REAP CEP Board Minutes
Review of Proposals Meeting
December 3, 2010

Board Members Attending:
Vern Fish
Don Sievers
Yvette McCulley
Anita O'Gara
Linda Zaletel

Board Members in Training Attending:
Charlene Eylea
Dawn Synder

CEP Monitor and Secretary for Meeting:
Susan Salterberg

REAP Coordinator:
Tammie Krausman

Others Attending:

Bob Anderson*	Kay Neumann	John Roosa
Meg Wall-Wild*	Darrell Weems	Jason Egly
Darren Siefken*	Linette Bernard	Jared McGovern
Kurt Hoeft*	Kim Poam Logan	John Klein
Jamie Ridgely	Reilly Branderhorst	

*Participated via teleconference.

1) Don Sievers called the meeting to order at 1:02 pm and announced that he would chair the meeting, as the Board policy is for chairs to rotate according to alphabetical order. He indicated that Susan Salterberg would take minutes.

2) Board members introduced themselves, as did Board members in training, Charlene Elyea and Dawn Snyder, for the Iowa Association of Naturalists and for the Iowa Association of County Conservation Boards, respectively. Susan introduced herself and explained her role, as did Tammy Krausman, DNR REAP coordinator. Linda indicated that the Board meeting would be her last action on the CEP Board, and that Charlene would be taking her place after December 3. The Board thanked Linda for her service.

3) Guests then introduced themselves.

4) The Winneshiek County Conservation Board requested a change in scope of work and a budget amendment on their Fit Environment Hits the Trail (REAP CEP #10-12) project. Vern moved to accept the WCCB proposed amendments, Linda seconded. Motion carried 4 to 1.

5) Don then explained the CEP Board contract with the University of Northern Iowa for assistance and monitoring. He explained that the Board needed to decide whether to renew the contract for May 1, 2011 to April 30, 2012. Vern moved to accept and also added a bonus of $1,500. Linda

seconded it. Vern mentioned the Board completes periodic evaluations of Susan's work, as is directed in the contract verbiage, and that the bonus is for excellent work. He also explained that the bonus goes to UNI, not directly to Susan. Motion passed unanimously.

6) Don then explained meeting procedures, including the Perpetuate a Good Idea grant program policies. He announced that $116,118 was available for grants in the November/December round. He then explained the procedure for review of applications.

7) Anita moved that a Perpetuate a Good Idea grant proposal for Park Packs, which was from the City of North Liberty, be funded. Linda seconded it. Discussion occurred. One of the Board's comments was that the applicant was proposing a lot of creative marketing. In addition, several Board members indicated they appreciated that the city was applying, so Park Packs would be used in new ways. Vern encouraged them to share the idea with other Parks and Recreation Depts. if it works, and that the letter of commitment from Parks and Recreation spelled out what they were going to do. Motion passed unanimously.

8) Vern moved that the Winneshiek County Conservation Board project be funded for the Cedar Valley RC&D Wapsi Wild videocast program. Linda seconded it. Vern summarized the project, which is to develop comcasts to go on a website. Linda expressed concern about outcomes, asking applicants what overall result they wish to see? Yvette asked what is creative and different about this project, and suggested students make the videos. The motion passed unanimously.

9) Yvette moved to consider the Metro Arts Alliance GreenArts program for funding, and Anita seconded it. Discussion ensued, with Yvette praising their partnership with Chrysalis, as they are involved in science and math education for minorities and girls. Anita liked their success from the previous grant and the fact that they learned from it. Yvette also liked that they plan to train Iowa artists about the Iowa Core. Anita asked if they were going to get enough EE professionals to help, in addition to Polk County Conservation Board. Kim Poam Logan indicated that they plan to partner with others. The Board also asked whether this was transferable, and Kim indicated that others are interested in exploring their model. Linda asked how the project will be sustained in future years. Anita suggested they try to come up with an outcome about whether schools are embedding this project into their school's educational efforts. Don indicated frustration about budget numbers not adding up on this and other grant proposals. There was a $1,250 discrepancy in this proposal's budget. Don also suggested applicants provide a draft sample of their project's evaluation form(s). Linda moved approval of the GreenArts program at $20,300. Yvette seconded. The motion passed unanimously.

10) Linda moved that the Diversity Farms' SOAR project be funded and Vern seconded it. Linda commented that she was glad to see a letter of support from Pat Boddy, interim director of the DNR. Don explained that inclusion of position statement from the Wildlife Society documented the need. Don would have liked to see a letter of commitment from the Hunter Education area within the DNR. Linette Bernard stated that she contacted the person in charge of Hunter Education Instructors, and she had an email in hand from that DNR contact. Hunter Education is developing a new manual, and Don emphasized the value of putting the SOAR project information in their new manual. Anita questioned the sustainability of printing a brochure annually. Don suggested that, by getting the SOAR lead-free ammunition information into the manual, the brochure won't be needed. Yvette expressed concern that the applicants believe that, just because someone has information, they will change their behaviors. She mentioned that research does not support this. She stated that, just because you tell someone something, it

doesn't necessarily mean they will understand it or act on it. Don emphasized the importance of outcomes. Anita mentioned that it will be important to learn how hunter education instructors use the materials. Motion passed 3-2.

11) Anita moved that the Raptor Resource Project Eagle Cam be funded for $8,771 and Linda seconded it. Again, it was noted that the budget had an error $1,000 error. Anita summarized the project in which the applicant has created eagle cams, and had lots of success with teachers using the videos so their students could watch the life of the eagles. Anita questioned the evaluation: What are the students going to learn because they are watching the eagles? Are they learning larger habitat concepts? She expressed concern about the project coordinator's projected survey response rates, which she saw as unrealistically high at 80%. Linda suggested a number of organizations could partner on this project. Anita asked about sustainability of this project, and Bob indicated that it may be a one-year project. Yvette suggested he collect qualitative evaluation information rather than quantitative evaluation data. Motion passed 4-1.

12) Anita moved that the Conservation Districts of Iowa Landowner Advisor project be funded and Yvette seconded it. Anita requested that trends and longevity of contacts with people be included in the evaluation process. Jamie Ridgely indicated that they would use an evaluation model called AIDA. Don said he'd like credit given to REAP CEP, and this was not communicated in the proposal. Yvette stated her belief that the project is a very expensive and should not be one-on-one. Other board members talked about landowners be a very hard audience to reach, and importance of one-on-one communication. Motion passed 4-1.

13) Linda moved that the Dubuque Historical Society Adapting Rivers project be discussed and Anita seconded it. Don expressed concern about their lack of letters of commitment. He also asked about sustainability and future funding for this position. Meg Wall-Wild indicated that the staff position is for development of the curriculum. The Board asked if the applicants were familiar with the Iowa Core, and they indicated they were not. Anita also questioned how the Oceans conference fit in, and she said it wasn't clear in the proposal what the outcomes had been from previous Oceans conferences. Anita mentioned that it would be good to work with others in Dubuque, and Yvette suggested they work with one of the local science consultants. Linda suggested they apply next round, incorporating the Iowa Core. Motion failed 5-0.

14) Linda then moved to halt grant review processes for this round, and Vern seconded. Motion passed 3-2. A total of $78,853 was awarded in December.

15) Don announced that the next REAP CEP teleconference would be held at 9 am on Friday, January 28. The next Review of Proposals Meeting date will be set through email communication.

16) Anita then updated the guests about the Iowa Water and Land Legacy bill, which passed in the November election. She said the IWiLL team will continue to meet and that IWiLL will not be advocating a tax increase in 2011. IWiLL, however, will support full funding of REAP and the protection of its current formula as well as the IWiLL formula.

17) The Board discussed unfunded projects.

18) At 4, Don adjourned the meeting.