



National Leadership Council (NLC)

Business Meeting Minutes - June 15, 2021 - 8:00p.m. (Eastern)

Zoom Video Conference Recording Link:

https://troutunlimited.zoom.us/rec/share/0TBUsJw0NGOIaQDTHYNfW_gpLsOomLAhZdzoEaSr_f_cb1DgG8T9LFx8j0-m96ny.djogQnyaWozSyLhe?startTime=1623801743000

1. Welcome (Jim Walker)

6/15/21: Jim provided welcome remarks and introduced VolOps Staff Beverly Smith and Jeff Yates.

2. Volunteer Operations Updates (Beverly Smith / Jeff Yates)

- Calendar, Events & Annual Meeting

6/15/21: Beverly discussed the National Meeting plans and stressed “hopefully the last” virtual Zoom Meeting for a major TU event. The National Meeting will be on Thursday, September 30 and will coincide with a week-long set of activities focused around engagement. This will include the NLC Annual Business Meeting proposed for Wednesday, September 29.

Zoom Poll: Should the Annual Awards Ceremony be held in a virtual environment?

Yay: 11

Nay: 11

Suggestion from Susan Geer: Ask past recipients how they would feel about the options.

Suggestion from Don Haynes: Give presentation this year, however invite recipients back to receive awards live at the next face to face meeting.

Suggestions were well received; Volunteer Operations will review the poll responses and suggestions and come up with a workable solution.

- Recharter of Chapters – September 2021

6/15/21: Jeff reviewed the Chapter “re-charter” process and reminded everyone that as of 4 years ago, it was decided that all Chapters will be re-chartered at the same time. Councils should be making the recharter decision for each Chapter. He also highlighted the importance of Councils ensuring they have exhausted any improvement plans with each Chapter before making a final “de-charter” decision. Jeff also provided some basic Chapter statistics and stressed the best digital pivoting Chapters had a good strategic plan, a good succession plan and good leadership practices.

- National Zoom Account

6/15/21: Jeff reviewed the new National Zoom Account which will provide more licenses allowing for multiple organizational Zoom Meetings at one time as well as “one click join access.”

3. NLC Officers Report (Rich Thomas)

- NLC Calendar

6/15/21: Rich indicated NLC Calendar is currently up to date and posted at tu.org/NLC. He announced there will be one more NLC Business meeting targeted for late July / early August prior to the late September "Annual" NLC Business Meeting.

- Update on Information Posted to NLC webpage

6/15/21: Rich indicated the NLC May Workgroup reports are now available on the NLC webpage and that meeting minutes will continue to be posted upon approvals. He also mentioned that the NLC Workgroup Message Maps will soon be posted to their respective NLC page as have now been converted to PDF format.

- Community Forums for Notices & Updates

6/15/21: Rich noted that communications within the NLC / Council Chair forums continue to improve and stressed the need for NLC Reps. / Council Chairs continue to use and promote the use of the forums.

4. Roll Call (Rich Thomas)

TU NLC Annual Meeting Attendance - Tuesday, June 15, 2021				
<u>Council</u>	<u>First Name</u>	<u>Last Name</u>	<u>Present</u>	<u>Notes:</u>
9CO - Colorado	Marshall	Pendergrass	Y	
9PA - Pennsylvania	Brian	Wagner	Y	
9MI - Michigan	Robb	Smith	Y	
9NJ - New Jersey	Kelly	Buchta	Y	
9NY - New York	Don	Keifer	Y	New NLC Rep.
9CA - California	Mary	Tealdi	N	
9OH - Ohio	Chris	Steffen	N	Vacation
9TX - Texas	Mark	Dillow	N	
NLC Chair	Jim	Walker	Y	
NLC Secretary	Rich	Thomas	Y	
9OR - Oregon	James	Fraser	Y	
9MT - Montana	Harry	Murphy	Y	
9ME - Maine	David	Van Burgel	Ex.	Issue with Zoom Phone Bridge
9NC - North Carolina	Rusty	Berrier	Ex.	Issue with Zoom Phone Bridge
9WY - Wyoming	Werner	Studer	Y	
9WI - Wisconsin	Linn	Beck	Y	
9IA - Iowa	Bob	Sodders	Y	

9CT - Connecticut	Sal	DeCarli	N	
9MD - Mid-Atlantic	Don	Haynes	Y	
9OK - Indian Nations Council (Oklahoma)	Scott	Hood	Y	
9GA - Georgia	Carl	Riggs	?	
9ID - Idaho	Ed	Northen	Y	Paul Patterson substitute
9SC - South Carolina	Paul	McKee	N	
9WA - Washington	Steve	Miller	Y	
9MA - Massachusetts/Rhode Island	Bill	Pastuszek	N	
9KY - Kentucky	Gene	Slusher	Y	
9MO - Ozark Council	James	Sokoup	N	
9VA - Virginia	Eric	Tichay	Y	
9WV - West Virginia	Roman	Stauffer	Y	
9TN - Tennessee	Mark	Spangler	N	
9VT - Vermont	David	Deen	N	
9UT - Utah	Jeff	Taniguchi	Y	Harris Klein substitute
9IL - Illinois	Mark	Wortsmann	N	
9MN - Minnesota	Randy	Brock	Y	
9AR - Arkansas	Wendy	Luna	N	
9NH - New Hampshire	Schuyler	Sweet	Y	
9AZ - Arizona	Susan	Geer	Y	
9NM- New Mexico	Jeff	Arterburn	N	

5. Approvals (Rich Thomas)

- Approval of NLC April 20, 2021 meeting minutes

Motion: Kelly Buchta, (NJ)

Second: Susan Geer, (AZ)

Motion approved unanimously.

- Decharters Submitted (none at this time)

6. Membership (Jim Walker / Beverly Smith)

6/15/21: Jim discussed the history on the membership retention data process as well as progress over the past year.

- Retention Progress

6/15/21: Based on latest data reports, membership retention is up 6%. Further, Jim noted that Trout Unlimited is at the top of the list when compared to 12 like-minded conservation organizations tracked

by Lori Held. Actions taken by the organization over the course of the last year include grassroots social media outreach & events, National media events and other online events and it is believed that these actions have contributed to the success. Lori will continue to provide data on a quarterly basis and this information will be made available to respective states around the August timeframe.

- Engagement Strategy

6/15/21: Beverly praised the efforts of the team for pulling together these statistics. She also added that the continued effort of changing cultures has also led to the retention improvements. Beverly also explained how the new strategic planning process along with a new understanding of how people want to contribute to TU will change how we look at membership. She discussed “supporters” which are non-members who give into TU in a different way such as event participation and social media outreach. She discussed the new events tool which was developed for chapters to capture these supporters and tie them back to their respective memberships. Please see <https://tu.myeventscenter.com/> for this new tool and feel free to reach out to Jeff Yates for any training needs.

7. Trout Unlimited Service Partnership (Mike Banaszewski)

- Program, expansion & partners

6/15/21: Mike provided an excellent overview on TU’s Service Partnership (SP) including a short video overview as well as presentation focusing on the evolution of the formally Veteran’s Services Program to the SP. TU now offers the same benefits as with our Military to those of our fire, law enforcement and medical communities which includes a free one-year membership with the same benefits as paid members.

Link to video: <https://www.facebook.com/watch/?v=1346475049055931>



NLC - TU Service Partnership Present:

Q: Will there be a training program for individual states / regions?

A: There is a training guide online, however Mike also offers Council and Chapter individual training plus a “train the trainer” down the road.

8. Q & A

From Chat:

Q: What is the date of the Annual Meeting?

A: September 30, 2021

FYI: Digital fundraising tools and training recording here: <https://www.tu.org/get-involved/volunteer-tacklebox/fundraising-resources/tu-digital-fundraising-platform/>

9. Information Sources:

- Leaders Only Tools: <https://leadersonly.tu.org>
- NLC Information / Webpage: www.tu.org/nlc
- TU Online Communities: <https://community.tu.org/communities/allcommunities>
- Advocacy Issues – Get Involved: <https://standup.tu.org>