

**Minutes from the TCTU Quarterly Business Meeting
Conference Call
October 5, 2004**

Meeting called to order at 8:05 PM

Attendees:

Steve Brown (TCTU), Bill Haggard (NLC and Cumberland), Dick Geiger (TCTU and Clinch River), Bob Viers (Overmountain), George Lane (TCTU and Great Smoky Mountain), Don Denny (Hiwassee), Tom Howard (TCTU and Appalachia), Mark Spangler (BtB and Little River), Howard Kingsbury (Little River), Joe Hatton (Little River)

Minutes:

Minutes of the Summer TCTU Meeting were approved as distributed by email.

Treasurer's Report:

The Treasurer's report shows a balance of \$7642.88 through October 5, 2004.

Committee Reports:

Chapter Committee: No report

Stewardship Committee: No report

Finance Committee: No report

Back the Brookie Campaign:

Organization: Mark Spangler, Back the Brookie (BtB) Campaign Chair, indicated that he would be revising the BtB Plan for the TCTU. As reported in the last meeting, the 4 co-chairs of the campaign for TCTU have been selected and include George Lane (Communications and Fundraising), Ernie Paquette (Advocacy), Linda Good (Education), and Bob Ross (Projects). The BtB Campaign Chair requested that the 4 co-chairs identify what they would like to accomplish in their roles. Three of the four documents have been prepared and the TCTU Chair has reviewed them.

Education: The Wild Side filmed brook trout restoration in the Cherokee National Forest to be aired in December on PBS. The filming included a stream interview for the Wild Side The interview with Rick Murphree, Grassroots Trustee, and included footage of Rick, George Lane and Mark Spangler fishing for brook trout. University of Tennessee fisheries biology students assisted with the restoration effort. Volunteers took this opportunity to hand out literature on the BtB Campaign.

Communication: The TCTU Chair reported that the BtB website (www.brookie.org) has been launched. While there are several links still under construction, the membership was encouraged to pass the word about the website. BtB Campaign literature is now available and will be distributed through Linda Good, Education Co-Chair for the TCTU Campaign. Each of the co-chairs for communication from the six Councils have been requested to prepare 2 articles per year, each approximately 250 words in length for use in Chapter newsletters. As an initial step, Kim Ryals is preparing an article on the BtB Campaign and ongoing brook trout restoration efforts in the Southeast for Chapters to include in their newsletters.

Financing: Bill Haggard, NLC Representative, expressed his concern specific to the coordination of the funding of the Campaign between the participating six Councils (i.e., are the funds raised going to the Campaign directly or through separate initiatives for each of the six state Councils).

****ACTION**** The TCTU Chair indicated that he would coordinate with the Chairs of the other five Councils to iron out how the six Councils would work in unison to prevent any perceived conflicts. George Lane, TCTU Treasurer, indicated that he did not support separate bank accounts for the Council and the campaign, but did support identified (separate) funds within the TCTU's treasury.

Discussion on how the BtB Campaign was to be funded took place. The TCTU Chair proposed that, once off the ground, the Campaign should be self sufficient and be able to fund itself. It was moved, seconded, and passed to purchase \$1000 worth of merchandise from Kim for resale to Chapter members. This effort would show TCTU's commitment to the BtB Campaign. Chapter Presidents were encouraged to invite George Lane and Mark Spangler to their Chapter meetings/functions, where they will sell the BtB merchandise.

Co-Chair George Lane noted that early indications looked positive for one or more of several grants to fund Kim Ryals' position as Southeastern Coordinator for BtB Campaign. This funding would be in addition to the \$1 per member per Chapter per Council for the six states which voted to support the Campaign for each of the next 3 years.

Chapter Reports:

In the interest of time and preservation of Council funds, the Chair did not request reports from the individual Chapters.

Old Business:

Significant progress has been made on the TCTU Strategic Plan (SP). The Mission Statement, Vision Statement, and Goals have been developed and sent electronically to Chapter contacts for TCTU with only minor changes. The seven Chapters represented on the conference call indicated that they have reviewed the information and have no comments at this point. The Chair recognized the significant effort from Perry Rindfleisch of the Overmountain Chapter to coordinate all of the Chapters' comments into a single writing style. The Chair encourages each of the Chapters to share the SP with their Board of Directors/members so that the membership understands what the Council wants to accomplish in the next several years. While a large part of the structure has been completed, there are still some activities which need to happen at the Chapter and Council levels. The Chair highlighted a need for a timeline for assignments and for individual responsibility for the assignments within the Chapters. In addition, the Council needs to establish consensus with all of the Chapters, but not direct them (i.e., how to use the SP to contribute to the statewide mission while assisting Chapters to improve their home waters). ****ACTION**** When asked if there would be follow-up after the Chapter Presidents shared the SP with their Boards of Directors, the Chair committed to followup with the Chapters. Followup would likely be in the form of a couple of conference calls and emails with the Presidents of the Chapters.

Bill Haggard proposed the following balanced budget for 2005 based on known revenues from rebates received from TU National. This includes \$2600 which the Chapters voted to help fund the BtB Campaign. Expenses have been limited to those activities to support the regional and statewide conservation agendas, costs to support the partnerships with TVA and TWRA, and expenses associated with communications and travel within the Council. It was moved, seconded, and passed to accept the proposed 2005 budget. There was discussion to include travel expenses for the Vice Chair to attend the Annual Meeting in the future, but no resolution was agreed upon. There was an expense of \$1300 for direct mailing to generate revenues for the BtB Campaign. Discussion followed that recommended the Council look at utilizing Chapter newsletters instead of a separate mailing to solicit funds for the BtB Campaign.

TCTU Council Proposed Budget for 2005

Income		Expenses	
Rebate from TU National – \$2.50 per member		Travel	\$1000
\$1.50 X 2600 members	\$3900	Cold Water Meetings	200
\$1.00 X 2600 members	<u>\$2600</u>	Telephone Conference	300
		Long Distance Calls	100
		Mailings	1300
		Conservation – Steve Moore	1000
		Conservation – BtB Campaign	<u>2600</u>
Total Income	\$6500	Total Expenses	\$6500

New Business:

Bill Haggard, NLC Representative, reported on the Annual Meeting in Denver during the latter part of September. Overall, TU National is very upbeat about the progress in the last year and has indicated that things are going well within the organization. He indicated that there is an increased recognition of the grassroots efforts at the Council and Chapter levels. Because the NLC has only been in existence for about a year, it is still in the process of developing its mission and starting to support the Chapters. The NLC recognizes its role in obtaining the remainder of the funding for Kim Ryals' position. TU National agreed to match each dollar the Southeast Councils contributed toward Kim's salary. Currently, the Councils will have 40% of Kim's time or about 2 days per week for BtB work.

Another discussion at the Annual Meeting concerned what an Executive Director could do in support of a state Council's mission. An Executive Director would focus on fundraising and lobbying the state legislature, not performing those tasks currently performed by volunteers. Currently there are Executive Directors in several states including CO, MI, and WI. While the position is one that TCTU may consider in the future, the Chair indicated that TCTU is not at the point where we could support an Executive Director.

When the Council Chairs met at the Annual meeting, a significant topic was Council fundraising. While other Councils have found it effective to utilize a letter writing campaign to request donations from an identified audience (WI gets between \$8000 and \$10,000 per year), the Chair suggested that it would be appropriate to generate a list of uses for donated funds before requesting the donations.

Another meeting attended by the Chair discussed relationships between Councils and state fish and game organizations. The discussion looked at the good, the bad, and the ugly relationships which can develop between TU Councils and state fish and game organizations. The Chair expressed an interest to schedule a summit meeting with TWRA to discuss how we can help them, to understand how they do business, and to find out how TCTU can support its mission without antagonizing the state fishery biologists. This summit meeting could be held separately or in conjunction with the Coldwater meeting.

Announcements/Schedule Meetings

****ACTION**** Chapter Presidents are responsible for ensuring that their financials are submitted to TU National by November 15, 2004. Presidents should submit their Chapters' information through the www.tu.org website.

The Chair collected some "goodies" at the National Fly Fishing Retailers Show for Chapter raffles. These items will be available to each Chapter when the Chair receives confirmation that your Chapter's financial information has been received by TU National.

****ACTION**** Chapter Presidents shall report the results of Chapter elections (i.e., new officer contact information) to the Chair and to the Council Secretary. ****ACTION**** As a reminder, the outgoing President must install the incoming President and officers in the Leaders Only section on the www.tu.org website.

The Chair thanks the outgoing TCTU Officers (Bill Haggard, Vice Chair and Howard Kingsbury, Secretary) for their support during the first two years of the newly restructured Council.

Embrace-A-Stream (EAS) grant applications are due December 20, 2004. This year the EAS Grant Committee will also solicit organizational development projects in addition to conservation projects. This new structure is designed to allow Councils and Chapters to design projects that advance TU's mission and their own Chapter's conservation and organizational development agenda. ****ACTION**** If a Chapter intends to apply for an EAS Grant it must notify the appropriate EAS Grant Committee member (John Hunt or Rob Roberts) by November 22, 2004. The Chair expressed his desire to see an increase in the number of EAS grant applications from TN Chapters in 2004.

The next Coldwater meeting will be held on Saturday, January 22, 2005 at the TVA Towers in Knoxville. The snow date for the meeting is Saturday, January 29, 2005 at the same location. The quarterly TCTU meeting will be held after the Coldwater meeting at a location to be named.

Meeting adjourned at 8:57 PM