

Minnesota Soil Health Coalition Board Meeting Minutes

Wednesday, March 13th 10am-12pm

Railway 300 1st Ave N, Sleepy Eye, MN 56085

- Brian Pfarr called the meeting to order at 10:07
- Approved February meeting minutes (**Labat, Pfarr**)
- Approved agenda (**Stelling, Pfarr**)
- Tom Fick provided the treasurers report-13 memberships, accrued \$0.02 interest, the spreadsheet will be put on google docs to share between Fick and Hahn.
- Reimbursement to Tom Fick for Coalition checks-Hahn needs to go to Minnwest to become a secondary signatory, Fick is alright with waiting until there are more funds in the account before receiving reimbursement of \$100.00.
- Logo was discussed to choose an option of the 5th line, namely the 2nd and 4th of the fifth line, logos were emailed out for comments for those not in attendance.
- Website/social media quotes were discussed, it was decided to complete the strategic planning at a rate of \$350.00 with VantagePoint Marketing Consultants (**Labat, Schmidt**)
- Preparations for the meeting with the Minnesota Natural Resources Conservation Service was discussed, Hahn will develop a loose agenda and contact Kristin Brennan for a base MOU and ask what the expectations from NRCS are and if there is a set amount they'd like potential partners to provide. Hahn will develop a base MOU to utilize with partners by Monday, March 18th to have them presented to potential partners to enable the discussion of additional partners at the NRCS meeting April 3rd.
- Reaching out to additional potential partners-the potential partners are asking for MOU's, Hahn will develop a base MOU so that members can utilize that in their discussions with potential

partners by March 18th. Currently discussions with General Mills and McDonald's are underway for potential partnership, Grain Millers are interested but would like the Coalition to have additional partners. Rick Maurer is willing to work with Hormel as a potential partner and was put on the Fundraising/Financial Committee.

- 5 min break
- Committees reports
 - Kickoff-Grant Breitreutz reported that Gabe Brown and another of the Soil Health Consultants are willing to speak at our kickoff event free of charge, we can use Breitreutz's farm as a site. The farm will be hosting the Soil Health Academy that week and will be set up-the Coalition will need a large tent and have it set up before the Academy for timing. Education will be presented but will be stressing the importance and need for utilizing soil health practices. The committee will continue to work on items for the event.
 - Outreach/Education-working on logo, going to develop the strategic plan with VantagePoint Marketing Consultants, create basic business cards, have shirts made with the chosen logo. NRCS may have space at the FarmFest booth for the MN SHC information that Shannon Gegner will follow up with.
 - Fundraising/financial-create the base MOU and continue to have discussions with potential partners.
- Leopold Conservation Award-information was presented, continue working with Lance to move forward with bringing the award to Minnesota with the Coalition as a partner (**Labat, Schmidt**)
- Set regular Board Meeting dates, times, and methods-2nd Wednesday of the month from 10-12 at the Railway in Sleepy Eye (excluding rotating meetings that will have different locations) (**Fick, Stelling**). Also have better technology for web/call in options for meetings.

- Pictures and bio's for board members-three bio's were provided and one picture, the remaining pictures were taken and Hahn will send out an example bio to the board members
- Mentors for the mentor program-after discussions with MASWCD, board members and present steering committee members agree to be mentors.
- Adjourned at 12:06 (**Stelling, Labat**)

In attendance:

Dawn Breitreutz

Grant Breitreutz

Eric Stelling

Brian Pfarr

Chris Schmidt

Ben Dwire

Jamie Labat

Rick Maurer

Tom Fick

Kurt Mathiowetz

Shannon Gegner

Tom Cotter

Dawn Madison

Jennifer Hahn