

Topic #1: Strengths & Challenges

* - "Dedicated" Funding → that can't be swept
→ continue to work towards this

- If a "tax" were to be used, all groups of people should contribute
↓ built into a product? ↓ or 1/10 of 1% sales tax

* - Limitations: Farm Bureau's support for our dedicated funding work
↓

until we get their support, we cannot move forward

* - Strengths: ① Flexibility to diversify income & programming
② Farmers are familiar with us (non-regulatory) first stop for questions

* - The District Act: - little to no mechanism to allow easy consolidation of districts, if they so choose
- Review of the language in the act
↓ Does it need to be updated?

- awareness of District Act
for employees & Directors

↓
Can increase response to
opportunities to participate

- Strengths:

- local county support \$

- Tax Levy:

- know the potential in your county
- Is it a good fit for you

Topic #2: Programs & Employees

- Cost Share:
Programs

(PFC Cost Share
Through IDDA)

- Limitation caused by
"watershed" based Cost
Share Funding



What can we provide
for all other land
within the State?

- Training:

- GATA Requirements

Specific training for
Staff (what does it look like?)

- Director Training:



- Department of Ag
representatives giving training
directly

- Someone whose job it
is to give said training

- Relevance:

- Employees have many years
of experience

- Better understanding
of both job positions
& how they work
together

- Other Suggestions:
- publicize elections better
 - Gain More Passionate Representatives
 - Recruit Better Candidates
 - Balance between experience & participation (enthusiasm)
 -

Education, Training & Certifications:

- Better job with education at Summer Conference
- [Can District Employees become State Employees like other States (other suggestions)]
- Room for upward growth
- for employees
- Break away from "the way we have always done" training
- Expand training offerings
- Training for both positions

Topic 3: Brand & Image

- Our Image & Perspective:
- Confused with NRCS & other agencies

Delivery of Services:

- Tree Sales
 - Fish Sales
 - Flags
 - Native Plants
 - Native Seeds
- For everyone not just farmers

- Better Explanation of how we fit in with other agencies
- Consistent message sent out

- Expand Clientelle
- Make sure to refer interested parties to the agency they are looking for

- Keep publicizing & educating those in legislature & general public

- Explore avenues of social media

Other Suggestions:

- Cost efficiency with education & advertising

- Target age group that is not aware of what we do
- Generational Gap

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Topic 4: Governance & Partnerships

- Communication: - As a state we need to communicate more professionally with our partners

- District Boundaries: - leave boundaries of employee placement as they are
 - or up to the district
 - IF consolidation is requested by the districts themselves we need a better more efficient process
 - Easier way to share employees if board deems necessary

- Structure of District: - Need to make an effort to partner with NRCS
 - Better partnerships cultivated

Accountability:

- Accountability for lobbyist

↓

Send a resolution
up to compel the
association to hire
a new lobbyist

Political Boundaries:

- We need to involve
urban politicians / educate
them