



National Leadership Council (NLC)

**Meeting Minutes
December 3, 2019, Conference Call**

Call to order: 8:00 PM ET

1. Advocacy (Chris Wood):

12/3/19: Chris Gave praise to the “hardworking and innovative” staff (Steve Moyer) for their attention toward continued support and advocacy to the Public Lands Renewable Energy Development Act. This bi-partisan supported bill will take renewable energy (wind, solar & geo thermal) from public lands special use permits and treat it as a leasable mineral (such as coal or gas) which would then allow for acquired revenue streams to be funneled back into fish and wild life restoration and conservation. These new revenue streams would help support clean-up efforts and improvement of resources used to produce these energy sources.

Another TU priority is the continued focus on the “Good Samaritan” legislation where TU continues to serve as the go between of the environmental and mining communities.

Chris also discussed the future revamping of TU’s Membership Marketing Model (based on inspiration from NLC and BOT members) which will change from a pure revenue-based membership marketing model to one that focuses on four discrete goals. There are:

- I. Grow the Number of Members and Supporters**
- II. To Diversify our Membership and Supporters**
 - i. A Younger Membership**
 - ii. Bring more Woman into the Organization**
 - iii. Increase our minority make-up to resemble more of what the industry portrays**
- III. Increasing Member Satisfaction**
- IV. Increasing Member Engagement (a more engaged member is a more effective member)**

2. NLC Officers Report (Jim Walker):

- Annual & NLC Meetings Feedback**

Jim discussed the completion of the NLC Work Group Leader and NLC / Council Chair Calls held throughout 2019. In total, 12 Work Group Chair calls were held and 34 of 36 NLC / Council Chairs Calls held. Feedback to be provided in various formats, however first being membership reports which are to be provided to each State Council to be shared with their respective memberships.

- Orientations schedule**

Jim outlined a target for new orientations which are targeted to be completed in January and then the March / April timeframe, 2020.

- NLC publication in TROUT

Jim gave a perspective on the next steps toward getting a TU “NLC Feature” within Trout Magazine. He and Rich continue to work with Kirk Dieter’s team including David Kinney recently reassigned to this organization. The new target for first publication is the Spring (April), 2020 issue.

3. Roll Call (Rich Thomas):

- ❖ Roll Call of Attendees

TU - NLC Conference Call_12-3-19_Attendance			
<u>Council</u>	<u>First Name</u>	<u>Last Name</u>	<u>Present</u>
9AR - Arkansas	Bill	Thorne	Yes
9AZ - Arizona	Neil	Warner	Yes
9CA - California	Mary	Tealdi	Yes
9CO - Colorado	Marshall	Pendergrass	Yes
9CT - Connecticut	Sal	DeCarli	Yes
9GA - Georgia	Carl	Riggs	Yes
9IA - Iowa	Bob	Sodders	Yes
9ID - Idaho	Ed	Northen	Yes
9IL - Illinois	Jerry	Sapp	Sub - Barry Coddens
9KY - Kentucky	Vacant	Vacant	-
9MA - Massachusetts/Rhode Island	Garry	Crago	Yes
9MD - Mid-Atlantic	Don	Haynes	Yes
9ME - Maine	David	Van Burgel	Yes
9MI - Michigan	Robb	Smith	Yes
9MN - Minnesota	John	Hunt	Yes
9MO - Ozark Council	Michael	Riley	No
9MT - Montana	Harry	Murphy	Sub - Dan Short
9NC - North Carolina	Rusty	Berrier	No
9NH - New Hampshire	Ron	Oullette	No
9NJ - New Jersey	Kelly	Buchta	Yes
9NM- New Mexico	Paul	White	Yes
9NY - New York	Scott	Seidman	Yes
9OH - Ohio	Chris	Steffen	Yes
9OK - Indian Nations Council (Oklahoma)	Scott	Hood	No
9OR - Oregon	James	Fraser	Yes
9PA - Pennsylvania	Brian	Wagner	Yes
9SC - South Carolina	Paul	McKee	No
9TN - Tennessee	Steve	Brown	Yes
9TX - Texas	Mark	Dillow	Yes
9UT - Utah	Patrick	Nichols	Yes

9VA - Virginia	Graham	Simmerman	No
9VT - Vermont	Jared	Carpenter	Sub - Grey Hagwood
9WA - Washington	Steve	Miller	Yes
9WI - Wisconsin	Linn	Beck	Sub - Mike Kuhr
9WV - West Virginia	Lee	Orr	Yes
9WY - Wyoming	Werner	Studer	No
NLC Chair	Jim	Walker	Yes
NLC Secretary	Rich	Thomas	Yes

- ❖ Approval of October 4, 2019 meeting minutes
Motion to Approve Minutes: Kelly Buchta, New Jersey 2nd: Grey Hagwood, Vermont
- ❖ Approval of new chapter charters and de-charters (Jim Walker)
Per Jeff Yates, no new charters / de-charters.

4. Fiscal Year Financial Reporting (Jeff Yates):

Jeff discussed highlights for the new financial reporting period, please see below for details. He also noted that the IRS mistakenly sent letters to each Chapter and Councils that they were delinquent in filing 990's for 2018. Jeff Yates and Matt Renaud are correcting this error.

- March 31, 2020: Fiscal Year Ends (10/1/2018 - 3/31/2020; 18 months)
- May 15, 2020: 2019 & 2020 Financial Report Due to TU National (10/1/2018 - 3/31/2020; 18 months)
- August 15, 2020: All Year 2020 Forms Due to IRS (4/1/2019 - 3/31/2020; 12 months)
- Additional information at:

https://www.tu.org/wp-content/uploads/2019/05/TU_Fiscal_Year_Change_FAQ_2019_April.pdf

5. NLC & Workgroups Reporting (Rich Thomas)

- Updates Needed for NLC Representatives & Workgroup Rosters

Rich stressed the importance of each NLC Representative participating within at least two work groups with the assumption that after a year or two of getting familiar with that group they grow into a leadership role of the work group such as vice chair and eventually chair. Please continue to provide work group selections to Rich and Jim. Rich also highlighted the following individuals who recently undertook a Work Group Chair role.

TU DARE: Bob Sadders

Grassroot: Don Haynes

Native Trout: Neil Warner

- Workgroup Chair Reports due January 12, 2020
- NLC Leaders Reports – to Board of Trustees (BOT) and NLC

Work Group reports will be summarized and shared with the Board of Trustees at the February 6 & 7 meeting.

- Calendar 2020 – Activities, Events & Reports

2020 Calendar of Activities, Events and Reporting Periods was shared.

6. Membership (Jim Walker):

Jim discussed work efforts between Volunteer Operations, NLC Leadership and Lori Held in which membership reports were developed for each State Council. These reports provide statistical analysis for each Chapter and outline membership acquisition and membership statistics for a five-year period. Each State is requested to review with their respective chapters and encourage them to develop initiatives to hopefully improve these data points over the course of 2020 and beyond.

(These reports were provided to each State Council post the meeting)

Jim also referenced an initiative created by Scott Hood, NLC Oklahoma and past BOT Member and featured in the Fall edition of *Trout Magazine* within an article by Jeff Yates, 'Get One for TU.' On page 64, Jeff though Scott's challenge outlines some very basic steps in an approach to double TU's membership if we all worked in acquiring one additional member. Please encourage your membership to do the same and "get one for TU!"

7. Reminders:

- January 12, 2020: Workgroup Chair Reports Due
- Updates to Leader Section: Chapters & Councils (<https://leadersonly.tumembership.org/leaders>)
- GlobalMeet replaces ReadyTalk Conference Calls
- Share TU 2019 Annual Report: www.tu.org/progress-report

8. Q & A

Q: Is the tacklebox / Leaders Only section back up and running?

A: The Leaders Only Section experienced intermittent issues over the course of the last 8 days. As of 12/3, the vendor has indicated the problem has been resolved.

Comment: Don Haynes requested Grassroots work group participation. All interested in joining should contact Don Haynes, Rich Thomas and/or Jeff Yates for additional information.

9. Information Sources:

- NLC Information / Webpage: www.tu.org/nlc
 - National Conservation Agenda (NCA) & Critical Focus Areas (CFA's)
 - Workgroups
 - Leadership Manual
 - NLC Business Documents
- Doodle Account (free): www.doodle.com
- Leaders Only Tools: <https://leadersonly.tumembership.org/leaders>
- Office Depot / OfficeMax Discount Purchasing: Store Purchasing Card (SPC Account #80123513031; www.officediscounts.org/tu)

- GlobalMeet: 800-216-0770; access code 165595#; contact Rich Thomas or Jim Walker for Chair access code.
- Tackle Box: www.tu.org/tacklebox
- TeleJunctions.com (free conference calls): www.TeleJunctions.com
- TU Capacity Initiative: www.wyomingtu.org/tu-capacity
- TU Online Communities: <http://community.tu.org/network/members>

Adjourn: 8:48 PM ET