



Board of Directors Meeting Agenda
May 12, 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		
APPROVAL OF MINUTES FROM 4/14/2021	1-4	ACTION
COMMITTEE REPORTS a. Marketing/Fundraising Committee (Roseland) <ul style="list-style-type: none"> ▪ Brand Awareness – One Pager ▪ Can-Am Raffle Ticket Sales Update (Weyer) ▪ Working Lands Testimonials/Videos b. Habitat Programs Committee (Faulstich) <ul style="list-style-type: none"> ▪ Seed Bids/Award Contract 		ACTION
PROGRAM UPDATES a. Working Lands Habitat Program (Weyer)		DISCUSSION/ ACTION
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		
ADJOURN <i>Next meeting date June 9 10am – noon CT/9am – 11:00 MT – Face to Face (where) or Zoom?</i>		ACTION

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

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

Board Advisors Present by Zoom/Teleconference: Rick Vallery, Department of Agriculture, Matt Morlock, Pheasants Forever, Bruce Toay, Ducks Unlimited, Paul Lepisto, Izaak Walton League of America.

GFP Staff Present by Zoom/Teleconference: Lisa Weyer Executive Director.

CALL TO ORDER AND CHANGES TO AGENDA

Korzan called the meeting of the South Dakota Second Century Habitat Fund board to order at 9:08 am MT/10:08 am CT and a quorum was present. No changes to the agenda and no declarations or conflict of interest were heard. Weyer announced that Representative York will not be a Legislative Advisor for this organization as of April 15, 2021.

APPROVE MINUTES OF MARCH 24, 2021 MEETING

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

FOLLOW UP FROM PREVIOUS MEEINGS TO DISCUSS

Millborn Seed/AgSpire Presentation Follow-up

Weyer stated that Knock and Georgalas from AgSpire weren't ready to provide a proposal. Weyer will keep in contact with them and, if they wish to present a proposal, will bring to the board.

COMMITTEE REPORTS

Marketing/Fundraising Committee (Roseland)

- 1) Rebrand – reinventing the marketing and branding of the Second Century Habitat Fund. Talked about having a one pager of who we are and what we do, so if talking to someone we have that information.
- 2) Grassland Coalition Videos - The videos are well done. Reached out the President of the Grasslands Coalition and they are willing to help us or be part of that. President is going to send a list of the questions that they ask as they will be starting in April and they have eleven different ranches or operations that they are going to shoot videos on this year. He will get us the questions that they ask those producers and they are willing to let us add 2 or 3 questions in there so that in the future if we want to re-edit those videos a little we can to get our message out.
- 3) Talked about Can-Am Raffle as need to come up with a bigger list of events. If anyone knows of parades, rodeos or other events in your town please let Roseland know so

they can get it on the master schedule. Bender and Roseland have access to the Facebook page so they can create posts.

4) Fundraising – wasn't covered in this last meeting other than the Can-Am Raffle.

Can-Am Raffle Ticket Sales Update – Challenge to board members to reach out to 3 individuals and invite them to purchase a raffle ticket and provide information about Second Century Habitat Fund

Weyer stated latest update is \$53,000 in ticket sales.

Habitat Programs Committee (Faulstich)

1) Reviewed the working lands habitat contract. Recommended changes that Committee came up with are as follows:

- *Change the language by add haying in Section 7d to read...Grazing and haying only in a manner that maintains suitable vegetative structure for wildlife cover (an average minimum stubble height of 8 inches should be retained).*
- *Insert a box at the landowner signature line to draw attention to Section 13 allowing reasonable hunting access. The box will read as follows: Per Section 13, I agree to allow reasonable hunting access to the acres enrolled in the Working Lands Habitat Program. I give permission for my name and contact phone number to be provided to hunters to ask my permission.*
- *Make the incentive payment to be \$50/per acre/per year (\$250 one-time payment per acre for the 5 year contract) for East River counties to also include Tripp, Gregory and Lyman counties and \$30/per acre/per year (\$150 one-time payment per acre for the 5 year contract) for West River counties.*

Robling clarified the reasonable public access doesn't mean the person enrolling their lands in the working lands program has to put it into walk-in lands or anything like that it would just allow some free and reasonable access to members of the public. A blanket language that GFP uses in a lot of their contracts.

Robling moved to approve the existing contract with the three changes recommended from the habitat committee as presented; seconded by Ness and the motion carried unanimously by voice vote.

Roseland asked the question as thinking about the Marketing/Fundraising Committee can the Habitat Committee come up with top existing programs/new ones, so they have that information for their one pager for their committee. Would also like to know if successful so they can promote the programs and to let them know who has been successful in some of the programs.

Faulstich asked Weyer to make sure on the agenda for next Habitat Programs Committee meeting.

- 2) Request for Proposal for the seed contract. Recommendation from the committee is no changes to the proposal document and recommended it would be the same seed mix and for approximately 2,500 acres. Weyer will put it out for bid and extend the date to May 1, 2021.
- 3) 30/30 Discussion - stated was not enough information to take any action. The program has potential but at this point no recommendation.

Discussion:

Ness stated believes it is something we need to look into.

Robling addressed the board on the 30/30 conversation that they had in the habitat committee meeting. There are some concerns in the Governor's office with putting a mandate on private landowners across SD. Robling stated sixteen states are asking for a clearer definition of what 30/30 really means and SD is one of those states. Right now, it is a little early to engage on this.

Faulstich stated this it has potential to put the most natural resource improvement on the landscape of anything since the 1930's. Believe that we should weigh in on this.

Robling stated would need to visit with the Governor's Office before we go further with the 30/30.

Several commented they believe it could be positive for SD. More information needs to be learned on this and will share that information with the group when there is more.

PROGRAM UPDATES

Working Lands Habitat Program – Proposal for testimonials and video for seed in ground/progress

Weyer stated GFP Communications team Emily Kiel and Nick Harrington put together a proposal from 605 Magazine and the Marketing and Fundraising Committee will review on Monday, April 19th.

It's a multimedia proposal including social media videos for testimonials and magazine articles. The proposal came in about \$53,000.

Korzan stated the Governor said there's some money available from COVID funds and maybe that's something somebody can check with her on to see if available for this purpose. Weyer stated more than likely any COVID money would go to GFP but maybe the Department would be willing to provide Second Century Habitat a grant to pay for some of this.

Robling will reach out with Allen Cambon of the Governor's office to see what might be available to the board.

GFP DEPARTMENT AND COMMISSION UPDATE

Department Secretary, Kevin Robling

No Update

Commission Chairman, Russ Olson
No Update

OTHER ITEMS

Conflict of Interest Statements still needed by Kessler, Mork and Ness
Weyer stated she received Mork's and visited with Ness and he is sending his in.

NEXT MEETING

MAY 12, 2021 10AM – NOON CT/9AM – 11:00AM MT VIA ZOOM

Weyer stated next quarterly meeting is coming up June 9th. Board needs to think about if they want it to meet in person and if so where.

ADJOURN

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

Korzan adjourned the meeting at 10:57AM CT

Respectfully submitted,

Lisa Weyer, Executive Director

Date

Approved by,

Curt Korzan, Secretary/Treasurer