

SOUTH DAKOTA SECOND CENTURY HABITAT FUND BOARD
ZOOM/TELECONFERENCE MEETING
MARCH 24, 2021

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

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

Legislative Advisors by Zoom/Teleconference: Senator John Wiik and Representative Nancy York.

GFP Staff Present by Zoom/Teleconference: Tom Kirschenmann, GFP Wildlife Director and Lisa Weyer Executive Director.

Others Present by Zoom/Teleconference: Cristin Weber, Pheasants Forever and Anthony Bly SDSU Extension, Jared Knock and Vicki Georgalas, AgSpire.

CALL TO ORDER AND CHANGES TO AGENDA

Scull called the meeting of the South Dakota Second Century Habitat Fund board to order at 3:01pm CT and a quorum was present. No declarations or conflict of interest were heard. Faulstich asked to add to the agenda discussion centered on administrations call for 30/30 and the potential it could have to accomplish many things. This will be added under other items on the agenda.

APPROVE MINUTES OF FEBRUARY 17, 2021 MEETING

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

FOLLOW UP FROM PREVIOUS MEEINGS TO DISCUSS

AGSPIRE PRESENTATION --Guests Jerad Knock and Vivian Georgalas. Handout provided in board packet

About 3 months ago decided to launch AgSpire. Stated they are not associated with Millborn Seed.

A slideshow presentation was shown. The idea behind AgSpire is looking to establish connections with any company, organization, foundation, and nonprofit interested in making a positive impact on the land to make their programs available to our landowner and operator customer base. Want to be farmer/rancher focused.

Discussion:

Scull asked what the geographic area is. Knock stated they will service all of South Dakota, western Minnesota, northwest Iowa, and southeast North Dakota.

Olson asked is there a minimal acreage? Knock stated if we can make this a free service, we could talk to both small and large landowners.

Robling commented right now we expect the producer to come to us and we need to change that.

Knock stated there is a need for a platform to attract private organization dollars.

Robling affirmed that GFP would like to work with AgSpire.

Scull acknowledged having a team of people to walk through all the different programs for farmer/ranchers would be helpful.

It was asked if AgSpire is asking for possible funding from the Fund and/or the marketing at getting these programs out in our state.

Knock replied they would be open to some sort of contribution or endorsement.

Faulstich stated it is a great approach but has some concern about crossing a line paying people to do what there already is people supposed to be doing.

AgSpire will put something together for the Fund to consider involvement.

Weyer will email the PowerPoint presentation from AgSpire to the board.

COMMITTEE ASSIGNMENTS: MARKETING/FUNDRAISING AND HABITAT PROGRAMS

Handout provided in board packet

Weyer stated she had heard from a few people volunteering for the Marketing/Fundraising Committee but hadn't heard from anyone for the Habitat Programs Committee. Therefore, Weyer took the liberty of splitting up the board members to serve on committees. Feel free to let Weyer know if you would like to switch committees or do not have time to participate. Weyer stated did not include Commissioner Olson or GFP Department Secretary Robling but welcomed them to be on the committees.

Robling stated he would like to be on the Habitat Committee.

Scull volunteered Korzan to sit on both committees.

Weyer stated she will be contacting the chair of these committees to start organizing and scheduling meetings.

Faulstich asked what format Weyer is looking at for the committees. Weyer stated will contact the committee chairs probably as soon as tomorrow to decide date of first meeting and at that meeting, we can discuss how often we want to meet. The idea of the Committees is to brainstorm and bring back the recommendations to the board at the regular meetings.

Stated that we need to ask some of the advisors if they would like to be on the Marketing/Fundraising or Habitat Committee. Weyer will contact them.

Faulstich asked if Weyer could send out an updated list of board members with phone numbers. Weyer will email the updated list to the board.

SD GRASSLAND COALITION VIDEOS AND HABITAT PAYS WEBSITE

Handout provided in board packet

Weyer stated she has met with Colette Kessler to go through the videos, but this would be great task for the Marketing Committee.

Faulstich stated GFP is a contributor to those videos so all the film footage and still pictures from all the different productions are available to GFP.

Robling stated have been working with the GFP Communication Team on the videos, too, and they will be part of this process.

C. Kessler stated to save time for the communication staff each of those videos have transcripts so the transcripts can be searched with keywords and that may save some time.

Robling asked if C. Kessler is the direct contact for the videos and if the Communication Team could reach out to C. Kessler. C. Kessler stated that would be fine.

Habitat Pays Website Decision

Weyer stated there has been a decrease on Habitat Pays website for 2021. The peak was in 2019.

Bender asked what is the number one driver to get people to this state?

Weyer believes it was targeted email messages and social media.

Robling stated in 2016 this was the big thing it was where we were going to send all of our landowners/producers. All entities were supposed to send producers to this website, but it has fizzled out through the years. Need to focus on directing traffic to this site again.

Kirschenmann stated the Habitat Pays website was one of the eight recommendations that came out of the Pheasant Habitat Summit that Governor Daugaard had put together. It was to create this one stop website.

GOALS AND OBJECTIVES/OTHER BUSINESS

UPDATE ON CAM-AM RAFFLE – LAUNCH OF TICKET SALES MARCH 8TH

Weyer stated as of March 22nd have sold 424 total tickets for a total of \$42,400. Resident tickets sold was 213 and nonresident tickets sold was 211.

Weyer reported need to give credit to Roseland for bringing this forward and to the marketing and communication team at GFP. Harrington has been the driving force on this. Have a marketing meeting coming up and will evaluate how to revamp the marketing and get this out to the public even more. Can-Am was at the Sioux Falls Sports show last week and that did good. That is a conversation we will be having as to what other shows/events we should go to.

Asked what the deadline is to buy a ticket. Weyer stated not sure of exact date but believes sometime the week of the Governor's hunt. (Per raffle permit - October 20, 2021)

Bender had some conversations with several places and there is money out there as companies are interested. Talked with Beretta, Browning and Winchester. We need to give ourselves an identity/brand. Social media is where the marketing dollars are going. We need to come up with a model of where the money is going to go and what it's going to do.

Robling stated he has asked Kiel, GFP Communication and Outreach Director, to put together a plan to submit to Governor Noem for a promotion of the Can-Am. Having the Governor with the Can-Am out on her ranch would be a good promotion.

Asked if there would be an opportunity with the Governor and the Can-Am earlier and another shot with her half way through and then a final one a couple of weeks before sales end.

Robling stated he would inquire with the Governor's Office.

Robling stated to include Kiel and Harrington in the Marketing Committee.

PROGRAM UPDATES

WORKING LANDS HABITAT PROGRAM – SEED PLANTING UPDATE

Handout provided in board packet

Weyer stated has ten contracts/landowners that she hasn't received updates on yet as to their seed planting. Other than the ten all have been planted or will be this spring.

Was asked how we are going to create a format of accountability that we can report on that we are having success.

Robling stated need to go down the testimonial road and do the before and after taking some videos and have producers actually showcase their ground as part of that and then we actually show in three years the habitat and wildlife that exists there.

Robling asked if he can put together a proposal that may cost a little money maybe from the development account of this board to contract with someone to do those things. Would bring back to the next board meeting.

Second Century Habitat Program Seed Bid Requirements – August 2019

Provided in Board Packet

Weyer went through the process of the proposal from August 2019.

Weyer stated the bid prices are valid through May 31, 2020 and we have passed that date so wanted to bring it to the attention of the board.

Weyer stated that Millborn seed said they need to raise the price of seed.

Weyer asked if we want to go for another RFP or stay with Millborn Seed.

Robling stated he is comfortable utilizing the contact we had. Stated would like to do the same process which would be to do a RFP so other entities have an opportunity to bid.

Kirschenmann stated the last time we did it we put out a RFP for proposals based on what that seed mixture would look like. We told them we were looking at \$50 or less per acre planting. Believe we had two or three submissions and they were brought to the board to choose the seed company. The board chose Millborn Seed based on their bid/service.

Kirschenmann stated he can help put together RFP again if that is the direction of the board.

Faulstich make the motion to put a RFP out with similar specs from the previous RFP seconded by Mork motion carried unanimously by voice vote.

Kirschenmann asked how many acres we are we asking for on the RFP. What total amount of dollars are you committing to putting of acres in the ground?

Kirschenmann stated the last one was based on the 5,000 acres.

Robling stated we have enough money right now for 2,500 acres.

Faulstich asked if any discussion on the per acre price incentive pay should be had.

Weyer stated that could be a conversation for the Habitat Committee. Faulstich asked Weyer to be sure that is on their agenda.

Weyer stated some people are wanting their seed order for spring of 2021 and wondered if it is ok to go through Millborn for the ones already signed up.

Board approved continuing seed purchase from Millborn until new contract is in place following the RFP.

EVERY ACRE COUNTS PRESENTATION BY CRISTIN WEBER

Provided a slideshow presentation to the board

Robling stated once we start showcasing some of the information that Weber just shared that will show producers that agronomy services are available to be utilized.

Scull stated need to market the program.

GFP DEPARTMENT AND COMMISSION UPDATE

DEPARTMENT SECRETARY, KEVIN ROBLING

Introduced Commissioner Chairman Russell Olson.

Stated the GFP Department is shifting gears and habitat and access is the focus of GFP.

COMMISSION CHAIRMAN, RUSS OLSON

Olson stated he is pleased with accomplishments from the board.

Congratulated Robling as Department Secretary.

Habitat programs that this board is working on combined with the GFP Commission is advancing the Department of GFP.

OTHER ITEMS

CONFLICTS OF INTEREST STATEMENTS STILL NEEDED BY: FAULSTICH, KORZAN, KESSLER, MORK AND NESS

Please get to Weyer.

30/30

Suggest we talk about it at the habitat committee meeting. Has the potential to help accomplish our goals.

Asked Weyer to put it on the agenda for the April 14th board meeting.

Roseland stated if anyone contacts a board member about the Can-Am give them Roseland's phone number.

NEXT MEETING

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

ADJOURN

Olson made the motion to adjourn the meeting and Nelson seconded and the motion carried unanimously by voice vote.

Scull adjourned the meeting at 5:08pm CT

Respectfully submitted,

Lisa Weyer, Executive Director

Date

Approved by,

Jim Scull, President

Date