

VCTU Executive Committee Meeting Notes – August 12, 2024

Attendees: Jim Wilson, Burr Tupper, Bill Pierce, Eric Tichay, Amy Orr, Stan Ikonen, Jeff Deering, Mike Makufka, Richard Foust, Tony Hill

Meeting Start: 7:35 p.m.

Meeting End: 8:44 p.m.

Agenda:

1. Review and Approve June 19th meeting minutes

Approved

2. September Annual Meeting Plans (Jim)

It was decided that Dawn Kirk, wildlife biologist with the Forest Service, will be asked to speak at the Annual Meeting. Mike Makufka will contact Dawn and let us know whether she can do this. Brad Fink, DWR, would be a good backup speaker if Dawn is not available.

3. Review and Approve Awards (Scott)

Approved

Frames purchased, certificates will be printed, and plaques ordered to be ready for the September meeting (Scott)

4. Review and approve Election Ballot (Scott)

Approved

5. Sweepstakes Fundraiser Status (Jeff)

Need to get out more flyers as not many tickets have been sold yet. Fly shops and chapters can help. Jim Wilson will bring printed copies of the flyer to the September meeting.

6. SW Virginia plan for next spring (Eric)

On July 22, met with Kevin McDonald, Park Manager, Hungry Mother State Park

- 1) Priority - Need a weekend date for the meeting (Friday evening dinner, all day Saturday, departure Sunday morning)
- 2) Estimate 35 participants
- 3) Lodging at participant expense
- 4) No charge for parking
- 5) Catered meals negotiable (2-dinners, 1-breakfast, 1-lunch)
- 6) Lakeview Conference/Dining Room expense full day \$500 includes

Proposed dates

April 11-13 – Open

April 18-20 – Easter Weekend

April 25-27 – Southeast Regional Rendezvous

May 02-04 – Open

May 09-11 – Mother's Day Weekend

May 16-18 – Appalachian Trail Days

May 23-25 – Memorial Day Weekend

May 30-June 01 – Open

June 06-08 – Open

Any requests for topics are welcome. The recommended date is May 30-June 1.

7. NLC Update (Eric)

Report on the August 6, 2024, Town Hall and National Leadership Council Meeting.

Town Hall: Re-Imagining TU's Membership Model (Chris Wood)

Chris reported that TU national is working to identify opportunities to re-image TU membership. TU national is evaluating some of the following:

- Other conservation organizations models
- Offering experience over stuff (give aways)
- Generational characteristics Millennials, Gen X, Philanthropic
- Tactical changes to marketing techniques and strategies
- Promoting TU conservation successes to promote membership

FY 2024 Annual Activity Report (Beverly Smith)

TU activity reported by Councils and Chapters for April 2023 to Marich 2024

– 630,931 volunteer hours. (11 percent growth over last year)

– Total volunteer hours valued at \$20,063,606, using the Independent Sector's value of vol. time at \$31.80/ hour.

– The equivalent of 303 full time employees

Regional Rendezvous & Online Training Participation

– 904 volunteers attended a VolOps hosted online training

– 102 attendees to the Southeast Regional Rendezvous

– 142 attendees to the Western Regional Rendezvous

– 164 attendees to the Northeast Regional Rendezvous

NLC Steering Committee Update (Rich Thomas)

– Developing a set of priorities for the NLC with a focus on communication and engagement.

– Working on a project to capture emails

- Evaluating workgroup restructuring – the number of workgroups (8) and responsibilities
- Potential where NLC helps Councils and Chapters more with membership needs
- Foster relationships with NLC and Councils

Trout Unlimited Events and Training

Here are some of the upcoming training and digital events that you may want to check out. Please share with your chapter team. (Listed events are held at 8 p.m. Eastern time unless otherwise noted).

- Aug. 7 [TU Youth Ed Workgroup meeting](#) (always the first Wed. of the month)
- Aug. 15 [TU DEI Workgroup meeting](#) (always the third Thurs. of the month)
- Aug. 21 [TU Training: Succession Planning Tips](#) (at 3 p.m. Eastern time)
- Aug. 22 [TU Climate Change Workgroup meeting](#) (always the fourth Thurs. of the month)
- Aug. 28 [TU Native Trout Workgroup meeting](#) (always the fourth Wed. of the month)
- Sep. 10 [New Volunteer Leader Orientation](#) (at 3 p.m. Eastern time)
- Oct. 16 [TU Virtual Annual Membership Meeting](#)
- Nov. 12 [TU Training: New Volunteer Leader Orientation](#) (at 3 p.m. Eastern time)

We also have these in-person events for TU volunteers:

- Feb. 28 – March 2, 2025, TU Pacific Regional Rendezvous in Pleasanton, Calif.
- March 28 – 29, 2025 TU Rockies Regional Rendezvous in Sandy, Utah
- April 25 – 27, 2025 TU Eastern Regional Rendezvous in Shepherdstown, W.Va.
- Sept. 24 – 28, 2025 [CX3 Twin Cities](#)

8. TIC Update (Mike)

The final report for DWR has been sent in. This was a good year for the overall program and things are on track for the upcoming year. As part of the report, I asked coordinators to submit; I asked for ideas on how to improve the program. The main two suggestions were: funding for equipment costs, and training for chapter coordinators to know how to assemble the equipment and troubleshoot problems that schools may have. I am going to try and organize a zoom type of meeting to help with those situations. The details are yet to be worked out.

The final tally of number of schools participating this past year is 208 not counting Mountain Empire Chapter which never provides any information or even feedback.

The TC Energy grant for TIC on behalf of State Council in the amount of \$15,000 over a three-year period was approved. We should receive the money in about a month. The

money will be used to help chapters schools with transportation costs for field trips and equipment replacement. I will work with Bill Pierce to set up a grant item within the TIC budget category. The grant protocol guidelines will follow the State Council's grant program. I hope to have the grant up and running by September 2024. Any schools requesting money will have to apply through their chapter's TIC Coordinator, which ensures a level of accountability. The announcement of the grant program will be forthcoming as soon as I receive the details and a contract from TC Energy. Jim Wilson, Bill Pierce and I will be working on details as I get them.

The TIC contact for the Rapidan Chapter, which is our biggest Chapter with 29 schools participating has resigned due to moving to the Charlottesville area. The Chapter is trying to recruit someone (hopefully two people) to take over. In the interim, Chuck Hoysa is temporarily fielding the duties.

I am gathering a list of schools from each Chapter that are participating this upcoming school year. I need counts for the egg distribution come mid-September to early October.

The revised TIC manual is nearly complete. I am formatting the final few chapters.

9. Community Committee (Burr)

Newsletter

- Gather articles in September and publish in October

- Contact potential editors by the end of August

- Contact chapter Presidents and request contacts to supply articles from chapters regarding events in their areas

- Insert article from TU national base

- Article on Priority Waters efforts and call for support from Virginia members

Fund Raising

- Investigating membership in 1% for the planet

- Council should consider asking for donations from membership to support Priority Waters efforts

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