

## Executive Committee Special Conference Meeting – February 4, 2013

*Minutes are abbreviated.*

**X - Indicates in attendance**

X	President, Jay Zahn	X	Region 1 Senior Representative, Greg Kvale
	Immediate Past President, Dan Narsete	X	Region 2 Senior Representative, Leo Kofoot
X	VP Finance/Treasurer, Jim Shannon	X	Region 3 Senior Representative, Max Machuta
n/a	VP Communications, Ron Teschner	X	Region 4 Senior Representative, Frank Walter
X	VP Fisheries & Research, Temp. Greg Wells		<i>Support Personnel</i>
X	VP Internal Affairs, Fred Brogle	X	Administrative Secretary, Ellen Wells
X	VP Membership & Marketing, Greg Wells		Parliamentarian, Henry Hempe <i>joined at 7:42 pm</i>
X	VP Youth Activities, Kevin Bushnick		<i>Guests in Attendance:</i>
X	Corporate Secretary, Lorin Nevling		

02/04/2013 at 7:00 PM CST waiting on all parties to join in the conference, final connections and arrivals 7:05 p.m.

Meeting was called to order by President, Jay Zahn.

AGENDA / TOPIC	DISCUSSION
Roll Call	Roll call was taken and documented by Administrative Secretary, Ellen Wells; attendees noted above. A quorum was present.
Proposal for submitting a motion	<p>Presented by Corporate Secretary, Mr. Nevling  <b>Motion: Mr. President I move the adoption of the Interim Motion Procedure distributed to the Executive Committee earlier this year.</b></p> <p style="text-align: center;"><b>DRAFT DRAFT DRAFT DRAFT</b></p> <p style="text-align: center;"><b>INTERIM MOTION PROCEDURE</b></p> <p>Since the reorganization of Muskies, Inc. many of the associated procedures have been revised to fit the new organization. One of the items that has not been fully addressed is the submittal of motions for consideration at the Annual Board Meeting. As the 2013 meeting will be upon us in short order, it seems that an interim procedure for the submittal of motions might be useful. This is a time consuming process so begin early especially as the motion must be posted on the web site no later than 45 days prior to the Board Meeting. Accordingly, we propose the following procedure.</p> <p>A motion mover must prepare a proposed motion together with the rationale for the motion and the financial impact, if any.</p> <p>If the motion is an amendment to the Bylaws follow the instructions in the Bylaws (¶7.02.),</p> <p>If the motion is to amend other written MI documents such as Policies, also follow the procedures in Bylaws (¶7.02.) with respect to the use of strikethroughs and underlining.</p> <p>Once the motion is drafted, it is sent to the Muskies, Inc. President and he/she will have the Standing Bylaws Committee do a review and possible revision. If</p>

	<p>the motion has a financial impact, it is also sent to the Finance Committee for review.</p> <p>Once the motion is in the appropriate format, it is sent to the Corporate Secretary who assigns it a number for identification purposes and forwards it to the Administrative Secretary for positing on the web site. At this point the motion is eligible to be included on the Board Meeting Agenda.</p> <p>At the Board Meeting, the mover shall state the motion and it must be seconded prior to any discussion and debate.</p> <p><b>SECONDED BY: SR Frank Walter</b>  <b>DISCUSSION: None involved as all reviewed prior to meeting</b></p> <p><b>MOVE TO VOTE: ALL IN FAVOR – Motion Passes</b></p>
SPC discussion	<p>Presented by VP Bushnick and President Zahn</p> <p>President Zahn discussed concerns of the SPC.</p> <p>SPC agenda of their last meeting was reviewed. All items should be matters for the EC.</p> <p>Exec. Director can cost up to \$150,000, which is above what the organization can afford. No need to continue to review the position when it cannot be funded.</p> <p>Transparency and the other items should be dealt with at the EC level and not undermined by the SPC. A recommendation to dissolve the SPC was made by Mr. Bushnick. Discussion followed, with concerns and thoughts of the logical approach of the committee as a whole.</p> <p>Total reorganization and clear definition of the goals and agenda of the committee need to be in place. Mr. Brogle stated that innovative funding should be pursued.</p> <p>Mr. Nevling requested a few days to draft a proposal to reform or restructure the committee for the EC to review in March.</p>
VP Openings for discussion	<p>Presented by President Zahn</p> <p>VP Internal Affairs opening: Dan Konowitz will present a resume for the EC to review.</p> <p>Corporate Secretary opening: Kevin Richards is interested in running – he understands the potential for conflict of interest.</p> <p>VP of Fisheries and Research: Steve Pallo has been approached about the position. Decision pending.</p> <p>Nominations will be open at the annual meeting. The objective is to have some nominations on the table.</p>

<p>VP Finance/Treasurer, Jim Shannon</p>	<p>Summaries were made available for review from December 2012 and Year End Profit and Loss reviews available and discussed.</p> <p>Debt and income for this budget cycle were reviewed.</p> <p>Audit expenses will continue to be reduced once we get out of the final audits and expenses can be cut or eliminated as the EC or Board determines.</p> <p>VP's are responsible for the income and expenses of their areas.</p> <p>Recommendations for changes should be submitted in the form of a motion for review and brought forward at the Annual Board Meeting for consideration and action.</p> <p>No feedback from the IRS yet. Our auditors are confident our 501 (c) (3) status will be reinstated.</p>
<p>VP Membership &amp; Marketing, Greg Wells</p>	<p>Super Cisco program generated 50-60 memberships. Fairing nicely based on initial reviews with minimal cost to us.</p> <p>New memberships were 1113 for the 2012 year; retention is the main concern. Quantifying will be difficult Web versus Keyes – Age demographics will be reviewed, and the youth age target is increasing.</p> <p>Membership counts reviewed – multiple year memberships reviewed. Full reviews will be presented at the Board Meeting.</p> <p>Membership retention continues to be a problem and we are looking for recommendations on increasing our retention rate from SR's and RD's</p> <p>Mike Keyes will be in WI on Feb 14 at Bummy's House in Howards Grove, WI, presentation at 7:15 with Chapter 20.</p> <p>WFN airs Keyes Outdoors on Thursday, Friday AM and PM. The program has the right demographic with this target approach. The program is also available on FOX Sport North, World Fishing Network and You-tube.</p> <p>Opportunities for possible ads on other shows were briefly reviewed. Mr. Wells did mention that he has approached Jim Seric and he replied, he agreed. The demographics of the Keyes program and his program would not do the same.</p> <p>Sport shows coming up were reviewed. Chicago show was a success.</p> <p>Support of new Chapters 61 and 69 was encouraged.</p> <p><b>Mr. Wells moved to accept the Wausau Area Chapter as a probationary Chapter</b>  <b>Mr. Kofoot Seconded.</b></p> <p><b>All in favor – Approved</b></p>

	<p><b>Chapter ID will be # 62.</b></p> <p>The Forum is operational and Mr. Wells will act as a temporary moderator.</p>
VP Fisheries & Research, Temp. Greg Wells	Nothing to report this month.
VP Internal Affairs, Fred Brogle	<p>On January 14, 2013 a Go To meeting with all the regional representatives was held for discussion on upcoming motions involving all regions, including processes for motions, elections, Keyes Outdoors and the Annual Board Meeting.</p> <p>Communication within the regions was reviewed:  <b>Region 1</b> discussions continue;  <b>Region 2</b> response is limited;  <b>Region 3</b> response also limited but Chapter 69 has a lot of exciting things going on. On line meeting happening in this area as something new;  <b>Region 4</b> no communication issues within the region.</p> <p>Region 4 has established a Regional web site.</p> <p>Chapter Charters were reviewed, using the Regional Representative assignments as a means of follow-up with Chapters for timely submission.</p> <p>Chapter concerns that need to be addressed involved; MI Lake St. Clair Chapter 58 on verge of folding and are moving members to Chapter 49, Webster Lake. Vikingland, Chapter # 38 is another chapter experiencing concerns.</p> <p>Chapter 61 is doing well in the Northwoods, located in Minocqua, WI.</p> <p>Gil Hamm information will be in the March magazine –Spring Bay Resort on Vermilion Bay is offering some good rates.</p> <p>Mr. Brogle reported that he would have an MI Organizational Chart for presentation at the annual meeting.</p> <p>Annual meeting information has been sent and posted on the web site.</p>
VP Youth Activities, Kevin Bushnick	<p>Youth prototype event will be held June 12-15, 2013 on Moose Lake with Chapter 39.</p> <p>The template for such events will be presented at the Annual Meeting.</p> <p>Mr. Bushnick will be speaking on youth events in Hayward.</p> <p>Illinois DNR is in discussions with MI to do some combined educational programs with MI, doing some filming at the hatcheries, this will offer some unique educational footage.</p>
VP Communications, Ron Teschner	<p>Pres. Zahn announced that the web site phase two was completed. At what point are we paying new web master? Next Finance Committee will review our expectations for Phase Two to determine if our expectations have been met.</p>

Old Business	N/A
New Business	<p>A booklet format will be used for the agenda, including reports, at the 2013 Annual Board Meeting in April – please be aware of the Presidential request to have reports ready early. Reports will also be presented orally followed by a question and answer session.</p> <p>Mr. Brogle introduced two Directives. There was a question of whether the directives had been properly introduced and the question was referred to the Parliamentarian by Pres. Zahn. The Parliamentarian ruled that if the two items were meant as motions that they failed to meet the requirements for introducing a motion, any item whether a directive or motion that ends with imposing mandates to the VP's of this organization will have financial impacts. Thus, I would refer to Page 5 General Policies and Procedures of Muskies Inc. 4-6-02 which states; "All Muskies, Inc. motions, activities or programs that have a potential to impact the finances of Muskies, Inc. must be submitted to the Treasurer, Chairman of the Finance Committee and President, for review, approval and recommendation prior to implementation. Examples: Membership promotions, free advertisements in "Muskie", contracts or any commitment having potential impact on Muskies, Inc. finances."</p> <p>Mr. Brogle asked to discuss the proposals. The Parliamentarian indicated this was improperly listed as an agenda item, due to the General Policies and Procedures of MI. As a matter of comity the Parliamentarian recommended referral to the Finance Committee for review, at which point it could be brought forward per policy.</p> <p>Mr. Walter is preparing a Committee listing and requested that VPs provide a list of committee members on his request.</p> <p>Status of Jim Bunch? Pres. Zahn will make inquiries.</p>
Adjournment	9:05 pm
<b>NEXT MEETING DATE PLANNED</b>	March 4, 2013
<i>SUBMISSION BY:</i> <i>CC to:</i>	Ellen M Wells, Administrative Secretary. Copied: President, Corporate Secretary and posted to Web Site