WYOMING WILD SHEEP FOUNDATION

Board Meeting from August 5, 2026

-Called to order by Executive Director, Katie Cheesbrough with Bralli and John joining a few minutes later after finishing up a WSF Board call.

- Motion by Zach to approve the previous meeting's minutes; seconded by Jaden. Motion passed unanimously.
- Motion by Scott to approve the treasurer's report; seconded by Jaden. Motion passed unanimously.
- Motion by Bruce to approve the draft MOU with Wyoming Wildlife Federation, "in the amount of $5,000 annual commitment to provide support and continue with the functions that we enjoy participating in"; seconded by John Harris. Motion passed unanimously.
- Board agreed the Wild Sheep Foundation sponsorship level (Gold $10,000 vs Platinum $15,000 or Platinum Plus $20,000) will be decided by electronic vote by the end of the month.

Action Items

- Board: Approve finalized MOU language with Wyoming Wildlife Federation and review any substantial edits Katie receives from Craig.
- Officers: Complete electronic vote on Wild Sheep Foundation sponsorship level by month-end.
- Katie & Cathy: Coordinate tribal engagement on Grand Targhee expansion and Forest Plan revisions; confirm whether tribes are being properly consulted and how to support their involvement.
- Katie & Zach: Work with Kaylee (NWF) on Brett Selman allotment buyout details, funding request, contract language, and potential partner contributions; then approach Steve's family with the option.
- Governor's Coalition Reps (Katie, Jimmy, Scott): Put tag-allocation policy for additional sellers (e.g., Grand Slam Club Ovis) at top of next coalition agenda; develop rotation or other clear rules and address legal risks.
- Raffle Committee (Bruce lead to hold a meeting by November to consider new raffles including women-focused and membership-upgrade raffles.
- Zach & Endowment Trustees: Finalize website copy and structure for Conservation Fund and Endowment sections; emphasize long-term impact and planned giving.

Staff, Projects, and Partnerships

- Forest Objections
  - Katie filed a 16-page objection on the Grand Targhee decision and a shorter objection on the related programmatic forest plan amendment, with WSF, WWF, and TRCP as partners. Standing is uncertain, but key points are now on record. Coalition calls continue; litigation by some partners is possible.

- Tribal Engagement
  - Cathy raised concern that tribes may not have been adequately engaged on Grand Targhee and Bridger Teton forest plan revision. She and Katie will build an outreach plan to ensure tribes receive information and can participate meaningfully.

- Wyoming Wildlife Federation MOU

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- Draft MOU (Katie and Craig Benjamin) formalizes partnership and proposes a $5,000 annual commitment to support Camo at the Capitol, legislative monitoring, and interaction working group efforts.
- Financial support is a binding annual commitment with clear amendment and termination provisions; contacts can be updated as people change.
- Board approved moving forward; Katie will incorporate timing preference (July/August payment) and share any major WWF edits.

- Steve's Memorial / Knobloch Foundation / Allotment Buyout
  - Steve's project fund balance is about $75,175.
  - Meeting with Knobloch Foundation restablished the relationship and highlighted past joint allotment buyout successes.
  - National Wildlife Federation (now led by Kaylee Becker on this work) is pursuing a buyout of the easternmost Brett Selman domestic sheep allotment on the Bridger-Teton NF, adjacent to the core native Jackson bighorn herd.
  - This area is closely tied to Steve's historic work and earlier buyouts (e.g., Toman), and Knobloch suggested using Steve's funds here as a fitting memorial.
  - Board consensus: supportive of presenting this buyout to Steve's family and exploring how to leverage Steve's funds with Knobloch, NWF, Iowa WSF, mule deer/elk partners, and others, with strong contract language to protect the investment.

- Endowment / Investment Fund
  - Trustees see slow uptake and want clearer public information.
  - Plan: expand website beyond a single "Conservation Fund" reference to distinct, well-explained options (Conservation Fund vs Endowment), including purpose, long-term benefits, and planned-giving language.
  - Draft web content is in progress; board feedback will be requested.

Marketing, Raffles, and Communications

- Lammers Media Onboarding and Early Results
  - Lammers took over in mid-July; ~20 days of data show large increases in views, reach, interactions, clicks, and new followers (recognizing earlier traffic was very low).
  - Strong comparative example:
    - Last Chance Commissioner License, May 15–July 16 (63 days, pre-Lammers): 81 tickets sold (~1.3/day).
    - July 17–28 (11 days with Lammers): 175 tickets sold (~16/day).
    - Total sold: ~312–314 of 400, with much of the revenue in the final three weeks.
  - Weekly raffle revenue has climbed from ~$4k to $9k to $12k as recent weeks progressed, with a notable surge after their campaign.

- Current and Future Raffles
  - Active: Stone sheep, Roar Bear Camp, McKinnon black bear (two hunters, Canada), High Country Alaska (priority sell-out), 250th Weatherby rifle (with Weatherby support). A desert sheep hunt is held in reserve for a later launch.
  - Marketing push is shifting to High Country Alaska; if tickets sell out early, draw will take place upon sell-out, even though materials currently show a September 1 date.

  - Live, social-media drawings have been well-received; board members will rotate hosting.
  - Membership-upgrade raffle previously drove strong new and life-member numbers; board is interested in repeating, possibly using Coldwater trips as incentives.
  - Ideas for 2025 include a women's hunt raffle and earlier outfitter booking at Reno to avoid delays.

- WYO Gives
  - This year's WYO Gives yielded $865, largely from board donors.
  - Bralli sees significant room to grow (National Bighorn Sheep Center raised >$20,000); Jaden will help plan a more robust approach next year.

- Newsletter and Sponsor Recognition
  - Monthly newsletter continues with board-member spotlights, sponsor highlights, hunting stories, and photos.
  - Cathy urged stronger recognition for mid-level sponsors (e.g., outfitters donating trips).
  - Plan: maintain a running sponsor list for more frequent mentions in social posts and newsletter features; explore additional social "sponsor spotlights" managed through Lammers.

- Youth and National Bighorn Sheep Center
  - The youth award timeline is consistently rushed. The board favors moving outreach and application work earlier in the year and potentially creating a standing youth committee.
  - There is interest in deeper, regular coordination with the National Bighorn Sheep Center (monthly contact, newsletter space, youth programming alignment).

Governance: Governor's Tags and WSF Sponsorship

- Governor's Big Game License Coalition
  - Ongoing pressure from Grand Slam Club Ovis to be added as a seller for the five governor bighorn sheep tags; bylaws currently lack criteria or process for new sellers.
  - Online auction platforms have changed dynamics, making "best in-room auction" less relevant and increasing legal and equity concerns.
  - Board view: coalition must urgently adopt clear policy for seller eligibility, rotation, and number of participants, across all species, to avoid litigation and preserve the program.
  - If coalition decides all five sheep tags must be split among six sellers this year, Wyoming WSF volunteers to be the first to rotate out, as a good-faith, one-year concession, emphasizing partner contributions to Wyoming and the broader conservation benefit. This is contingent on coalition decisions, not solely the chapter.

- Wild Sheep Foundation Sponsorship Level
  - Historically, the chapter has contributed $10,000 (Gold level), receiving a comped booth, a full-page ad, and strong visibility.
  - Discussion covered moving to Platinum ($15,000) or Platinum Plus ($20,000) for additional recognition and banquet seating value, but details were complex.
  - Dean will re-circulate clear sponsorship-level descriptions; the board will decide via electronic vote by month-end.

Administrative and Transition Items

- Dean continues to refine financial spreadsheets, correct formulas, add instructions, and create documentation for a future role handoff.
- He will produce a "daily work file" for several months, describing tasks, contacts, and time spent, plus a separate "how-to" document, aiming to present both by the winter meeting.
- He asks that the Board take up this matter immediately.

- Board goals were compiled from individual submissions; top shared priorities include:
  - Strengthening legislative and policy engagement (including tribal partnerships).
  - Enhancing member involvement and committee depth.
  - Improving marketing, digital presence, and storytelling.
  - Growing endowment and long-term financial stability.
  - Clarifying staff goals and tying them to evaluations and bonuses.

The meeting concluded at 9:12 pm by a vote of acclimation and the next meeting is scheduled for Wed., Sept9,2026.

Respectfully submitted by

Bruce Perryman, Secretary