

Thurs. 3/16 Strat. Planning Mtg - Galesburg.
Small Group Recorder

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Topic 1 - Strengths & Challenges

Funding - IA, MO, ^{states} HD ^{earth} fees, ^{cooker} taking, OW/P
letters to seek funding/donations
• grant funding private/government

→ Strengths - Customer service, NLRS workload
~~★~~ how are other states funding NLRS?

- septic sys. Regulated. ^{Homeowners} Sampling quarterly
TSS, bacteria, nitrates, etc.

Costs to OWs/OPs for regulation

- Customer relationships & partners
- diversity of workload - education, agronomy, civil eng, sales, AIC

→ Limitations ~~★~~ - Funding & share to the grant that is paying you.

- Regulations on what we can do; in a crop field, not timber, limited to watershed

- Marketing - Knowledge of SWCDs & separate from NLRS, urban vs. rural

→ District Act - go to "Bible"

- don't touch

~~★~~ - no limitations - ^{yes} by property tax or other

Topic 2 - Programs & Employees

Priority Programs & Services - erosion projects & cost-share, trouble-shooting the problem streambank, (weel sealing # of remaining)

- not as high in #s when do they meet?
- ~~***~~ - Advisory Group job? benefit? priority?
 - Services - fish, trees, prairie plants, prairie seed natives, education

Relevance - benefits of Programs

- trained employees to offer priority programs/services

Ed/Training/Cert - Employees need to be up to par in order to do job well & educate public.

- IDOA NMP, ENing. Job. Approval good NRCS trainer
- In Service ~~training~~ for Admin (Excel, QB, Word, Accting training, etc.) at Summer Conf & Winter Training & Regional, networking
- grant training, how to search for them grant writing

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- # of employees minimum needed in ea. District based on a time study. Each District is different with different workload levels. Staff per District based on workload, acres of ag.

Topic 3 - Brand + Image

~~Our~~ Our image + perception - lack of identity/promotion

- organizational recognition
- promoting local projects outside our newsletter
- annual mtg style discussion; speaker/meal, outside education event - change topic w/meal + free, charge \$10/ticket, giveaways, Birds of Prey, CCC speaker, local authors of conservation \$15, sponsors (seed dealers, equipment, Co-ops - rotate who ask e.g.)

★ ~~the~~ State Signs on Interstate - Iowa

★★ AISWCD commercials, public service announcements (ie announce Cost Share + ea. District have same app. deadline - listed in Grant Agreement • PSA (on NLRs)

- When Districts do work - mention to ow/op/Partner how this helps NLRs
- Promote the programs mentioned in NLRs. SWCDs are in the doc

Conservation Districts 15 times!!

★★ ~~as a whole~~ We need brand recognition ^{not AISWCD logo}

Delivery of Services - adequate staff levels.

- If a District turns Eshare \$ back, doesn't spend in the 2 year time frame, then some OPS has to be pd back.

Topic 4 - Governance & Partnerships

- District / Political Boundaries - We are set up as Physical County boundaries + this affects all of our grants/partnerships
- Staff as watershed specialists to focus work
 - Use existing Watershed Planning Process 9-steps to do Watershed Committees + get work done in that watershed with a plan.
 - Goal to Get all HUC 8 Watersheds in its own watershed plan.
 - SWCD Statewide logo, image on our projects, a stamp - visual brand recogn.

Communication - Partnerships w/o burying our identity

- Fair imaging w/ our partnerships on collaborative projects

- Show map of priority ws in your county
- publicize our cost-share

do partners know us? County Board, get on their agenda at a meeting to explain our mission.

- schedule mtg to meet face to face w/ partners - Reps - City - etc.

Holding Ourselves Accountable - Asking local Partners what they see as local nat. res. problems that we should be addressing