



## Board of Directors Meeting Agenda

**September 11, 2020**

**10:00 am – 12:00 pm CT**

**9:00 am – 11:00 am MT**

**DENR Large Conference**

**Room/Joe Foss Building**

**PIERRE**

**or**

**Zoom Video Conference**

<b>TOPIC</b> <i>(suggested time for discussion)</i>	<b>PAGES</b>	<b>ACTION or DISCUSSION</b>
<b>CALL TO ORDER</b> <i>(10 min)</i> <ul style="list-style-type: none"> <li>a. Roll Call</li> <li>b. Housekeeping, changes to agenda, declaration of conflict of interest</li> </ul>		
<b>APPROVAL OF MINUTES FROM 7/28/2020</b> <i>(5 min)</i>	<b>2-9</b>	<b>ACTION</b>
<b>FINANCIAL &amp; PAYABLES REPORT</b> <i>(5 min)</i>	<b>10-11</b>	<b>ACTION</b>
<b>NO FOLLOW UP FROM PREVIOUS MEETINGS TO DISCUSS</b>		
<b>GOVERNANCE</b> <i>(10 min)</i> <ul style="list-style-type: none"> <li>a. Election of Secretary/Treasurer to replace vacancy of Halverson</li> </ul>		<b>ACTION</b>
<b>GOALS AND OBJECTIVES/OTHER BUSINESS</b> <ul style="list-style-type: none"> <li>a. Fundraising Ideas and Goals <i>(30 min)</i></li> </ul>	<b>12</b>	<b>DISCUSSION and/or ACTION</b>
<b>PROGRAM UPDATES</b> <ul style="list-style-type: none"> <li>a. Second Century Working Lands Habitat Program <i>(5 min)</i></li> <li>b. Every Acre Counts Program <i>(35 min)</i></li> </ul>	<b>13-14</b>	<b>DISCUSSION</b>
<b>GFP COMMISSION UPDATE</b> <i>(5 min)</i>		<b>DISCUSSION</b>
<b>OTHER ITEMS?</b> <i>(10 min)</i> <ul style="list-style-type: none"> <li>a. Report on Habitat Day at State Fair</li> <li>b. Keystone XL Pipeline Project Habitat Donation</li> </ul>		<b>DISCUSSION</b>
<b>ADJOURN</b> Next meeting in November or December?		<b>DISCUSSION</b>

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD  
ZOOM/TELECONFERENCE MEETING  
JULY 28, 2020

Board Members Present by Zoom/Teleconference: Dr. Barry Dunn, Jim Faulstich, Tim Kessler, Curt Korzan, Tami Nelson, Jim Scull and Ex Officio Board Member Kelly Hepler, GFP Department Secretary and Gary Jensen, GFP Commission Chair. Others attending by Zoom/Teleconference: Jason Simmons, Governor's Office, Anthony Bly, SDSU Extension. GFP Staff attending by Zoom/Teleconference: Kevin Robling, GFP Deputy Director, Tom Kirschenmann, GFP Division Director and Executive Director Lisa Weyer.

Board Advisors Present by Zoom/Teleconference and introduced: Rick Vallery, Dept. of Agriculture, Matt Morlock, Pheasants Forever, Bruce Toay, Ducks Unlimited, Collette Kessler, USDA Natural Resource Conservation Service and Paul Lepisto, Izaak Walton League.

**CALL TO ORDER AND CHANGES TO AGENDA**

President Jim 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 declarations or conflict of interest were heard. The board welcomed Tami Nelson as a new board member. Nelson shared a little information about herself.

**APPROVE MINUTES OF JUNE 23, 2020 MEETING**

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

**FINANCIAL REPORT & PAYABLES - WEYER**

Handout provided in packet. Did not approve the financial report for May at the last meeting since we didn't have it in front of us to see it. Weyer suggested just approving the June financial report.

Weyer explained the financial report and went through payables.

Have \$100,000 in Development Director Fund so later in the meeting would like to recommend approval of a video production and would suggest we use this money for the marketing that we are planning on doing. Also, will have website development expense to pay. This video would take the place of a Development Director for now. Any marketing expenses are recommended to be paid out of the Development Director account.

General Fund has \$175,228.56. Detail of the General Fund – From the big horn sheep license auction, we have \$113,500 to date. This money is to be used for habitat development, so suggested we could use for the Working Lands Habitat Program when we run out of money in that account. In private donations we have \$27,700, GFP license donations from check off when you purchase a hunting/fishing license we have \$47,215 and GFP Financial Officer Chris Petersen emailed that an additional \$23,335 is coming from April to June donations. This money can be used for operational expenses.

Kessler moved to approve the financial report dated as of June 30,2020 as presented;

seconded by Hepler and the motion carried unanimously by voice vote.

## **FOLLOW UP FROM PREVIOUS MEETINGS** **FINALIZE VISION STATEMENT**

Weyer read both options for the vision statement to the board.

#1 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.

**OR**

#2 We have restored and enhanced pheasant habitat development and provided awareness to the importance of sustaining South Dakota's strong outdoor pheasant hunting heritage for future generations.

Discussion:

Kessler stated he liked number one as the second one talks about what you have already done.

Dunn stated a vision statement is a statement that five or ten years down the road states what we have accomplished. It is a vision of the future.

Scull stated he doesn't understand the logic of vision statement #2.

Faulstich said he has concerns about how the public will perceive the vision statement.

Nelson said the vision statement is a road map to where you want to be. First one made more sense to her.

Korzan also believes vision statement number one is what he likes as well.

Toay said second one doesn't show the need for urgency as much but could change the wording a little.

Scull asked if we could change the wording to combine the two saying something like continue to restore or something that would bridge the two vision statements.

Faulstich said he likes the word continue instead of have as concerned about how people perceive it.

Hepler moved to approve the Vision Statement #2 as presented; seconded by Dunn and after discussion the motion was amended for Vision Statement #2 to change from "We have restored" to "To have restored" by Jensen and seconded by Kessler and motion carried unanimously by voice.

**Approved Vision Statement:**

**To have restored and enhanced pheasant habitat development and provided awareness to the importance of sustaining South Dakota's strong outdoor**

**pheasant hunting heritage for future generations.**

**FINALIZE HABITAT PARTNER OF THE YEAR AWARD/CRITERIA**

Weyer went through the handout that was in the package. The Vision will be changed to what we just voted on.

Korzan stated to make this attractive would need a good cash award. Would like to see a \$10,000 cash award.

Faulstich said he would be concerned that running side programs that are competing with raising habitat funds could be a problem. Would it be better to give them a hunt or lottery through GFP, so we are not competing?

Colette Kessler talked about the Leopold Award and Jim Faulstich stated it was brought up at one of the meetings and that the board didn't think this was a good match.

Scull said the money would be secondary to the recognition you would get for providing something we have lost in SD, which is pheasant habitat. He believes the money is necessary to show people that the board is serious.

Stated maybe for an award we could help with habitat development improvements to the winner's land such as providing grass seed or trees rather than a cash award.

Nelson said a big reward could be whoever wins this award has the Governors hunt at their place.

Hepler stated he and Simmons could visit with the Governor about some options.

Hepler moved to approve the Habitat Partner of the Year Award/Criteria as presented with the concept of offering habitat enhancement initiatives and other benefits rather than cash; seconded by Faulstich and the motion carried unanimously by voice vote.

**FINALIZE FRIENDS OF HABITAT PROGRAM (CORPORATE)**

Weyer went through the levels of Friends of Habitat Program.

Weyer said this will go on the website and business could donate online, but will be doing flyers, and social media as well to market this.

Hepler moved to approve the Friends of Habitat Program (Corporate) as presented; seconded by Kessler and the motion carried unanimously by voice vote.

**DATA NEEDED IS THE FOLLOWING ON PHEASANTS FOR PAST 5 YEARS**

Handout provided in packet.

# Small Game License Sales Totals

date updated: 9 Jan 2020

<b>Resident</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Combination	47,110	47,933	47,022	45,328	43,470
Junior Combination	8,222	8,166	7,762	7,070	6,677
Senior Combination	7,737	8,438	8,965	9,424	9,621
Small Game	23,561	21,165	16,602	17,060	14,927
Youth Small Game	5,174	4,850	4,413	4,117	3,660
1-Day Small Game	1,409	1,317	1,306	1,208	1,188
<b>Resident Totals</b>	<b>93,213</b>	<b>91,869</b>	<b>86,070</b>	<b>84,207</b>	<b>79,543</b>
<b>Nonresident</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Small Game	86,747	83,006	68,356	70,876	65,891
Youth Small Game	2,566	2,450	1,957	1,905	1,551
Annual Shooting Preserve	395	393	398	324	296
5-day Shooting Preserve	10,545	10,626	11,488	11,856	11,879
1-day Shooting Preserve	1,276	1,347	1,264	1,304	1,208
<b>Nonresident Totals</b>	<b>101,529</b>	<b>97,822</b>	<b>83,463</b>	<b>86,265</b>	<b>80,825</b>
<b>Grand TOTALS =</b>	<b>194,742</b>	<b>189,691</b>	<b>169,533</b>	<b>170,472</b>	<b>160,368</b>

Korzan asked if there is a way that they could submit the daily numbers on preserves electronically, then GFP would know if it is a preserve license or regular out of state license.

Kirschenmann stated they are headed that direction and looking at developing something that would be electronically filed.

## **GOVERNANCE**

Governor Noem's reappointed DeLon Mork, Tim Kessler and Larry Ness. Expiration 1/1/2023

Governor Noem's appointment of Tami Nelson.  
Expiration 6/30/2023

## **GOALS AND OBJECTIVES/OTHER BUSINESS**

### **WEBSITE DOMAIN**

Weyer stated we need to choose a domain name for our website.  
Weyer secured all the domains in the packet so we just need to pick one.

SDHabitatFund.org  
SDHabitatFund.com  
SDHabitat.com  
Schfsd.com  
Schfsd.org

The communication team said that they liked SDHabitatFund.org

Faulstich asked should it be pheasants instead of habitat? Weyer said we would use search engine optimization which is key tag words and pheasant would be a key word for optimization.

Dunn moved to approve the website domain [SDHabitatFund.org](http://SDHabitatFund.org) as presented; seconded by Kessler and the motion carried unanimously by voice vote.

## **MARKETING/FUNDRAISING VIDEO**

Weyer provided two proposals in packet. Paulsen and DJ Case.

Governor Noem requested we put together a fund-raising video that she is offering to show at the Governor's hunt during the safety briefing. Weyer stated we could share it with the preserve operators to show the video at their safety briefings, as well. The video could serve as our Development Director, since we are not getting one at this time.

The two proposals are similar. Both companies said video can be done by Sept 15<sup>th</sup>, but Weyer will talk to them about having it done by Sept 1<sup>st</sup>. Weyer visited with both companies, but recommends moving forward with Paulsen. Paulsen's proposal is broken out into 3 phases:

Phase 1 – Strategic Planning & Campaign Messaging \$5000

Phase 2 – Video Development \$25,000 - \$35,000.

Phase 3 – Marketing Options – 35,000

We need to decide if you want any of the additional components that is in the proposal (Phase 1 & 3).

Kessler moved to approve the proposal from Paulsen as presented; seconded by Dunn.

Discussion took place over the options of Phase 3.

Weyer stated we could come back later to discuss Phase 3 options, but for right now the video is the number one priority.

Kessler amended original motion for only Phase #1 and Phase #2 as presented, seconded by Dunn and the motion carried unanimously by voice vote.

## **FUNDRAISING PLAN**

Weyer stated need to focus on fundraising and asked that the board bring some ideas back to the next meeting.

## **PROGRAM UPDATES**

### **SECOND CENTURY WORKING LANDS HABITAT PROGRAM – Lisa Weyer**

Weyer said not a lot of changes from the last meeting. We were requested to give a report to Governmental Operations and Accounting Committee (GOAC) as they wanted to know where the million dollars that was received in 2019 is being spent and how we are being accountable for the program. Weyer provided a report to GOAC.

The enrollees of the Working Lands program are getting the seed in the ground and then part of the process will be having the habitat advisors going back to those who

have a contract to make sure the seed is in the ground and report on how that planting is going.

We do have a small group that is planting seed in the fall. Have about 782 acres left to enroll. Have \$176,399 of funding available.

### **EVERY ACRE COUNTS PROGRAM – Anthony Bly**

Bly said the big challenge is assumption by producers, agronomist and landowners on how land should be managed. That change in this paradigm is going to take a long time. Every Acre Counts is a research and education program that sets the foundation to knock away at that paradigm.

The Precision Technician position has been filled and Cristin Weber will be starting in approximately 2 weeks. She will be working with the data and has experience in the software we will be using to do the analysis. She will be helping transfer the data from the different platforms into the software.

Currently have 14 producers that we are working with to enroll. Pheasants Forever did a marketing promotion and got 7 interested producers and Bly stated he has been working with 7-10 over the last year and trying to convince them to enroll. Analyzing their lands for probability is a new way of thinking about crop production. Gaining the trust of the producers is difficult and takes several conversations. Bly was finally able to visit in person with some last week. Bly stated that he hopes to have the first signed contract soon.

Dr. Barry Dunn

We have five or six real challenges with the program but believe we can overcome them. Government programs and crop insurance are some of those challenges. Probably the biggest hurdle is getting the financial data.

Unfortunately, the program was started in one of the wettest years and followed up with Covid-19 this year.

Pheasants need grass and habitat and that is what started the program.

Ran this program on campus as a student project with local farmers and it was successful. Need leaders in communities showcasing that this works. It is a long-term process to change people's minds about how they farm.

Kevin Robling

Wildlife habitat is the byproduct of this effort. Have about 2.2 million acres in eastern SD that are considered marginal lands and likely a lot of times net 0 acres, so not making any money for the producer. If we could convert half of those back into grass based on this probability concept it will benefit the pheasant and all kinds of wildlife.

This paradigm shift must occur. The profitability of the farm and ranch depends on it and sustainability of future generations depends on it. Also, policy changes at the federal level depend on it and that's what this data hopefully will showcase in 15 to 20 years down the road. It is going to be a long-term commitment for long term gain.

Anthony Bly

Bly stated paradigm shifts take generations to truly change. The generation is learning from the previous generation and so it's an inherent way to do things. We must start hammering away at those foundations and that's why the board needs to hold the torch and carry and advance the torch and keep that going.

One of the biggest barriers is that essentially, we are looking in their checkbook. I need to develop a valid reason to let that happen.

I shared some data at the last meeting about the farm that we analyzed and how many percent of the acres that are unprofitable and we want to use that kind of data to educate producers and say maybe you should take a look at your operation.

Bly said a big barrier next would be the fixed cost as that is a huge thing.

Comments:

Scull stated the concern is that there are no contracts with lots of obstacles to overcome. Looking at the goal sheet we are way behind what we hoped we could achieve as far as contracts with producers. Scull asked can we overcome those obstacles and get producers online in a timely fashion? We are 18 months into the program and that is a concern of the board. We need to find some success in this program. We need to set some goals and criteria.

Weyer commented that the Second Century Habitat fund provides the funding but have not done any marketing for Every Acre Counts and said we need to do better marketing for our own program. Need to come up with a marketing flyer and then get the information out to Ag bankers for promotion of the program.

Robling stated when this program was designed, we had \$1,000,000 for producer payments the NRCS chipped in \$600,000 for things that require actual physical work. Said the one thing we don't have is the marketing and outreach budget. We have 3.9 million acres of prevent plant that was enrolled last year in South Dakota alone we could circle back to those producers that enrolled those prevent plant acres, because those are the lands we are after. The board could help with this outreach piece.

Scull asked who are these people that are going to market? Robling stated could come in the form of help with mailings, getting the word out by writing an article and those kinds of things.

Scull asked Robling to get more specific with what you would like the board to do. Scull said not sure the board knows what their roll is. Would like Robling and Bly to put something together and bring it back to the board.

Robling will get together with those involved and figure out what is the shortcoming of the enrollments and develop a plan that addresses those issues.

Morlock stated they just finished a sign up for soil health and habitat program, but it's tied in with Every Acre Counts program that is why they hired the technician. By publishing an article in Successful Farmer, they were able to bring in seven producers in a matter of a couple of months. Pheasants Forever is willing to help Bly and Robling with promoting this program.



Weyer stated the website will also be another area to promote this program. Will also ask Paulsen about any suggestions and ideas for marketing Every Acre Counts. Weyer would be happy to put any materials or flyers together that would help with the promotion as well.

Bly stated GFP staff that are working an area and know a farmer that does well with precision ag could bring the name to Bly and mention the program to them. Bly could do the one on one contact with the producer.

Scull asked that Bly, Robling and Weyer establish some new goals that they feel are realistic with all the challenges that have come up and bring that back to the board.

**OTHER ITEMS**

Weyer suggested next meeting for September be a face to face meeting for those that are willing and able to attend in person. Zoom meeting will also be available. Board members stated they would like the next meeting to be the first part of September. Weyer will get some dates to the board.

**ADJOURN**

Hepler made the motion to adjourn the meeting and Scull seconded the motion and the motion carried unanimously by voice vote.

Scull adjourned the meeting at 12:23 PM CT

Respectfully submitted,

---

Lisa Weyer, Executive Director

Date

Approved by,

---

Jim Scull, President

Date

9:38 AM **SECOND CENTURY HABITAT FUND, INC.**  
 08/21/20 **Balance Sheet**

Accrual Basis As of August 21, 2020

	<u>Aug 21, 20</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
<b>FIRST NATIONAL BANK</b>	
Development Director Funds	100,000.00
Every Acre Counts Funds	852,481.00
General Funds	200,563.89
Working Lands Habitat Program	153,809.03
<b>Total FIRST NATIONAL BANK</b>	<u>1,306,853.92</u>
<b>Total Checking/Savings</b>	<u>1,306,853.92</u>
<b>Total Current Assets</b>	1,306,853.92
<b>Other Assets</b>	
John Deppe's RC&D Mem Fnd 0510	10,611.41
Second Century Habitat 0844	154,444.33
Second Century PassThr Fnd 0909	53,549.97
<b>Total Other Assets</b>	<u>218,605.71</u>
<b>TOTAL ASSETS</b>	<u><b>1,525,459.63</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
<b>Perm. Restricted Net Assets</b>	
John Deppe's RC&D Mem Fund	10,611.41
Second Century Habitat Fund	154,444.33
Second Century PassThrough Fund	53,549.97
Perm. Restricted Net Assets - Other	-31,267.96
<b>Total Perm. Restricted Net Assets</b>	<u>187,337.75</u>
<b>Unrestricted Net Assets</b>	2,029,668.56
<b>Net Income</b>	-691,546.68
<b>Total Equity</b>	<u>1,525,459.63</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>1,525,459.63</b></u>



September 11, 2020

Second Century Habitat Fund Payables

Total \$14,824.59

Payable To:	\$ Amount	Reason
Jaymar	\$314.00	Check blanks for QB's/new accounting firm
Borns Group	\$314.00	Flyers for State Fair/Corporate Friends, Steward of the Year, and Working Lands Habitat Program
Borns Goup	\$162.00	Window envelopes to mail out Habitat Decals
Millborn Seed	\$14,034.59	Working Lands Habitat Program Seed



## Fundraising Ideas

- Request preserve operators to show fundraising video and take donations on behalf of SCHF – Curt
- SCHF organizational decal for emblem license plate – Lisa
  - \$10 for decal
  - Decal to be picture of a dog and pheasant; not SCHF logo to get more interest
- Adopt an Acre for Habitat - Lisa
  - This could be another “program” for SCHF, as that is one of their goals for 2020 to have an additional program developed. This program would support public lands, since the other programs support private land (EAC and Working Lands).
  - People donate to support habitat at GFP walk in areas and game production areas. The donation would be a flat dollar amount to cover an acre of seed and planting. We would have to figure out what that amount is. We put a sign by the acre with the person’s name on it. A year later that person gets a picture of the acre planted and can see grass growing.
- Corporate Friends Program - Lisa
  - Board members to visit with business owners they know
  - Lisa to send out mailing to select businesses such as Scheels, Cabelas etc.
- Shooting Range or Trap Shooting Event rather than a typical banquet – Lisa
- Raffle of something (coyote night hunt) - Kevin

## Every Acre Counts Program Goals and Objectives

Engage 40 Producers to Sign Data Sharing Agreement of 40,000 acres into Every Acre Counts Program  
(Committed)

Deadline October 31, 2020

- 20 producers/20,000 acres

Deadline March 31, 2021

- 20 producers/20,000 acres

Complete Precision Farming Data Analytics on 40,000 acres

Deadline March 1, 2021

- Identify marginal lands

Enrollment of 10% of 40,000 acres into Every Acre Counts Program

(Seeded)

- 4000 acres in signed contracts by March 31, 2021

Identify Qualitative Measures of Behavior/Habitat Changes

- Contingent on Analysis Outcomes

Promotion and Education of Every Acre Counts Program

Deadline: September 30, 2020

- Develop website SDHabitatFund.org and add information on EAC
- Utilize Agtegra promotional video
- Update information on Habitat Pays
- Request partners to update website of EAC information, if needed
- Update EAC promotional flyer or rack card
- Send information to all Ag Loan Officers in SD
- Get 2 published articles about EAC in magazines
- Create social media campaign for program

Reporting of Progress/Program Success

Monthly

- Formal tracking dashboard on status of program activity to be completed by Anthony Bly.

# Every Acre Counts Dashboard, September 1, 2020

