

Topic #1

Strengths & Challenges:

Sustainable Funding:

- $\frac{1}{10}$ of 1% Sales Tax 160 million - • No Cost Share Designs
- Partnering w/ FB • Corn Growers • • Sales
- Tax Levy - County Taxation
- Partnership w/ NRCS: IEPA • NPDES
- Strengths to Bring Forward
 - Local Contacts - w/ Directors in their County

Grass Roots

- Annual Meeting - Outreach
- General Outreach
- Field Days, Sponsorships. Venues w/no charge, Do in low cost way.
- Limits & benefits ISWCD Act.
- Limitation - FUNDING

Following the NRCS Programs

Urban Sprawl Coming Upon the Farmer.

- Reaching other Cultures - ^{Race - Gender} Diverse Audience

Look @ other states to see what they do for funding

#2 Topic Programs + Employees

- Priority programs + Services

- State Funded Program - Market for CPP - Work exists

Soil health, Soil Erosion, Streambank

- Identify the programs we can work on

- NLR S - Priority Water Quality

Change the Ranking process

- Feel a Disconnect from IDOT: Need them to guide the Districts + Support financially

- Build Illinois Program - Support small programs

- Funding based on Success

- Need Assessment from Producers

Education, Habitat Quality

- Clinic on Mid Contract Management

- Other practices besides burning

Education - Cer

Dedicated programming

Change or replace - CPP - Education tied to programming

- Here's money here's how to spend it

Certification - Certify your employees to help

w/ programming

Utilize your website -

Topic #3 Brand + Image

- Our image + perception

People don't know who we are or what we do!

Not Federal Employees w/ Fed benefits

Not educating - our legislators - make Aware of us

- We are responsible for ourselves. Don't depend on others to toot our horn - ie. FB

- Image Perception - Linked to NRCS regulatory more than help

- Urban - Legislators - Educate them.

How to get past mis conception? Make a connection!

- Need to be on same focus

- Competing groups fighting for peoples attention

- Deliver Common Message

- Driven by Land Owners - Rather than ^{General Population} People / Groups

- PSA to reach Statewide

- Outside of Legislative Days

Have everyone on same page / same message.

Pick 3 major points of the SWCD's

Core Mission - Same Message - Consistent

& the same. Meet w/ Legislators.

- Sell what we do!

- Core Group - Public Relations to spread the word

Topic #4 Governance + Partnerships

- Improving Communication
 - Communication - Both Ways + Direct
 - Face to Face - Don't feel like they are productive.
- Political Boundaries - They can't decide how to divide them, how can we.
- Local Units are the most efficient compared to bigger groups. Services will be lost.
- Local Units are the grass roots. The driving force to get things done.
- If you make local units disappear - The customer/producer will get lost.
- To be more efficient keep them smaller. You will have better participation - Support local.

Solution to Topic 4 - Look @ #1