

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



TOPIC 1 - Strengths & Challenges

- Funding - IA, MO, IL Dept., taxing, own fees, Cook Co.
Letters to seek funding/donations
Grant funding Private/government

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

- Septic sys. Regulated. Sampling quarterly
Homeowners TSS, bacteria, Nitrates, etc.

Costs to ows/ops for regulation

- Customer relationships & partners

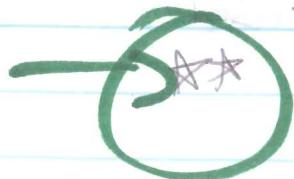
- diversity of workload - education, agronomy, civil eng, sales, & IC

→ Limitations  Funding & slave 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 NRCS, 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, (weed sealing # of remaining)

- ~~**~~ - Advisory Group job? benefit? priority?
when doing meet?
- 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, ENg. 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

- # 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, area of ag.

Topic 3 - Brand + Imagine

Our image + perception - lack of identify/pronation

- 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 each yr.

- ~~ASWCD~~ 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 own op/ partner how this helps NLRs
- Promote the programs mentioned in NLRs. SWCDs are in the doc

Conservation Districts 15 times!!

~~was a whole~~ We need brand recognition ^{not ASWCD 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
-  do partners know us? County Board, get on their agenda at a meeting to explain our mission.
- Schedule mtgs 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

Show map of priority ws
in your county
publicize our cost sharing