

**AISWCD Communications Focus Area Committee Meeting Minutes**  
**AISWCD Quarterly Board**  
**March 9, 2015 at 8:30 am**  
**Northfield Inn, Springfield, IL**

**Present:**

Jason Anderson  
Glen Bowers  
Dan Duval  
Matt Hanauer  
Steve Stierwalt, Chairperson  
Kenny Vosholler  
Ken Kesler  
Tom Byers  
Sarah Still  
Catherine Dunn  
Dan Sahm  
Cheryl Phillips  
Tim Royer

**Absent:**

Tom Anderson  
Angela Biggs  
Dick Breckenridge  
Dan Doedtman  
Amy Ishmael

The meeting was called to order at 8:32 am by Steve Stierwalt, chairperson, and roll was taken.

<b>Approve Agenda-</b>	Motion: Kenny Vosholler	2 <sup>nd</sup> : Dan Duval	Approved: All
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<b>Approve Minutes-</b>	Motion: Tom Byers	2 <sup>nd</sup> : Dan Duval	Approved: All
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**Old Business**

***Review Legislative Packet***

A packet was passed around. No changes were proposed.

***Executive Director Reports***

In general, the bi-monthly reports were considered good.

There was discussion about how to solicit feedback and ideas from districts. This would enable the sharing of ideas for the betterment of all districts and could be managed by the Association.

A motion was made to make a proposal to the full Association Board to introduce a monthly topic of discussion in the Conservation Catchall.

<i>Motion: Kenny Vosholler</i>	<i>2<sup>nd</sup>: Dan Duval</i>	<i>Approved: All</i>
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**New Business**

***Improving LUC Communications***

Association presence is important at the meetings. Kelly is doing a good job of making the meetings that she can. Conference calls could make this easier for those not able to attend.

Discussion turned to the new watershed-based work that the Association is asking the LUCs to consider. It was suggested that better guidelines should be set for the LUCs in this regard. Measures should also be taken to not make the same mistakes as the watershed-based RC&Ds.

***Press Releases***

Some districts use press releases as often as once a week. A media contact list was compiled a couple years ago and could be a topic of the Conservation Topic of the Month.

***SWCD Annual Meetings/Elections***

Association staff should continue attending meetings as possible.

***Affiliate Membership Sign-Up***

There was no discussion

***Tablet Purchase for SWCDs***

Would save printing money and paper, however, the cost may be too high to be considered.

A way to reach the next generation of farmers and conservationists could be to create YouTube videos which could be viewed by legislators as well, improving name recognition, specifically in Chicago.

*The meeting was adjourned at 9:54 am.*

*Motion: Kenny Vosholler      2<sup>nd</sup>: Glen Bowers      Approved: All*

*Minutes Taken and Transcribed: Matt Hanauer*