

Madison River Foundation

Minutes for Board of Directors Meeting

Date: 02/15/2016

Location: Lone Elk Mall Board Room

Board Members in Attendance:

J. Dilschneider
B. Richards
B. Barker (via phone)
J. Montag (via phone)
N. DiMeola
M. Petroni (via phone)
J. Mathews
S. Shows

Others Present:

Liz Davis – ED
Pamela Kimmey – EA
Ethan Kunard – Guest Speaker (Madison Conservation District)

Minutes

Joe asked for any comments on the Minutes from the December 9th meeting of the Board. There being none, Bruce moved and Nancy seconded their approval. Motion carried.

Treasurer's Report and Budget for 2016

1. Treasurer Montag presented his reports as previously provided to the Board for review. A separate bank account was opened at Valley Bank as discussed with DiMeola and Montag as co-signors. The proposed 2016 Budget is aggressive but achievable. Mathews made a motion to approve the Budget as presented and Bruce seconded it. All were in favor. Motion Carried.

Executive Director's Report

1. Wild & Scenic Rivers Act: Discussion followed regarding the benefits of getting the Madison River designated as Wild & Scenic but more specifically as a Recreation Designation which is a part of this River Act. Procedure for doing so involves going through the Federal Govt and having a Senator introduce it. The controversy will most likely come from the private property owners so the key is to obtain permission from them first then discuss it with the commissioners. Host a Town Hall Meeting in May and invite the locals and businesses first to explain the designation.
2. Gala 2016: Friend of the Madison award recipient discussion. Barker asked if the award could go to a non-person such as the 100th Anniversary of the National Parks – Gibbon & Firehole Rivers that provide the origins for the Madison River. Petroni suggested the award should go to Alex Diekmann. The Directors in attendance were highly in favor of this idea. Dilschneider suggested Lee Metcalf for the award. Further discussion to continue at the next meeting in April.

Invitations: It was decided not to mail out Save the Date cards but rather announce it in the e-newsletter instead.

Auctioneer: Pat Busby raised his price to \$500 plus lodging. The Board agreed he is worth it and approved his increased cost.

Music: Very nice addition to have live musicians but it was too noisy to be heard. It was agreed upon to use an iPod and Richards' speaker system.

3. FFF: Band ideas – Mathews recommended Montana Rose but her fee might be considerably more than Comstock Lode (\$350) especially if she brings her entire band which would be preferred. Liz will research this alternative and email the Board.

T-shirts: Liz would like to sell long sleeved shirts this year so she will pursue pricing a heather gray color shirt with the Tie One On logo instead of the traditional short sleeve shirt with original fish artwork.

4. Jack Creek Fascine Construction work day: Board approved providing lunch for 15 volunteers @ \$10 each for 2 days = \$300 and another \$300 for willow collection days on March 30 & 31st.

In addition to the above: SEE AGENDA FOR SUMMARY OF ED'S COMMENTS.

Old Business

1. Free Memberships from Fly Shops: One new Steward and one new Lifetime member are the result of this new program implemented in spring 2015. There are currently four fly fishing shops offering the free MRF memberships and we are in the process of adding Beartooth Fly Shop. Joe Dilschneider dba Trout Stalkers will be adding another Steward/Lifetime member to this list shortly.

New Business

1. Guest Speaker: Ethan Kunard, representing the Madison Conservation District as Water Programs Manager, provided an update on the Watershed Restoration Plan. The plan is developed to address impaired waterways that have a (Total Maximum Daily Load) TMDL. The plan outlines "big picture" watershed goals and objectives, and contains recommendations and potential projects that can address stream impairments. Impaired streams will be the focus plus a comprehensive watershed plan for the next 20 years. Ethan stressed that public comment is important and will be crucial. Handouts were also presented including tables, maps and graphs outlining the streams in the Madison Watershed that have been listed as impaired and will receive a TMDL.
 - How to share with the MRF membership? Simplify the information and post on the MRF website and social media. "Here is the state of the river..." and show with graphs. An annual "State of the Watershed" report might be helpful along with an informative paragraph in every e-newsletter starting off an explanation of TMDL. Water Quality · Water Quantity · Fish Health

- Host a meeting in May with the Watershed, DEQ and major stockholders to create a plan and prioritize based on pollutant loads. Invite Madison Ranchlands Group - obtaining land owners' approval is crucial.
2. Newsletter on Website: Clark suggested that instead of sending out e-newsletters he wanted to know if an announcement could be emailed out about the newsletter which would then direct the recipient to the MRF website to find it. The goal being, of course, to drive more traffic to the website. All the past newsletters are archived on the website but the general consensus is that more people are likely to open and read the e-newsletter if they do not have to follow extra steps to get to it. A monthly fishing report supplied by the local fly shops will be added to both the e-newsletter and the website.
Printed Newsletter: In an effort to conserve both money and paper, Liz asked if it would be wise to discontinue the quarterly printed newsletter and perhaps send out two e-newsletters a month to keep the members updated on important news in a more timely, efficient manner. The Board approved this idea and asked that a final printed newsletter be assembled and mailed out soon to let the membership know of this change.
 3. Boot Cleaning Stations: Liz suggested this as a possible new project which Sunni at the MCD said they could help fund. Boot cleaning stations could be placed at several key fishing access sites and manned by volunteers to help maintain, collect data and educate the public on the purpose. Dilschneider agrees this would be experimental but if it's not too expensive then Lyons Bridge and Three Dollar Bridge would be good locations to start off. Contamination needs to be kept out of the Madison River.
 4. Election of Board Members: Bylaws need to be re-written. Check them first so the election is not considered invalid.
 5. Annual Meeting Date: June 18, 2016 @ Madison Valley Public Library 10:00 a.m. fills our obligation even if there is poor attendance.
 6. New Board Member ideas: Ethan Kunard, Doc Arvanites, Steve Beaton, Tim Combs, Michael Maydak, Jim Dawson, Beth Hageman. Mail invite to current Board members to see who would like to continue to serve another one year term. Dilschneider and Richards would like to see 11 on the board.
 7. New Treasurer Recommendations: Would Beth Hageman be interested in joining the Board and take on an office all at the same time? She possesses the skillset and time to invest in this as she is already a valuable volunteer. Liz will present this to her.
 8. Facebook: Dilschneider reported that an initial budget of \$250 was set aside for Facebook marketing. To date, only \$63 was spent and already the traffic has doubled from 600 to 1200 Likes in 10 days. To keep the momentum going we need interesting content. Kelly Welch has done a good job but we all need to be contributing original content not just reposting.
 9. NW Energy Plan 2017: Dilschneider shared concerns from members up river and they feel the MRF needs to take a stronger stand on the issue. We need to make an effort to communicate better with the public on what we are actually doing to help with the situation, regarding construction in 2017, via e-newsletter, a formal written letter to NW

Energy and a Press Release. Liz will ask John Juracek to write an editorial on the history of the project that can be shared on all social media outlets.

10. Fish Screen: Mathews asked what happened to the fish screen idea at the West Madison Ditch and would like to see this discussion put back on the table. Despite the lack of biological issues found by FWP to warrant pursuing this project, it is in fact a social issue and should be addressed by the MRF. Bob Celecia's video on the fish rescue created quite a stir and awareness that should not be ignored. Liz has already been invited to look at the fish screen in use in Salmon, Idaho. The Board approved Liz to collect more details on this type of project and report back.
11. 2016 Fishing Guide: Mathews brought it to the Boards attention that the new fishing regulations opening the Madison River to fishing year round also includes the tributaries. The bag limits on the tributaries was never discussed or mentioned by FWP to us or in any of the public meetings. Richards volunteered to review both books, 2015 & 2016, and will call FWP. Barker will look into this as well.

Announcements

- Mark Petroni announced he will be stepping off the Board at the end of his term in June.

THERE BEING NO FURTHER BUSINESS, THE MEETING ADJOURNED