



Board of Directors Meeting Agenda
July 14, 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
APPROVAL OF MINUTES FROM 6/9/2021	2-6	ACTION
COMMITTEE REPORTS a. Marketing/Fundraising Committee (Roseland) <ul style="list-style-type: none"> ▪ Development Director Recruitment Contract and Job Description ▪ Can-Am Raffle Ticket Sales and Event Participation ▪ Auction Items for Governor’s Pheasant Hunt – proceeds to SCHF ▪ Show 4 videos we have in our library created by Paulsen b. Habitat Programs Committee (Faulstich) <ul style="list-style-type: none"> ▪ Proposal of 3 programs supported by SCHF <ul style="list-style-type: none"> Working Lands Habitat Program CREP Woody Habitat Program 	7-10	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. Any other discussion from meeting with Governor? b. Conflict of Interest Statements still needed by Kessler		INFORMATIONAL
ADJOURN <i>Next meeting date August 11th @ 10am – noon CT/9am – 11:00 MT – via Zoom</i>		

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD
ZOOM/TELECONFERENCE MEETING
JUNE 9, 2021

Board Members Present by Zoom/Teleconference: Adam Bender, Jim Faulstich, Curt Korzan, DeLon Mork, Tami Nelson, Larry Ness, Russell Olson (GFP Commissioner), Sal Roseland and Jim Scull.

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

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 10:05 am CT and a quorum was present. No changes to the agenda and no declarations or conflict of interest were heard.

MEETING INVITATION FROM GOVERNOR

The board is invited to lunch at the Governor's residence in Pierre on Tuesday, June 22nd at 12:30 pm. All board members are encouraged to attend. Weyer will not be able to be present as she will be on vacation/annual leave.

APPROVE MINUTES OF MAY 12, 2021 MEETING

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

FINANCIAL REPORT 1ST QUARTER 2021 - WEYER

Provided in packet.

Weyer went through the financial report.

Total Current Assets - \$1,335,040 (cash in bank)

Weyer stated the Second Century Habitat Fund will receive \$77,000 from the Big Horn Sheep auction and \$26,200 from license donations for January through April that is not reflected in this quarterly report.

Quarterly accounts payable report was provided.

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

COMMITTEE REPORTS

Marketing/Fundraising Committee (Roseland)

Roseland asked for approval on the one pager that was provided in the packet so they can get them printed for use.

Faulstich moved to approve the one pager as presented; seconded by Olson and the

motion carried unanimously by voice vote.

Marketing/Fundraising Plan (Roseland)
Provided in packet

Weyer asked the board to look at the document “Brand Awareness and Can-Am Marketing Plan” as she went through the information. The Marketing/Fundraising Committee has reviewed the document and makes the recommendation for approval by the board.

Weyer was asked by GFP Secretary Robling to put together a Marketing Plan to present to the Governor, so she provided the attached plan. The Governor wanted to see what our efforts are and see our progress. Stated the Governor wants to see the Can-Am at events both in state and national events. The Can-Am is currently the major fundraiser.

The plan focuses on key issues:

- Lack of brand awareness statewide and nationwide of SCHF
- Slow raffle ticket sales
- Lack of a formal marketing plan

The plan outlines potential upcoming events that the Can-Am can be displayed. Weyer has not registered for any events; need board approval.

One of the components of the marketing plan is the concept of a “Where Next” Campaign to allow the public to get involved. People can enter for the opportunity to have the Can-Am for a few hours while doing their normal course of business – such as on a ranch, on a trail etc. Photo opportunities and could be a good partnership with Can-Am.

Fundraising

The Governor wanted a goal set for fundraising. Robling and Weyer came up with a fundraising goal of \$1 million dollars for CY2021. Some money has already been raised. In 2020 when the Board had a zoom meeting with the Governor it was asked if she wanted a Development Director in place and she stated she wants the board to fundraise.

This fundraising plan is asking each board member to raise \$50,000.

Weyer stated we have the Corporate Friends Program where at \$10,000 they get the opportunity of having a hunt.

Hoping to get \$250,000 in Can-Am raffle ticket sales.

Would like to hold a fundraising event/dinner and increase online donations to \$200,000. Roseland met with the Governor yesterday and she is in favor of this event type of event.

Staffing

Weyer stated have a need to contract with someone for the Second Century Habitat board to make event appearances, social media postings/general promotions and brand awareness of the Second Century Habitat Fund.

Roseland stated when they were visiting with the Governor yesterday, she was interested in the boards fundraising ideas. The Governor is very willing to help.

Visited with her about fundraising at the Governor's Hunt. Roseland stated will visit about it at their next committee meeting.

Roseland challenged the board members to pick an event that they could attend to represent the Second Century Habitat Fund. Roseland stated he is volunteering to be at Dakota Fest August 17-19th.

If you have any events that we could get the Can-Am to let Weyer and Roseland know.

Olson stated possibly doing a Corporate pheasant hunt with the Governor could bring in a lot of money.

Roseland stated they had talked with the Governor about the Corporate hunt and believes could get \$15,000 per person. Could see doing four to six hunts across the nation with some of the lodges connections we have in SD. The Governor said to sell them. We just need to work with her schedule. Stated we need to get it on the schedule now.

Korzan suggested reimbursement to the lodges for these hunts, at least for the expenses, as they will lose money giving up hunts. Believe one thing the board needs to focus on is marketing with need to have youth and veterans involved.

Roseland stated maybe could underwrite some of the costs like ammunition, food etc. and check with businesses on donations for some of those expenses.

Roseland stated will take it back all of this to the fundraising committee and put together the proposal with details and bring it back to the board.

Marketing Budget

Total marketing expense budget request is \$50,000 as detailed below. Weyer stated could use the Development Director budget that has \$58,000 in it.

Contracted Staff Person - \$6,000 3 months @ \$2000/month

Travel Reimbursement - \$4,000

Trailer - \$5000

Events \$20,000

Signage/Promotions - \$5,000

Where Next Campaign - \$10,000

Other Events to have the Can-Am at:

Buffalo Roundup

Central State Fair in Rapid City Aug 20th through the 29th

Black Hills Harley Davidson in Rapid City during SMR

Mork moved to approve the marketing and fundraising plan and budget of \$50,000 to be paid from the Development Director fund as presented; seconded by Ness and the motion carried unanimously by voice vote. Marketing/Fundraising Committee will have authority to have final event and sponsorship selections.

Can-Am Raffle Ticket Sales Update (Weyer)

Currently raised \$78,840 in ticket sales

GFP can track the sales so once we start going to events, we will be able to track the sales at each event.

Weyer reported that we now have a QR code for use for people that want to give cash when Can-Am is on display at an event.

Habitat Programs Committee (Faulstich)

No Update

PROGRAM UPDATES

Working Lands Habitat Program (Weyer)

- Total of 6075 acres enrolled
- 33 counties involved in the program
- 85 individual landowners involved
- Paid out \$898,749 in incentive payments
- Paid out \$277,207 in seed
- Total of \$1,175,956 for the working lands habitat program

GFP DEPARTMENT AND COMMISSION UPDATE

Tom Kirschenmann, GFP Update:

Possibly changes coming on enhanced efforts internally for habitat and access but will keep the board updated after meeting with GFP Commission in July.

The bounty program is continuing to see high level of participation from youth more than 30% which is double from what we saw in the previous two years. Kirschenmann stated was just over 30,000 the last time he looked.

Commission Chairman, Russ Olson

No Update

CCG Grant Update

Roseland stated when they met with the Governor yesterday, she is all in with the grant and possibilities with us being able to get it.

Weyer is submitting the CCG grant this afternoon since board approved via email on 6/14/2021. Stated Morlock, Toay and Robling wrote support letters for the grant.

OTHER ITEMS

Conflicts of Interest Statement still needed by Kessler

NEXT MEETING

JULY 14, 2021 10AM – NOON CT/9AM – 11:00AM MT VIA ZOOM

ADJOURN

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

Scull adjourned the meeting at 11:37am CT.

Respectfully submitted,

Lisa Weyer, Executive Director

Date

Approved by,

Jim Scull, President

Date

Email Vote:

June 13-14, 2021

Motion by Nelson to approve the submission of the CCG Grant application; second by Bender. Motion passed with 10 yes votes.

June 10, 2021

Motion by Roseland to authorize Lisa Weyer to apply to obtain a business credit card on behalf of the Corporation; issued by Pinnacle Bank and through First Dakota National Bank. Purchases will be for things such as Facebook ads, event registrations, and other online purchases within the marketing budget; second by Nelson. Motion passed with 8 yes votes.



Dear Director Weyer

Thank you for retaining Bird Dog Recruitment and Consulting LLC to assist in identifying and selecting candidates for the position of ***Director of Development for the South Dakota Second Century Habitat Fund***. I'm excited about working with you on this Search Project as it will have significant impact on Governor Noem's legacy in South Dakota.

Our Responsibilities

I will communicate with you regularly and provide Search Project status updates throughout the course of this engagement as we jointly work toward your final candidate choice. You will receive a candidate summary for each candidate presented to you, and I will coordinate the schedule(s) of the interview(s) when necessary. After the interview(s), I will give candidate feedback to you and your team regarding the results of the interview(s) and suggested next steps with each candidate.

Bird Dog will conduct reference checks and document the results in a final Reference Report. Reference checks consist of asking specific questions of selected references with regard to the facts of the candidate's career history, to the extent such information is available from past employers.

Client Responsibilities

Your key responsibilities in this process include being timely and responsive in reviewing potential candidates, scheduling and interviewing candidates, providing substantive interview feedback, completing additional reference checks or background investigations and due diligence as you deem necessary, and keeping me informed of any significant changes that may impact the position. All information from Bird Dog in regard to this Search Project must be kept confidential by you, shared only with those who are directly involved, and used solely for purposes of this Search Project in accordance with applicable law.

Fees and Expenses

The Retainer Fee for the ***Director of Communications*** search will be 20% of the annual starting salary (based off range provided by client).

The Retainer Fee will be invoiced in two installments as follows:

- Upon your execution of this letter agreement, the first installment of \$10,000 will be invoiced;
- Upon job offer accepted by candidate, the final installment will be invoiced. All invoices are due upon receipt.

Finally, if any candidate accepts an offer of employment from you, or if you engage any candidate as a consultant or contractor, the entire Fee (retainer and additional service fees related to the search) become due and payable immediately.

6 Month Guarantee

If any executive that Bird Dog Search (BD) places with you does not start or ceases to be employed by you for any reason except disability, death, reorganization, elimination of position, takeover, or material change in job responsibility, within six (6) months of his or her acceptance date, BD will search for a replacement to fill the original position. This Guarantee applies only if (i) you have paid the Fee for the initial search as provided in the letter agreement, and (ii) there has been no material change to the original Position Description.



Additional Search Completion(s)

In the event you find more than one candidate from the candidates we have discussed with you in the course of the Search Project to whom you desire to offer employment, a fee of fifteen percent (15%) of the candidate(s) total first-year compensation will be invoiced at the time of the individual's acceptance.

Acknowledgement

Please indicate your acceptance of these terms and conditions by signing and returning one copy of this letter agreement via email to *kim@birddogrecruitment.com*. Please keep a copy for your records. As soon as I receive this signed letter agreement, your search project will commence. I truly appreciate your confidence in my ability to conduct this important Search Project and I look forward to working with you!

Kim Borchers

Agreed to this 25th day of June 2021.

**Kim Borchers,
Owner/President**

Bird Dog Recruitment and Consulting LLC

Lisa Weyer, Executive Director
Second Century Habitat Fund

POSITION SUMMARY:

The Director of Development is responsible for planning, organizing, and directing all of **South Dakota Second Century Habitat Fund's** fundraising including, the major gifts program, annual fund, planned giving, special events and capital campaigns. The Director works closely with the Executive Director and the Board of Directors in all development and fundraising endeavors.

QUALIFICATIONS:

- Must embrace the mission of the **South Dakota Second Century Habitat Fund**.
- Strong interpersonal and writing skills.
- Have knowledge and experience in fund raising techniques, particularly major gift fundraising.
- Possess the skills to work with and motivate staff, board members and other volunteers.
- Have the desire to get out of the office and build external relationships.
- Be a "self-starter" and goal driven to initiate donor visits and fundraising calls.
- Be organized and exhibit "follow through" on tasks and goals.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability.
- A bachelor's degree.
- 5 years minimum experience in professional fundraising.

ACTUAL JOB RESPONSIBILITIES:

1. Meet prospective donors and supporters on a continual basis to establish effective communications with them.
2. Grow a major gifts program including identification, cultivation and solicitation of major donors.
3. Oversee grant seeking including research, proposal writing, and reporting requirements.
4. Build the planned giving program with a focus on deferred gifts such as bequest expectancies.
5. Direct the annual fund program, including mailings and annual fundraising drives.
6. Direct capital campaigns and other major fundraising drives.
7. Coordinate fund raising special events.
8. Direct employee fundraising drives.
9. Oversee prospect research.
10. Work closely with the Executive Director, and Board of Directors.
11. Make public appearances/accept speaking engagements to share information about the **Second Century Habitat Fund** with the donor community.
12. Staff Board Development Committee meetings.
13. Oversee fundraising database and tracking systems.
14. Supervise and collaborate with other fundraising staff.
15. Oversee creation of publications to support fund raising activities.
16. Maintain gift recognition programs.
17. Demonstrate professional conduct at all times.
18. Perform other related duties as requested.

SALARY/BENEFITS:

Competitive/commensurate with experience and other qualifications.

APPLICATION:

E-mail resume to Kim Borchers at kim@birddogrecruitment.com

Edits:

Contract:

- add “Board” to the title of the organization (Second Century Habitat Fund) in first paragraph
- under Fees and Expenses change position title to Director of Development rather than Director of Communications.

Position Description:

- #8 – change the word “employee” to “fundraising committee”
- #12 – change to “attend marketing/fundraising committee meetings
- #14 – change wording to read “Collaborate with marketing/fundraising committee members”
- Under salary/benefits add: This position is a contracted position with a monthly services payment and reimbursement of expenses such as travel and meals. Question if we need to put down a salary range, but Kim would know a better answer to that due to her experience.