Bird Conservation Alliance of Central WI
BOARD MEETING Minutes 09/9/26 - APPROVED

Attendees:
Board Members: Rob Pendergast, Emily Ritter, Anthony Martynski, Bob Lane, Scott Reilly, Luke Trittlewitz, Brad Branwell, Susan Schuller
Emeritus: Bob Freckmann
Guests: Jackie Mather (membership chair), Amber Eshenbach, Nancy Turyk (subcommittee member)

Meeting called to order at 7:00 pm by Susan

Introduction: The meeting began with introductions and a request for attendees to share a moment of joy from their summer.

Agenda Approved: Luke moved to approve the agenda with additions. Bob Seconded. All in favor. Motion passes.

Minutes Approved: Brad moved to approve the minutes from 5/13/26 with the edit to fix the spelling of “insects” in Sam’s talk. Seconded by Scott. All in favor. Motion passes.

Treasurer’s Report: Janet is traveling. Susan summarized the budget sheet provided by Janet in advance. The treasurer's report for July and August was reviewed, showing total assets of $19,006.41 in July and additional income and expenses in August.

Announcements/ Updates:

- **Birdseed Sale** - Susan gave an update on the sale so far. First week of the Bird Seed Sale. 22 orders for 130 items totaling $3812.50. If we compare this to the end of the preorder season last year, there were 90 orders for 400 items, totaling roughly $12,000. Good start. The board also discussed a possible Point of Sale Option for walk-ups. The discussion focused on implementing a point-of-sale card reader for the birdseed sale, with considerations about whether to use Square or Wix for processing payments, though concerns were raised about potential website changes and the current three-year contract with Wix. The board was generally supportive of exploring the options.

Discussion Items:

- **Report from the Summer Naming Committee -** The naming committee presented two main recommendations for rebranding the organization as "Bird Conservation Alliance of Central Wisconsin" or "Bird and Conservation Alliance of Central Wisconsin," noting that using "Aldo Leopold" in the name would require permission from the foundation that holds the trademark. The meeting focused on discussing the proposed name change from "Aldo Leopold Audubon Society" to either "Bird Conservation Alliance" or "Conservation Alliance." Bob F. spoke to the process about the name change. The

discussion also touched on the organization's mission statement and pillars, with suggestions to incorporate the existing mission statement into future materials. The board discussed and voted on the new organizational name, with the majority supporting "Bird Conservation Alliance of Central Wisconsin" over the alternative option that included "and."
MOTION: Scott moves to approve the chapter name change to the Bird Conservation Alliance of Central Wisconsin. Seconded by Luke. 7 voted in favor. 0 opposed. 1 abstained.

After debate about the $5,000 budget proposal for rebranding efforts, the board reduced it to $3,000 and approved this reduced amount for logo design, website updates, and other materials needed for the name change rollout.

MOTION: Brad moves to approve up to $3,000 to add into the budget for 2026-27 for use toward any branding and renaming needs. Seconded by Scott. All in favor. Motion passes.

- **Logo Design Solicitation Approval** There was general consensus to move forward to solicit logo design submissions with a t-shirt reward or something similar, rather than monetary compensation. Susan, Emily, Scott, and Brad will collaborate on distributing the solicitation through the newsletter and Facebook page. The timeline was established with solicitations running through October, board selection in November, potential membership feedback, and the new logo launch planned for January 1.

- **Action Item - Fund Request - Branwell Banding Station for Saw-whets**
  MOTION: Bob moves to approve the grant request from Brad Branwell for $351. Seconded by Luke. 7 in favor. 0 opposed. 1 abstained. Motion passes.

- **Membership Documentations** - Discussion on digitizing important documents and document destruction policy. The group discussed handling of membership records after flooding damage, with plans to review and digitize historical records while ensuring proper destruction of personal information.

- **Engraved Paver for Madison Elementary**- Susan passed out the layout for a paver that will be put in our name. The template was not correct, so she will need to follow up with this. If possible, we will ask for the paver with our new name on it.

Committee Updates:

- **Website (Anthony M./Susan) -** Programs are getting up on the website. Still need to add field trips.
- **Field Trips (Brad B.) -** The board reviewed upcoming programs including a field trip to Birds of Art on the 25th featuring Dexter Patterson. There was discussion noting that the proposed budget for the year added a line for Field Trips like we do for Programs. Approval of the budget is pending.
- **Publicity (Willow P.)** - Kelsey Bell will be joining Willow to help with publicity.
- **Conservation (Rob) -** Conservation updates included securing 80% funding for an energy and sustainability specialist position and ongoing efforts regarding bird-safe building initiatives.
- **Membership (Jackie Mather) -** no further update.
- **Education (Bob L.) -** No further update.
- **Newsletter (Lora H. & Susan S.)** Newsletter Deadline: 10/2/26

The meeting ended with a review of last year's financial performance and a decision to postpone budget approval to the next board meeting in October.

MOTION: Susan moved to adjourn at 8:57pm. Seconded by Luke.