997.96
Total Perm. Restricted Net Assets	159,619.53	180,607.75
Unrestricted Net Assets	1,387,980.47	2,038,139.56
Net Income	-4,113.33	-161,453.57
Total Equity	1,543,486.67	2,057,293.74
TOTAL LIABILITIES & EQUITY	1,576,600.46	2,057,293.74

No CPA provides any assurance on these statements and substantially all disclosures have been omitted.

SECOND CENTURY HABITAT FUND, INC.
Statements of Activities
For the Periods Ended March 31, 2021 and 2020

	Jan - Mar 2021	Jan - Mar 2020
Income		
Contributions	102,121.33	0.00
Earnings/Losses	4,487.95	0.00
GFP License Donations	0.00	18,941.67
Miscellaneous Income	0.00	0.00
Total Income	106,609.28	18,941.67
Expense		
Business Expenses		
Business Registration Fees	0.00	25.00
Total Business Expenses	0.00	25.00
Contract Services		
Accounting Fees	3,889.30	383.40
Total Contract Services	3,889.30	383.40
Facilities and Equipment		
Rent, Parking, Utilities	0.00	80.00
Total Facilities and Equipment	0.00	80.00
Operations		
Bank Charges	88.02	0.00
Printing and Copying	851.00	0.00
Supplies	0.00	62.84
Total Operations	939.02	62.84
Working Lands Program Payments	105,894.29	179,844.00
Total Expense	110,722.61	180,395.24
Other Income/Expense		
Other Income		
Interest and Dividends	0.00	0.00
Interfund Transfer	0.00	0.00
Total Other Income	0.00	0.00
Net Income	-4,113.33	-161,453.57

No CPA provides any assurance on these statements and substantially all disclosures have been omitted.

2:55 PM

SECOND CENTURY HABITAT FUND, INC.

05/20/21

Account QuickReport

Accrual Basis

As of March 31, 2021

Type	Date	Num	Name	Memo	Split	Amount
Accounts Payable						
Bill	01/19/2021		MILLBORN SEEDS	WORKING L...	Working Lands...	3,431.00
Bill	01/19/2021		CASEY PETERSON	Accounting S...	Accounting Fees	744.54
Bill Pmt -Check	01/19/2021	3532	CASEY PETERSON	Accounting S...	FIRST NATIO...	-744.54
Bill Pmt -Check	01/19/2021	3533	MILLBORN SEEDS	WORKING L...	Working Lands...	-3,431.00
Bill	02/09/2021	27176	BORNS GROUP		Printing and C...	122.00
Bill	02/16/2021	152302	CASEY PETERSON		Accounting Fees	654.89
Bill	02/22/2021	152027	CASEY PETERSON		Accounting Fees	1,318.37
Bill	02/22/2021		SCOTT DIVAN		Working Lands...	24,000.00
Bill Pmt -Check	02/22/2021	3534	THOMAS AND LIN...		Working Lands...	5,250.00
Bill Pmt -Check	02/22/2021	3535	CASEY PETERSON		FIRST NATIO...	-1,318.37
Bill Pmt -Check	02/22/2021	3535	SCOTT DIVAN		Working Lands...	-24,000.00
Bill Pmt -Check	02/22/2021	3536	THOMAS AND LIN...		Working Lands...	-5,250.00
Bill Pmt -Check	03/05/2021	3537	CASEY PETERSON		General Funds	-654.89
Bill	03/08/2021	272386	BORNS GROUP	Can-Am	Printing and C...	729.00
Bill	03/22/2021		Carl Novotny		Working Lands...	18,000.00
Bill	03/22/2021		Paul Thomas		Working Lands...	24,000.00
Bill	03/22/2021	153487	CASEY PETERSON		Accounting Fees	1,171.50
Bill Pmt -Check	03/24/2021	3538	BORNS GROUP		General Funds	-122.00
Bill Pmt -Check	03/24/2021	3539	Carl Novotny		Working Lands...	-18,000.00
Bill Pmt -Check	03/24/2021	3540	Paul Thomas		Working Lands...	-24,000.00
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	2,760.00
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	651.60
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	9,600.00
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	2,100.00
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	7,199.99
Bill	03/29/2021	INV01...	MILLBORN SEEDS		Working Lands...	8,901.70
Total Accounts Payable						33,113.79
TOTAL						33,113.79



Brand Awareness and Can-Am Marketing Plan

ABOUT SECOND CENTURY HABITAT FUND

MISSION:

To be advocates of habitat stewardship, collaborate with community partners, and be conservation leaders to benefit all of South Dakota.

VISION:

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.

GOAL:

To put seed in the ground and assisting landowners with planting marginal acres to grasslands for wildlife habitat.

KEY ISSUES

- Lack of brand awareness statewide and nationwide of Second Century Habitat Fund
- Slow ticket sales of Can-Am raffle
- Lack of a formal marketing and fundraising plan

EXECUTION PLANS

Brand Awareness/Can-Am Ticket Sales

- Create event calendar for summer and fall of 2021 to display Can-Am at state and national events related to rodeo, agriculture, hunting and outdoor recreation. This will promote Can-Am raffle ticket sales and provide brand awareness exposure for Second Century Habitat Fund. Board members will be asked to actively participate by attending to a booth exhibit for at least one event.
 - Attend 3-4 events per month (June – October 2021). This will include major national events as well as major state events. Some events would be a booth to display Can-Am, some events may be a sponsorship and some events may be opportunities for Governor Noem to make an appearance riding Can-Am. **Event attendance and sponsorship opportunities will depend on availability – Event suggestions below, but continuing to search for national event opportunities*
 - June:
 - Custer Off-Road Rally June 11-13
 - Deadwood PBR June 11-12
 - Belle Fourche Black Hills Roundup June 30-July 4

- July:
 - SD Governor’s Agricultural Summit Sioux Falls July 8-9
 - North Dakota State Fair July 23-31
 - Deadwood Days of 76 July 26-31
 - Cheyenne Frontier Days July 23-August 1
- August:
 - Minnesota Farm Fest August 3-5
 - Sturgis Motorcycle Rally August 6-15
 - DakotaFest August 17-19
 - Minnesota State Fair August 26-Sept. 6
- September:
 - South Dakota State Fair September 2-6
- October:
 - Governor’s Annual Pheasant Hunt October
- Develop “Where Next” Campaign to allow people to submit entries to have the Can-Am go to them for a day. People would use the Can-Am in their everyday activity of working on a farm, riding a trail, hunting etc. This allows public participation and social media influencers to help spread the word on the Can-Am and Second Century Habitat Fund. This would be an entire marketing campaign with heavy social media posting. Great photo opportunities! Stories and photos can be shared on the Can-Am Community webpage and submitted to the Can-Am Off Road Livin’ TV. Use #WhereNext #Can-Am #SecondCentury
- In addition to Facebook, add Instagram and Twitter pages to enhance Second Century Habitat Fund social media platform
 - Minimum of 1 post per day for Facebook and Instagram
 - Minimum of 3 tweets per day on Twitter
- Develop social media content calendar for regular and timely postings to keep visibility of Second Century Habitat Fund ongoing. Consistently use #SDHabitat, #SecondCentury

Marketing

- Develop and approve a marketing budget for national magazine coverage, promotional materials, can-am travel and event participation.

Fundraising

- Set fundraising goal to raise \$1 million dollars and total enrollment of 10,000 acres - CY 2021
 - Ask each board member to actively participate in fundraising efforts (goal of \$50,000 per board member) *\$550,000*
 - Can-Am raffle ticket sales *\$250,000*
 - Hold a fundraising event/dinner and increase online donations *\$200,000*

Staffing

- Proposing to share a contracted media relations staff person with the South Dakota Parks and Wildlife Foundation to handle all social media campaigns, event appearances and general promotion and brand awareness of the Second Century Habitat Fund.

Second Century Habitat Fund				
Proposed Marketing Budget				
Expense	Dates	Location	Cost	Notes
Staffing Event/Marketing Position			\$6,000	3 months at \$2000 contract service fee per month
Travel & Meal Reimbursement to Events			\$4,000	Pay mileage for use of their vehicle and meals
Rental of a trailer to haul Can-am			\$5,000	Would board member have a trailer we could rent?
Event Participation (details below)			\$20,000	
Signage/Promotional Materials			\$5,000	
Where Next Campaign			\$10,000	
Total Marketing Budget			\$50,000	
Event Detail				
June (3 events)				
Custer Off Road Rally	6/11 - 6/12	Custer	Free	Negotiated free space
Black Hills Roundup	6/30 - 7/4	Belle Fourche	\$750	Negotiated Sponsorship - exhibit space, announcements during rodeo, banner placement and ride Can-Am in arena
Black Hills Roundup Parade	4th of July	Belle Fourche	Free	
	<i>Total Cost for June</i>		\$750	
July (3 events)				
Governor's Ag Summit	7/8 - 7/9	Sioux Falls	\$5,000	Sponsorship - recognition during event, event program, logo on website, signage and two event tickets
ND State Fair	7/23 - 7/31	Minot, ND	\$800	Exhibit space
Days of 76 Rodeo	7/26 - 7/31	Deadwood	\$3,000	Waiting to hear back from event coordinators
	<i>Total Cost for July</i>		\$8,800	
August (3 events)				
Minnesota Farm Fest	8/3 - 8/5	Redwood County, MN	\$1,675	Exhibit space
Sturgis Motorcycle Rally	8/6 - 8/15	Sturgis	\$4,000	Exhibit space
DakotaFest	8/17 - 8/19	Mitchell	Free	Sharing space with GFP
	<i>Total Cost for August</i>		\$5,675	
September (1 event)				
SD State Fair	9/2 - 9/6	Huron	Free	Sharing space with GFP
	<i>Total Cost for September</i>		\$0	
October (1 event)				
Governor's Pheasant Hunt		Sioux Falls	Free	Sharing space with GFP
	<i>Total Cost for October</i>		\$0	
Additional events or marketing opportunities			\$4,775	