**March 15, 2021 Alliance Board of Directors Meeting, 1p**

Present: Bill Boettge, Bill Stangel, Colleen Crane, Jeff Gaska, Andy Condon,Michelle Scarpace Probst

Excused: Linda Truelove& Charlie Nelson

The Alliance Board of Directors met via Zoom due to pandemic.

The February BOD minutes were approved.

Colleen & Michelle confirmed that Alliance meeting notifications were now in place, both on the Website’s News Updates and via Becky.

A general conversation took place regarding the sensitivity of manure application complaints and Dale Gasser’s comment during the Alliance general meeting that most complaints are due to odor of manure application.

General updates:
-RRC: Addie will be contacting Wayne Kok regarding monitoring streams.
-Noted that Sand County Foundation is not on website as a partner. Colleen will correct.
-River Alliance call w/Charlie & Bill B.

Communication Committee
-Pull up banner artwork was approved.
-Bill S. made a motion to approve a $150 expenditure in order to produce the pull up banner. Jeff seconded. Motion passed.
-Michelle provided an update on the E-newsletter which will be distributed 3/31.
-Comments were made regarding the two minute video script which targets shoreline homeowners.

Programs
- Town of Westford’s Ag Enterprise Area tied to NMP
-Adaptive Mgt: Loosely connected to NMP within the Beaver Dam River watershed. Bill S suggested to tap into other successful Adaptive Mgt practices for ideas. He noted that the LWC staff is limited and typically, water treatment administrators know about sewers, not watersheds.

-Expanding of Fox Lake Incentive Program to include Beaver Dam Lake and Sinissippi

• The consensus was that each lake should develop their own program as the funds from that lake should be used in that lakes watershed.

• It was pointed out that Beaver Dam Lake and Sinissippi do not have administrative staffs to administer such a program and thus they may not be able to support a Fox Lake type incentive program

• It was discussed to continue to explore how to possibly bring this under the umbrella of DATCP funded administration

Finance

* The board reviewed a financial statement prepared by Alliance treasurer. It showed a balance in the fund of $1,218. This does not include the $750 paid to Alliance from LWCC.
* The board agreed that we should again ask the lake districts and associations as well as the Farmers Grp for continued support. Colleen and Bill B will draft a letter requesting $500 from each group. Also a power point presentation will be developed that can be shown to these groups that reflects the work being done by the Alliance

Other Topics

**Water Week**

* Many programs and discussions during WI Water Week Conf on developing working relationships with producer led groups.

**Edited Version of Rick Clark’s Presentation**

* Bill B suggested an edited version of the highlights of Rick Clark’s presentation used on website and at meetings etc would be a great tool to get more producers interested in regenerative farming as it points out the cost savings and competitive advantages gained. Funding for this could be from sponsorships.

**Field Signage**

* It was the consensus that signage in fields pointing out cover crops etc was not effective. More innovative ideas were needed possibly consider billboards. Consider getting major seed companies to support such a program was discussed.

**Farmers Market**

* The percentage of farmers we are trying to reach to adopt regenerative practices that market at farmers’ markets is very low. Therefore no major effort should be put forth to work on farmer market programs. However Ruth J is working on compiling a list farmer markets that we may be able to put on our website to assist those farmers looking for sites.

**Support for Ag Items in State Budget**

* It was agreed we should contact our legislators encouraging their support for specific items in the state budget supporting our work regarding regenerative farming. We secure more details of the budget and then draft such letters.
* It was pointed out that 501 c 3 org can support practices and budgets. It is not permissible to support specific candidates or parties.

**Upcoming Webinars**

* There are two one hour webinars coming up Mar 19 and 26 giving highlights from Farmer-led projects in WI and pointing out unique education and outreach strategies to promote cover crops. Board members were encouraged to attend.

The group then discussed how the back to back Alliance & Alliance BOD format went. It was suggested to try the back-to-back format again in April.

Future Alliance meeting/BODApril 12, 10a
No May Allilance meeting. BOD meeting TBD.

Respectfully submitted,

Colleen Crane, Alliance BOD Secretary