#1 Call to Order and Attendance

- Regular meeting of the Board of Directors was called to order by President Bralli Clifford at 7:00 p.m. on **July 8, 2026,** via online platform.
- Known absences: Director Jimmy and Directors Zach, Cathy, and Gray Pope had provided prior notice.

#2 Approval of Minutes and Financial Actions

- Minutes of the previous regular meeting were displayed and briefly reviewed.
- Motion to approve the minutes as presented was made by John and seconded by Kurt.
- There being no discussion, the motion carried unanimously by unanimous voice vote.
- President Clifford noted that the Treasurer's report, including checks and credit card transactions, had been distributed in advance within the monthly financial report and that board members were expected to review and raise questions by email or at the meeting.
- Motion to approve the checks and credit card report as presented in the financial materials was made by John and seconded by Jaden.
- With no further discussion, the motion carried unanimously by voice vote.

#3 Staff and Operational Updates

- Katie reported:
  - Remaining auction items from the convention (including a moose paddle) were shipped, with Dean assisting in logistics.
  - Early planning for the 2027 event had begun with the Ford Wyoming Center and exploration of Friday night venues, to be discussed later.
  - She and Zach organized notes into a draft strategic planning document; a committee meeting was held and a board review draft will follow.
  - A 16-page objection letter regarding the Seminole Pump Storage project and Grand Targhee expansion, including legal citations, was completed and sent for attorney review in coordination with partner organizations such as backcountry skiing groups.
  - Minutes and outcomes from the Burgess Junction / Sheep Summit meeting had been circulated.
- Dean reported:
  - Banquet financial wrap-up was nearly complete; all major invoices were paid, with one small Full Curl table balance (less than $500) outstanding and being pursued with assistance from Cathy and family.
  - Approximately $75,000 would be placed in a short-term investment or money market account through October 1, after prepaying several large known obligations.
  - Roar Bear Camp was paid through next July; Terminus was paid through December; a substantial portion of the Midwest bill had been paid.
  - A total of over $310,000 in gross raffle sales had been generated since October 1, with weekly raffle revenue averaging roughly $5,000 and an estimated net of about 20%.
  - Post-banquet administrative work included updating memberships, board names, ethics policy, bylaws, and marketing email lists.
  - Dean continued documenting and streamlining deputy director duties, including detailed written procedures for raffles, in anticipation of eventual transition.

#4 Banquet / Convention Debrief and Decisions

- The board received and discussed a comprehensive PowerPoint debrief prepared by Dean from member and board feedback.
- General observations:
  - The banquet and convention were considered strong overall, with high member satisfaction.
  - Raffles, pay-to-play games, life member breakfast, and overall attendance were positive.
  - Areas identified for improvement included technology training, sponsorship development, volunteer coordination, and communication.
- Friday Night and Logistics:
  - The Sportsman's Expo was widely regarded as unsuccessful and overly time-consuming relative to benefit.

- A consensus emerged to discontinue the Sportsman's Expo for 2027 and instead use the adjacent Sports Ranch as a Friday night venue and potential youth experience site.
- On motion by President Clifford, and with no objection raised, the board approved by unanimous vote (vote by exception) discontinuation of the Sportsman's Expo for 2027.
- The 2027 convention dates were confirmed as May 7–8 at the Ford Wyoming Center, with room blocks arranged and Friday night targeted for the Sports Ranch.

- Life Member Breakfast and Floor Layout:
  - The life member breakfast remained popular, though the prior room was too small and acoustically poor.
  - For 2027, the breakfast will be moved to the arena floor (south end on Friday), with Saturday night banquet set on the north end, allowing most equipment to remain in place.
  - Silent auction tables will be centered at the curtain line so that rolling back the curtain provides immediate access; this was recorded as a key logistical improvement.
- Raffles, Pay-to-Play, and Sales:
  - The general raffle, pay-to-play, and a new 50-50 raffle performed well; the 50-50 generated approximately $2,500 net.
  - Full Curl table virtual tickets were poorly received; the board agreed to replace the virtual ticket concept with physical prize packages on each Full Curl table (raffle tickets, merchandise, and other incentives).
  - Consideration was given to offering certain high-value tags and hunts in a separate online auction (e.g., March), rather than at the live banquet auction.
  - The board affirmed the value of hiring raffle sales staff ("raffle girls"), whose cost was effectively covered by the 50-50 raffle alone.
- Sponsorship and Technology:
  - The board discussed the need to expand sponsorship levels, including banquet title sponsorship, Friday night underwriting, life member breakfast underwriting, and event-level underwriting (e.g., general raffle, pay-to-play) to secure larger contributions.
  - The board discussed moving most banquet transactions and bidding to GiveSmart, de-emphasizing Zeffy for on-site floor sales, while continuing to use QR codes for pre-event raffle sales.
  - A need was identified for increased board training on GiveSmart and other auction/raffle technology and for assigning more trained board members to registration and checkout during peak departure times.
  - It was noted that paperless walk-in and bid numbers were effective but required clearer pre-event communication; many guests did not see or retain the email with their numbers.
- Volunteer and Board Engagement:
  - Some volunteers expressed concern that not all board members appeared fully engaged on Saturday night. President Clifford reiterated expectations that board members are visible, present, and working throughout the event.
  - Time freed by discontinuing the Expo is to be used for focused training sessions for board and volunteers on Saturday, including GiveSmart training and role review.
- Committee Structure and Coverage:
  - A need was identified for clear committee chairs and membership for Guns, Full Curl tables, Publicity, and Sponsorship.
  - Kurt was listed as current chair of the Guns committee, with a question mark for long-term leadership due to potential board turnover. Scott volunteered to help with Guns.
  - A new Full Curl Table committee was added; several directors volunteered to serve.
  - Jaden volunteered to handle live social media updates during future convention events and was directed to join the publicity committee in the planning document.

<u>#5 Burgess Junction / Sheep Summit Debrief</u>

- Katie summarized the Burgess Junction / Sheep Summit, noting strong attendance and constructive dialogue with Wyoming Game and Fish Department (WGFD).
- Key items:
  - Pedro/Ferris/Seminole Bighorn Sheep Restoration Area (PSRA) was discussed extensively as a non-lethal management tool to reduce pressure on WGFD for lethal removals.

- Letters to WGFD, agricultural groups, and public partners, along with a white paper, are to be drafted within one week of the meeting (Matt and the committee responsible).
- Since 2010, 88 bighorn sheep have been lethally removed statewide; 17 of those occurred in 2025 in the Pedro/Ferris/Seminole complex, and 27 have been removed from Pedro since 2023, underscoring urgency.
- The Test and Remove program at Whiskey Mountain showed improved lamb recruitment; infrared survey footage demonstrated minimal disturbance to sheep.
- The board encouraged WGFD to develop a statewide Bighorn Sheep Conservation Strategy analogous to the Mule Deer Conservation Strategy, while acknowledging the workload for the department.
- Funding discussions included WWNRT, GIA, GSEO, and the importance of legislative engagement for continued cheatgrass control funding.
- A potential volunteer cheatgrass mapping event using UW's Imagine app in Laramie Peak bighorn country was discussed.
- The board reiterated interest in supporting capture operations and other field projects.

#6 Raffles, Marketing, and WyoGives

- Raffle Status:
  - Active and upcoming raffles include the 250th anniversary Weatherby rifle (targeting approximately $7,000 at sellout), a Last Chance Commissioner's Tag raffle, Rohrer Bear Camp (paid through next July), and the upcoming McKinnon Bear raffle.
  - Some high-dollar sheep hunts (desert sheep) remain unsold and may be repositioned in separate online campaigns or future banquets.
- Marketing Vendor Proposal and Motion:
  - President Clifford presented a proposal from Lammers Media for a three-month pilot marketing engagement focused on raffles, storytelling, social media, and website updates.
  - The vendor's proposed fee is $1,500 per month for strategy, content creation, social media management, advertising management, and reporting, plus a recommended ad budget of $500–$1,500 per month.
  - The engagement would be month-to-month with no long-term contract, with a formal return-on-investment report after three months.
  - Motion to approve funding of up to $2,000 per month for three months (inclusive of management and ad spend) for a marketing pilot with Lammers Media was made by John and seconded by Bruce.
  - After extensive discussion regarding expected workload, content provision, and potential revenue growth from faster raffle sell-through, the motion carried unanimously by voice vote.
  - The vendor will be asked to provide a performance report in time for evaluation at or before the November board meeting.
- WyoGives (July 15, 2026):
  - The organization is registered for the statewide WyoGives 24-hour giving day.
  - The Hughes Charitable Foundation may contribute up to $15,000 in incentive funds per county; this is not a dollar-for-dollar match.
  - A board-level formal challenge was discussed. Due to limited lead time and capacity, the board decided not to run a fully structured board challenge in 2026 but encouraged directors to make individual donations on July 15.
  - Staff will ensure that WyoGives is promoted with a link in the newsletter and on social media, coordinated with the WyoGives schedule.

#7 Strategic Planning, Governance, and Future Staffing

- Strategic Planning:
  - A small committee (Zach, Katie, President Clifford, Matt, and John) has drafted a preliminary outline of a strategic planning document to guide the chapter's priorities, conservation goals, and timelines (1-year, 3-year, and 5-year horizons).
  - A draft will be circulated to the full board for review and comment, with the intent of board review by approximately November, member presentation at the December convention, and implementation beginning January 2027.
- Board and Staff Goals:

- All board members and staff are to review their 2025–2026 goals, assess performance, and submit updated personal, chapter, and employee-related goals prior to the August board meeting.
- These materials will be compiled by Dean and/or President Clifford for discussion.

- Deputy Director Retirement and Transition:
  - Dean announced a formal retirement date of March 31, 2027, with an intention to remain involved as a volunteer where feasible, including potential limited bookkeeping support.
  - Katie and Dean will continue to refine a written deputy director role description and transition plan.
  - The board discussed the need to:
    - Clarify board member expectations regarding time commitment and responsibilities.
    - Determine which duties can be offloaded to vendors (e.g., marketing, website) versus those requiring staff or board oversight.
    - Evaluate whether and when to recruit and fund a replacement deputy director or restructure responsibilities among staff and board.
  - President Clifford requested that directors reflect before the next meeting on expectations for board service, accountability for goals, and how to manage under-performance at the board level.

<u>#8 Additional Conservation and Partnership Updates</u>

- Pedros Sheep Restoration Area (PSRA) and Lethal Removals:
  - Letters and white papers related to the proposed PSRA and lethal removal history will be drafted and sent within one week (Matt and Katie to lead).
- Wheatland / Britannia Land Exchange:
  - Katie confirmed that the prior Britannia land exchange had not been overturned and is proceeding.
- Martins Cove Land Exchange:
  - President Clifford summarized a proposed 933-acre land exchange involving the LDS Church (Martins Cove) and state lands, including two parcels providing improved connectivity between wilderness study areas and valued wildlife habitat.
  - The board noted the potential benefits for access, habitat, and relationship-building with key legislators and landowners involved in SRI-related landscapes.
  - At this stage, no formal organizational endorsement has been requested; President Clifford may be listed individually as a supporter. Any future request for formal organizational support will be brought back to the board.
- External Funding and Partnerships:
  - President Clifford and Katie scheduled a meeting with representatives of the Noblock (Starkey) Family Foundation, which has previously assisted with domestic allotment buyouts, to discuss renewed and expanded support for science-driven projects.

<u>#9 Decisions and Open Questions</u>

- Formal decisions:
  - Approval of prior meeting minutes (motion John, second Kurt; unanimous).
  - Approval of checks and credit card report (motion John, second Jaden; unanimous).
  - Discontinuation of the Sportsman's Expo for 2027 (approved unanimously by exception).
  - Approval of up to $2,000 per month for three months for a marketing pilot with Lammers Media (motion John, second Bruce; unanimous).
  - Confirmation of 2027 convention dates (May 7–8) and general venue plan (Ford Wyoming Center and Sports Ranch).
- Open questions:
  - Final designation of a Sponsorship Development lead (Cathy was suggested; confirmation pending).
  - Long-term leadership and membership for Guns, Full Curl Table, and Sponsorship committees.
  - Optimal allocation of monthly ad spend within the $500–$1,500 range during the marketing pilot.
  - Final approach to WyoGives in future years (whether to establish a robust board challenge and major donor coordination).
  - Structure and timing of deputy director replacement or reallocation of duties post-March 2027.

<u>#10 Action Items (Chronological)</u>

- Dean:
  - Finalize remaining banquet invoices and small receivables as soon as possible.
  - Provide current Wild Sheep Foundation sponsorship options and amounts by August 5 for board decision.
  - Continue documenting deputy director duties and transition plan with Katie.
- Board (All Directors):
  - Review and provide comments/edits on the strategic planning draft when distributed.
  - Submit prior-year goals, performance notes, and new goals (personal, chapter, and employee-related) before the August board meeting.
  - Promote WyoGives on July 15 via personal networks and consider personal donations through the shared link.
- Matt and PSRA Committee:
  - By one week from meeting, draft and transmit PSRA-related letters to WGFD, public partners, and agricultural groups, including an accompanying white paper.
- Dean and Marketing Vendor:
  - Immediately initiate the three-month marketing pilot, with a budget of up to $2,000 per month (inclusive of ad spend).
  - Provide a comprehensive performance and ROI report before November for board evaluation.
- Katie and Legal Counsel:
  - Continue legal review and refinement of the 16-page objection letter regarding Seminole Pump Storage and Grand Targhee expansion until complete.
- Board Committee Chairs:
  - Continue recruitment of chairs and members for Guns, Full Curl Table, Publicity, and Sponsorship committees; update the planning document as assignments are confirmed.
- Dean (Ongoing):
  - Implement updates to membership rolls, website content, impact documents, and banquet materials consistent with planning document notes and board direction.

<u>#11 Next Meeting</u>

- The next regular meeting of the Board of Directors was rescheduled to **Wednesday, August 5, 2026** (moved from August 12), time to be set by staff.
- Expected pre-work for the August meeting:
  - Submission of board and staff goals and prior-year self-assessments.
  - Initial review of marketing pilot progress if preliminary results are available.
  - Review of proposed Wild Sheep Foundation sponsorship levels for decision.
- There being no further business, President Clifford adjourned the meeting (time not formally recorded in the notes).

Respectfully submitted by

Bruce Perryman, Secretary