

A field of wildflowers, primarily purple asters, with some yellow flowers in the background. The sky is a soft, hazy purple and pink, suggesting a sunrise or sunset. The overall mood is serene and natural.

CHICAGO WILDERNESS

EXECUTIVE COUNCIL MEETING

July 20, 2022

Diverse Voices. GreenVision. United Region



WELCOME AND INTRODUCTIONS

*Elizabeth S. Kessler, Chair
McHenry County Conservation District*



APPROVAL OF AGENDA



APPROVAL OF CONSENT AGENDA

CONSENT AGENDA

- Acceptance of Treasurer's Report for April, May, June 2022 - Q2
- Approval of Executive Council Minutes for April 20, 2022
- Approval of CW Alliance Policy and Procedures
- Amendment to FY 2022 Approved Budget
- New Members
 - Old Growth Forest Network-General



OUR MISSION

Creating a national
network of protected
old-growth forests.

WELCOME NEW PARTNERS

Old-Growth Forest Network

Chicago Wilderness Alliance Green Vision Campaign

Communications strategy and messaging
development update

July 20, 2022

ONE EAST WACKER

Key Objectives & Goals

Develop a communications strategy and plan aimed at **increasing engagement, building trust** among members and partners, create **broader awareness** and assist in **launching the bold new Green Vision** promoting the Chicago Wilderness HUB.

Plan effectiveness will be measured by:

- More members participating in events/activities;
- More individuals aware of CW and positive perception of CW
- Increased membership and participation defined by geographic location and racial diversity
- Increased participation and engagement of partners across the four-state region.

Discovery Process, Marketing & Communications Assessment

To achieve objectives, we conducted research to glean insights into the challenges and opportunities for Chicago Wilderness Alliance to increase member recruitment, diversification and engagement

Communications Audit & Analysis:

- Website
- Green Vision materials & Hub
- Annual Reports
- Newsletters
- Culture & Inclusion Survey Results
- Historic, essential reports, plans and marketing tools

Qualitative Interviews:

- 13 In-depth interviews with Green Vision Goal Leaders to date

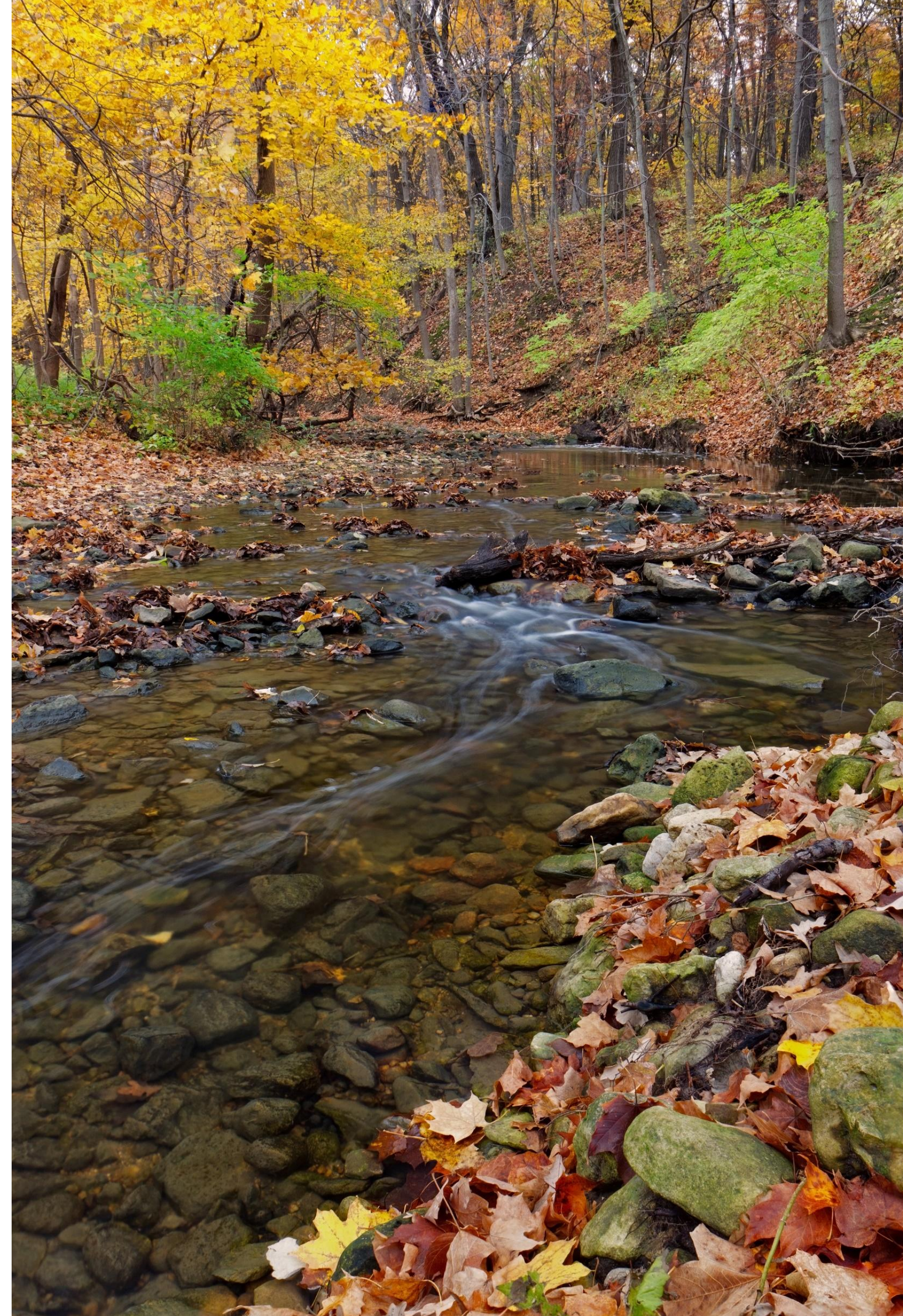
Member Survey:

- 138 participants responded
- Primarily Illinois
- 62% are not currently active on a working group or committee

Chicago Wilderness

Summary of Key Communications Challenges

- 1 Lack of Clarity and Consistency
- 2 Information Overload
- 3 Perception Issues and/or Structural Issues
- 4 Constraints of the Name
- 5 Look/Tone/Personality
- 6 Lack of Member Recruitment and Engagement Strategy



Summary of Opportunities

- 1 **Develop message framework**
- 2 **Align on name; Streamline info, elevate priorities and segment by audience; Website overhaul**
- 3 **Refine storytelling: Elevate success stories that inspire, motivate, convey urgency and action**
- 4 **Develop member engagement & recruitment strategies**
- 5 **Update brand guidelines: Look/tone/personality (logo?)**

NEXT STEPS

Chicago
Wilderness

- 1 Share messaging framework for Green Vision with goal leads for review to ensure accuracy; Refine as needed
- 2 Develop overall Chicago Wilderness Alliance message framework; Develop first draft of communications strategy and plan – goal is delivery within the next 2 – 4 weeks
- 3 Work with Laura and Elizabeth to identify CWA Marketing Committee members to engage on this work; Share materials for their review; convene meeting
- 4 Refine strategy based on committee inputs; Align on priority strategies for PCI to activate, design and develop in advance of Conservation Congress in early November



**Public
Communications
Inc.**

Contact Information

Sharon Dewar
Senior Vice President
sdewar@pcipr.com
708-616-7452

About Bold Bison



**BRANDON
HAYES**
(He/Him)

Founder and
Principal



**PATRICK
WILLIAMS**
(He/Him)

Director of Creative
Services

Activities

- Assist Goal Team Chairs in preparing a guidance document for each goal team:
 - Guide language regarding goals, metrics, and milestones; co-develop implementation work plan and timeline
 - Identify and evaluate model projects that highlight outcomes
 - Ensure each goal team has incorporated actionable JEDI principles
 - Identify organizations and individuals for Goal Team recruitment
 - Help establish agendas, timelines, and project management



Activities

- Support Congress planning team
 - Coordinate development of story maps for each goal teams
 - Facilitate strategy sessions for goal teams to define user groups for the HUB
 - Develop strategies for recruiting user groups
- Facilitate leadership activities
 - Produce monthly updates to Steering Committee, Executive Council, and Goal Team regarding Goal Team successes and challenges



Timeline, Phase 1: Discovery and Development

- July 2022
 - Individual meetings between Goal Team Chairs and Bold Bison
 - Bold Bison team begins attending Congress planning meetings
- August 2022
 - Goal Teams develop and refine implementation work plans, specifically incorporating both Congress in November 2022 and related field trip gatherings in 2023



Timeline, Phase 2: Testing and Refining

- September 2022
 - Goal Teams finalize work plans
 - Bold Bison facilitates strategy sessions for Story Maps and HUB
 - Goal Teams develop and finalize plans for Congress workshops and pre-thinking for 2023 field trips



Timeline, Phase 3: Preparing for Congress

- October 2022
 - Goal Teams prepare for Congress sessions
 - Congress planning team makes final preparations
 - HUB and Story Maps finalized for Congress
- November 2022
 - Congress held on November 3



Timeline, Phase 4: Building and Assessment

- December 2022
 - Goal Teams build off of Congress sessions to refine any needed work plan elements
 - Pre-planning for field trips continues
 - Project assessment





REPORTS FROM WORKING GROUPS AND TEAMS

Join us at the next meeting July 26 at 9 am CT



MANAGING HEALTHY LANDSCAPES

BY 2025, WITHIN THE 7.7 MILLION ACRES IN
CHICAGO WILDERNESS THERE WILL BE
500,000 ACRES OF HEALTHY LANDSCAPES
AND THE NUMBER OF ACRES UNDER
MANAGEMENT WILL BE INCREASED BY 7%



Managing Healthy Landscapes

Pati Vitt, Lake County Forest Preserve District

Erik Neidy, Forest Preserve District of DuPage County



Will County Field Day

June 24, 2022

Concept: To bring together conservation leaders, partners, farmers and other interested folks for a day of farm tours to demonstrate innovative farm practices implemented on public and private land in Will County. Also, to take time to learn and share ideas and experiences with each other on conservation agriculture.

GROWING WITH AGRICULTURE

Tim Brennan, Farm Foundation

Daniel Suarez, Audubon Great Lakes

Maggie Soliz, AISWCD/KDSWCD

CW Cafe: gROWing Chicago:
Prioritization Mapping of Chicago
Wilderness' Built Infrastructure
Wednesday, July 20, 2022



PRIORITIZING GREEN INFRASTRUCTURE

Maggie Soliz, AISWCD/KDSWCD

Jim Jerozal, Nicor Gas

Sara Race, ComEd



CONSERVING LAND FOR BIODIVERSITY

Ben Haberthur, Kane County Forest Preserve District

Cathy Geraghty, Forest Preserves of Cook County

JOIN US ON September 23



Our big team meetings are quarterly, and each one will have a "community spotlight" on a group or individual making recognized progress toward our shared goals. We will spend the rest of the meeting focused on our own work toward our sub-goals and indicators. Join us on April 29, June 24, September 23, and December 9. Note that we will try to make the September 23 meeting in-person with a site visit for our "community spotlight."

INCREASING EQUITABLE ACCESS TO NATURE

Teish Daniel, Chicago Park District

Radhika Miraglia, Friends of the Forest Preserves

Amy Rosenthal, Field Museum



CW Cafe: Insider Tips & Tricks to Measure and Reduce Greenhouse Gas Emissions

Wednesday, July 27, 2022

12:00 pm CT

Join Chicago Wilderness Climate Goal lead Ted Haffner, Andre Copeland of Brookfield Zoo, Chris Buccola of the Forest Preserves of Cook County, and Rachel Novick of the Morton Arboretum to discuss how local groups have implemented organizational sustainability plans and carbon footprint goals. Learn more from the experts about the available resources so that your organization can establish a plan to meet critical climate metrics.

TAKING CLIMATE ACTION

Ted Haffner, Climate Goal Chair

Michelle Carr, The Nature Conservancy

PROTECTING HEALTHY WATER

BY 2025, ESTABLISH A BASELINE
FOR MEMBERS AND PARTNERS TO
CONTRIBUTE TO AND
COMPREHENSIVELY MEASURE
IMPROVEMENTS TO WATERSHED
HEALTH



PROTECTING HEALTHY WATER

Stacy Meyers, Openlands
Matthew Santagata, Openlands



APPROVAL OF THE DRAFT FY 2023 BUDGET

*Mike Glester, Treasurer
Magnolia Land Partners, LLC*

CHICAGO WILDERNESS ALLIANCE
FY 2023 AMENDED BUDGET - FY 2023 DRAFT BUDGET
REVENUE & EXPENSE REPORT FY 2022 - AS OF 6/30/2022

	<u>ACTUAL YE FY 2020</u>	<u>ACTUAL YE FY 2021</u>	<u>APPROVED FY 2022 AMENDED BUDGET</u>	<u>ACTUAL YTD FY 2022 AMENDED BUDGET AS OF 6/30/22</u>	<u>EST. YE FY 2022 12/31/2022</u>	<u>PROPOSED FY 2023 BUDGET</u>
REVENUE						
Membership Dues	\$ 136,610	\$ 112,380	\$ 110,000	\$ 88,250	\$ 128,250	\$ 110,000
Sponsorships	\$ 43,120	\$ 1,100	\$ 50,000	\$ 3,730	\$ 53,730	\$ 42,000
Donations	\$ 53,040	\$ 53,136	\$ 101,000	\$ 103,270	\$ 103,270	\$ 1,000
Grants	\$ -	\$ 18,579	\$ 56,000	\$ 37,262	\$ 57,262	\$ 28,500
Registration Fees		\$ -	\$ -	\$ 250	\$ 250	\$ 4,000
Application Fees	\$ 2,000	\$ 4,000	\$ -	\$ -	\$ -	\$ 800
OPERATING REVENUE SUBTOTAL	\$ 234,770	\$ 189,195	\$ 317,000	\$ 232,762	\$ 342,762	\$ 186,300
CWA Fund Reserves Investment	\$ -	\$ -	\$ 131,147	\$ -	\$ -	\$ 89,914
TOTAL REVENUE	\$ 234,770	\$ 189,195	\$ 448,147	\$ 232,762	\$ 342,762	\$ 276,214
EXPENDITURES						
Fiscal Sponsor	\$ 7,043	\$ 5,676	\$ 7,500	\$ 6,983	\$ 10,282	\$ 7,500
Insurance D/O	\$ 1,585	\$ 1,424	\$ 1,600	\$ -	\$ 1,600	\$ 1,600
Office/Technology/Member Portal	\$ 16,100	\$ 9,268	\$ 15,310	\$ 5,362	\$ 15,310	\$ 16,070
Contractor - Alliance Coordinator	\$ 66,359	\$ 67,828	\$ 78,837	\$ 34,966	\$ 78,837	\$ 84,194
Program	\$ 7,268	\$ 47,076	\$ 271,900	\$ 16,739	\$ 271,900	\$ 101,100
Marketing & Communications	\$ 12,015	\$ 17,871	\$ 73,000	\$ 9,345	\$ 73,000	\$ 65,750
TOTAL EXPENDITURES	\$ 110,371	\$ 149,143	\$ 448,147	\$ 73,394	\$ 450,929	\$ 276,214
NET SURPLUS/(DEFICIT)	\$ 124,399	\$ 40,052	\$ -	\$ 159,368	\$ (108,167)	\$ -

CASH RESERVES/OPERATING FUND BALANCE

Actual Net Assets as of 12/31/2017	\$33,600
Actual Net Assets as of 12/31/2018	\$121,545
Actual Net Assets as of 12/31/2019	\$205,362
Actual Net Assets as of 12/31/2020	\$329,761
Actual Net Assets as of 12/31/2021	\$369,813
Actual Net Assets as of 6/30/2022	\$529,181
Est. Net Assets as of 12/31/2022	\$421,014

Chicago Wilderness Alliance DRAFT Operating Budget FY 2023

REVENUE	FISCAL YEAR 2023 (January 1, 2023 to December 31, 2023)					NOTES
OPERATING REVENUE						
Membership Dues						
2	Tier 1		\$ 12,500	\$ 25,000		Dues levels remaining the same for 2023.
4	Tier 2		\$ 8,500	\$ 34,000		
3	Tier 3		\$ 4,500	\$ 13,500		
6	Tier 4		\$ 2,500	\$ 15,000		
4	Tier 5		\$ 1,200	\$ 4,800		
20	Tier 6		\$ 550	\$ 11,000		
7	Tier 7		\$ 300	\$ 2,100		
27	Tier 8		\$ 100	\$ 2,700		
30	Tier 9		\$ 50	\$ 1,500		
16	Tier 10 - Individual/Retired		\$ 25	\$ 400		
0	Tier 11 - Student		\$ 10	\$ -		
6	Tier 12 - Other/Sponsorship		\$ -			
125	Sub-Total Membership Dues			\$ 110,000		
	Total Membership Dues			\$ 110,000		
Donations						
	Corporate Donations			\$ -		
	Individual Donations			\$ 1,000		
	Total Donations			\$ 1,000		
Grants						
	Nicor Gas			\$ 20,000		Nicor Gas (\$20k 2022, \$20k 2023) - Grant Awarded - Support Green Vision/HUB Core Work
	Illinois Department of Natural Resources			\$ 8,500		Total grant \$75,000 (Green Vision work - IDNR secured for JEDI, Admin Support and Tree Initiative)
	Total Grants			\$ 28,500		\$30,500k in 2021; \$8,500 for Tree Café in 2023
Programs						
Cafe Series & Workshops						
12	Sponsorship - Café Series		\$ 1,500	\$ 18,000		To be solicited and secured.
4	Sponsorship - JEDI Worksops & Initiatives		\$ 3,500.00	\$ 14,000		To be solicited and secured.
	Sub-Total Café Series & Workshops			\$ 32,000		
Conservation Congress - Field Trips						
4	Sponsorship - Field Trips		\$ 2,000	\$ 8,000		To be solicited and secured.
400	Registration - Field Trips		\$ 10	\$ 4,000		100 Registrations x 4 Field Trips
	Sub-Total Conservation Congress - Field Trips			\$ 12,000		
Excellence in Ecological Restoration Program (Biennial)						
2	Sponsorship		\$ 500	\$ 1,000		Program 11/2023
8	Applicant Fee (\$100 Members/\$300 Non-Members)		\$ 100	\$ 800		
	Sub-Total EERP			\$ 1,800		
Force of Nature Awards (Biennial)						
2	Sponsorship		\$ 500	\$ 1,000		Program 11/2023
0	Applicant Fee		\$ -	\$ -		
	Sub-Total Force of Nature Awards			\$ 1,000		
	Total Program			\$ 46,800		
OPERATING REVENUE SUB-TOTAL				\$ 186,300		
CWA FUND RESERVES INVESTMENT				\$ 89,914		Investment from Fund Reserves to Support FY 2023 Initiatives. Discussion on sustainability.
TOTAL REVENUE				\$ 276,214		
EXPENSES						
Fiscal Sponsor						
	Sponsorship Fee of 3% of Revenue			\$ 7,500		
	Total Fiscal Agent			\$ 7,500		
Insurance						
	D/O Insurance & General Liability Insurance			\$ 1,600		Actual 2021 - \$
	Total Insurance			\$ 1,600		
Office Operations: Technology (Computer/Software, Credit Processing, Web)						
	Membership Portal (YourMembership.com)			\$ 8,000		Semi-Annual \$3,719.80 x 2
	Website Domain Licensing (GoDaddy.com, Network Solutions.com)			\$ 200		Paid in 2019 - 3 Years @ \$197.91 - Budget in 2022
	Credit Card Processing (BluePay.com, PayPal.com, etc.)			\$ 3,100		
	EERP & FON Application - Formsite			\$ 1,000		Remain on Formsite.com - EERP/Force of Nature, etc.
	Zoom Communications Platform			\$ 2,000		Café Series/Webinars - Capacity up to 500 Participants
	Computer			\$ -		13" Macbook Pro, Mouse, Microsoft Suite, etc. - Purchased in 2021 - Replacement (2028) - 7 Years
	Project Management: Trello			\$ -		
	Surveys (Google)			\$ -		

Chicago Wilderness Alliance DRAFT Operating Budget FY 2023

	Canva - Photo/Desktop Publishing			\$ 120			\$119.40 per year
	Adobe			\$ 120			\$9.99 per month
	Hootsuite			\$ 400			\$398.88 per year (May)
	Google Drive Storage			\$ 120			\$9.99 per month
	State of Illinois - Annual Filing Not-for-Profit			\$ 10			
	Misc. Expenses			\$ 1,000			
	Total Office Operations				\$ 16,070		
	Alliance Coordination						
	CW Alliance Coordinator						
	1 @ 40 Hrs/Wk x \$35.60 (7%) Hr x 52 Weeks) & 11% Overhead			\$ 82,194			2023 \$35.60 (7%); 2022 - \$33.28 (4%); 2021 - \$32; \$31; 2019 - \$30
	Mileage Reimbursement, Misc.			\$ 2,000			Standard Mileage Rate - Itemize Submittal of Mileage Request
	82193				\$ 84,194		
	Program						
	New Rebranded Program - Conservation Congress Field Trips 2023						
	Event Coordination Management			\$ -			
	General Communication			\$ -			
	Facility Rental			\$ -			
	400 Food & Beverage	\$ 10	\$ 4,000	\$ 4,000			
	Speakers/Presenters			\$ -			
	4 Transportation - Field Day	\$ 2,000	\$ 8,000	\$ 8,000			
	4 Misc. - Field Trips	\$ 1,000	\$ 4,000	\$ 4,000			
	<i>Sub-Total Conservation Congress</i>			\$ 16,000			
	Excellence in Ecological Restoration - Biennial (2021)						
	100 Awards Reception (Food & Beverage)		\$ 25	\$ 2,500			
	8 Awards - Site Signage & Award		\$ 200	\$ 1,600			
	0 Postage/Mailing		\$ 0	\$ -			
	<i>Sub-Total EERP</i>			\$ 4,100			
	Force of Nature Awards - Biennial						
	100 Awards Reception (Food & Beverage)		\$ 25	\$ 2,500			
	15 Awards		\$ 100	\$ 1,500			
	0 Postage/Mailing		\$ 0	\$ -			
	<i>Sub-Total Force of Nature</i>			\$ 4,000			
	Program Funding						
	Program Grants (Goal Group Led Initiatives)			\$ 25,000			Team Working Groups - Review Process, Develop Timeline, etc. - 7 Goals @ \$3,500 Per Goal
	HUB Mapping & Intern			\$ -			
	Green Vision Specialist			\$ 40,000			Supported by Nicor \$20k (2023 Corporate Donation)
	JEDI Workshops & Engagement Strategy			\$ 10,000			
	Funds for Key Work Activities - Strategic Support & Meetings			\$ 2,000			Max. \$250 Working Teams/Groups
	<i>Sub-Total Program Funding</i>			\$ 77,000			
	Meeting Supplies						
	Member Appreciation Event			\$ -			
	Executive Council Meetings (4 @ \$200)			\$ -			
	Corporate Council Meetings (4 @ \$75)			\$ -			
	Misc. Supplies - Coffee Service (4 @ \$75)			\$ -			
	<i>Sub-Total Meeting Supplies</i>			\$ -			
	Total Program				\$ 101,100		
	Marketing & Communications						
	Communications Consultant						
	Outreach to Donors/Supporters/Partners on Green Vision Stories (4 Stories - 15 Hours)			\$ 4,200			Maria Sadowski - 5 to 10 Hours Per/Week @ \$52/Hour (4%) - Increase to \$70 - 2022 - 500 Hours
	Annual Report (45 Hours)			\$ 3,150			
	Café Series (20 Workshops x 5 Hours)			\$ 7,000			
	Promote JEDI Workshops & Field Trips (4 Workshops & 4 Field Trips x 5 Hours Each)			\$ 2,800			
	Implementation of PCI Recommendations			\$ 5,000			
	Supporting GV Process (7 Goals x 15 Hours)			\$ 7,350			
	Promoting CW Brand & CW Activities and Work of Partners (12 Months x 25 Hours)			\$ 21,000			
	<i>Sub-Total Communications Consultant</i>			\$ 50,500			
	Print Collateral & Branding						
	Misc. Campaign/Advertising			\$ 15,000			Future Wish List Ideas: Video Informercial, Annual Report, Branding - Increased from \$10k to \$15k
	Postage/Mailing (\$0.49)			\$ 250			
	Total Marketing & Communications				\$ 65,750		
	TOTAL EXPENSES					\$ 276,214	
	NET SURPLUS/LOSS					\$ -	
	CASH RESERVES/OPERATING FUND BALANCE						
	Actual Retained Earnings as of 12/31/2017				\$ 33,600		Goal of 25% Revenue
	Actual Retained Earnings as of 12/31/2018				\$ 121,545		

Chicago Wilderness Alliance DRAFT Operating Budget FY 2023

	Actual Retained Earnings as of 12/31/2019				\$ 205,362			
	Actual Retained Earnings as of 12/31/2020				\$ 329,761			
	Actual Retained Earnings as of 12/31/2021				\$ 369,813			
	Actual Retained Earnings as of 6/31/2022				\$ 529,181			
	Est. Retained Earning as of 12/31/2022 - At time of Final Budget Approval 11/2021				\$ 238,666			
	Est. Retained Earning as of 12/31/2022 - At 6/31/2022				\$ 421,014			
	Est. Retained Earning as of 12/31/2023				\$ 331,100			

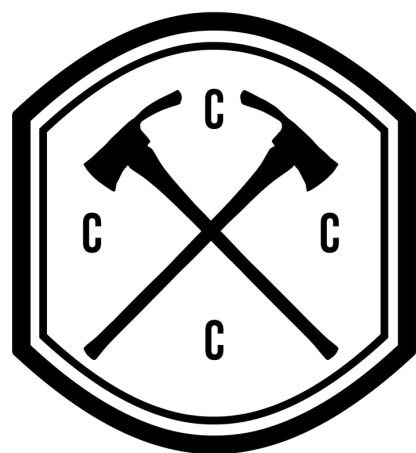


CONSERVATION CONGRESS 2022

Cherie Fisher, US Forest Service

Justice, Equity, Diversity & Inclusion ROADMAP

Chicago
Wilderness



*Raquel Garcia-Alvarez, Co-Chair JEDI Roadmap
Forest Preserve District of Cook County*



Elizabeth Kessler

*Executive Director McHenry
County Conservation District,
Chicago Wilderness Chair*



Leslie Dorworth

*Illinois-Indiana Sea Grant and
Purdue University Northwest
(PNW)*



Laura Reilly

Chicago Wilderness Coordinator



Raquel Garcia-Alvarez

*Stewardship Program
Coordinator*



Dani Abboud

*Director of Community Programs
& Partnerships, Brushwood Center
at Ryerson Woods*



Teishetta Daniel

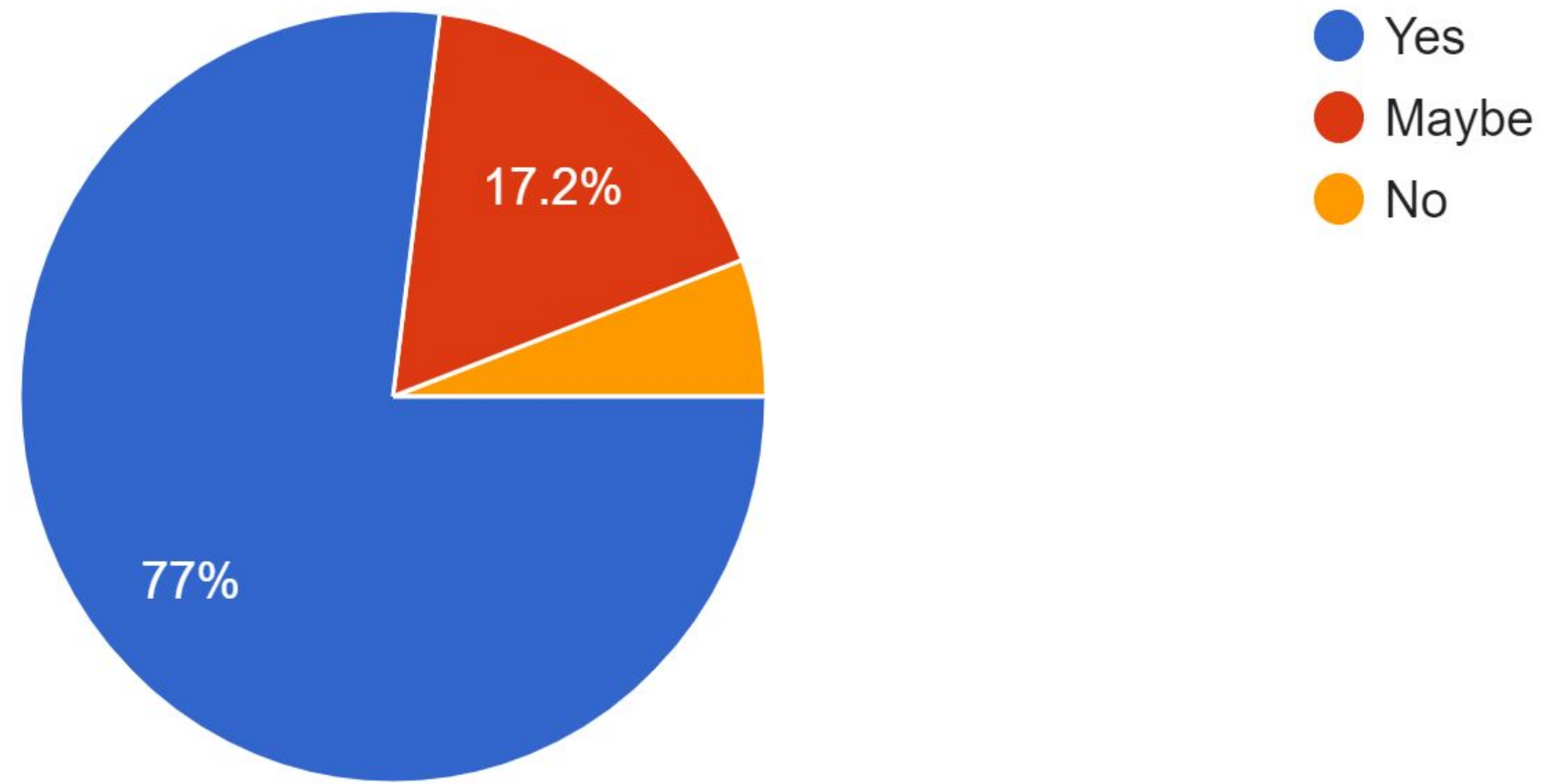
*Center Director, Northerly Island
Park - Chicago Park District*



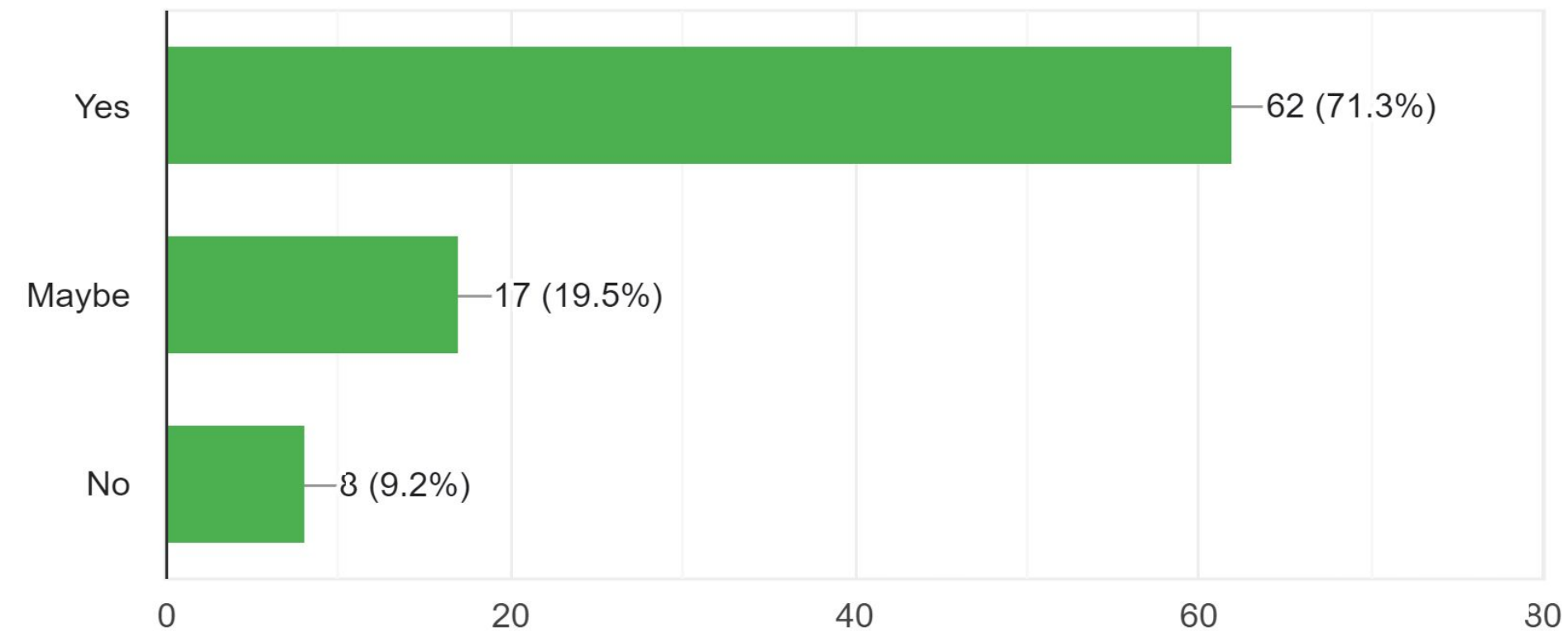
Beatriz Cañas

*Director of Equity, Diversity,
Inclusion and Accessibility*

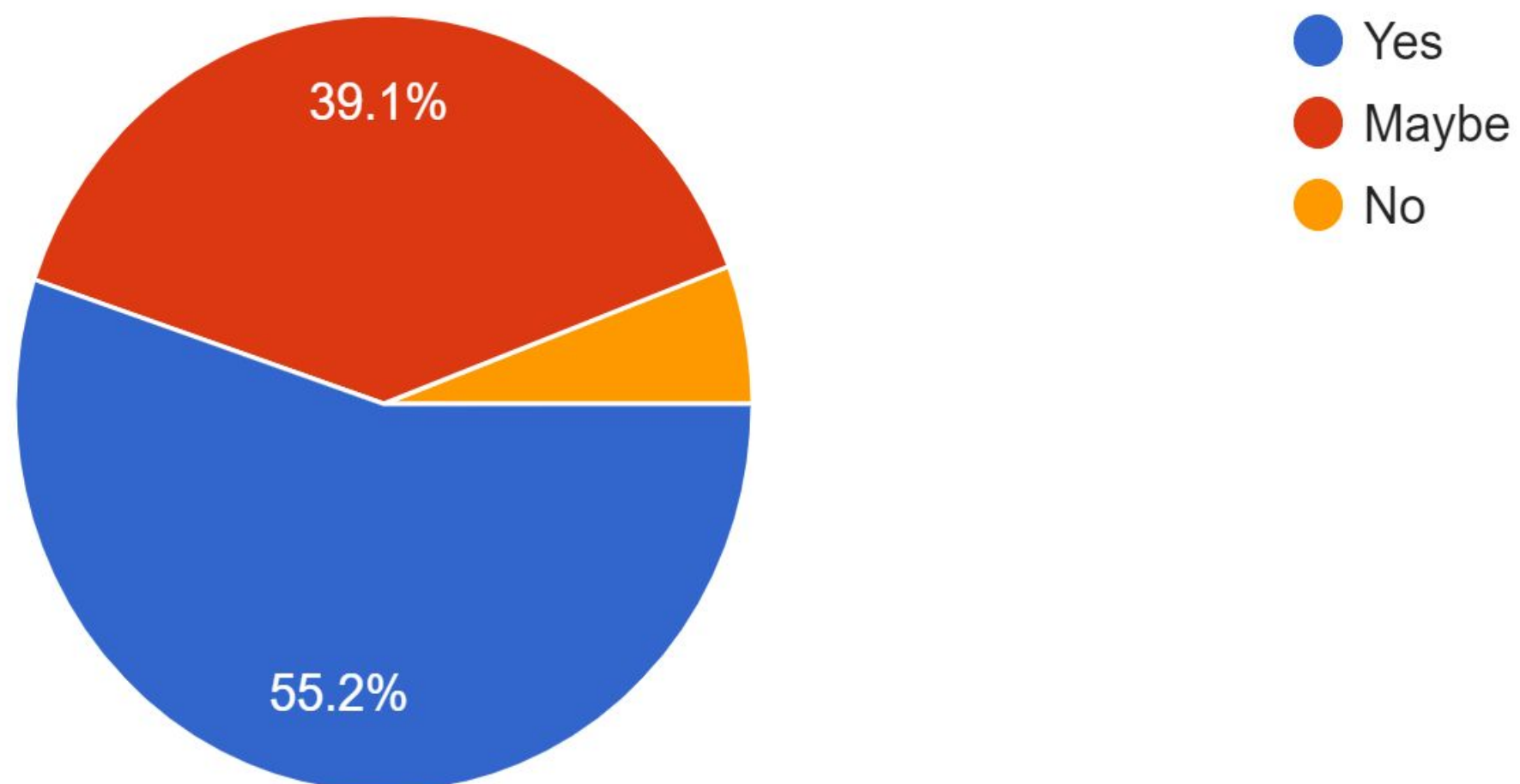
Awareness/Advocacy



Engagement



Accessibility



Next Steps

- Finalize goals within the three focus areas of Awareness/Advocacy, Engagement & Accessibility
- Create sub-working groups to assist in carrying out the work





Lynda Lancaster, National Park Service

Jim Jer



and

Lynne Westphal, US Forest Service



Bob Megquire, Openlands

RECOGNITION OF CW ALLIANCE MEMBERS

2022 STEERING COMMITTEE ROSTER					
Position	Individual	Term	Election Cycle Groups	Next Election Cycle	Next Installation Cycle
Chair	Elizabeth Kessler	3-Years	1	2024	2025
Vice-Chair	Jim Jerozal, Jr.	3-Years	1	2024	2025
Treasurer	Mike Glester	3-Years	2	2023	2024
Executive Secretary	Nathanael Pilla	3-Years	3	2022	2023
At-Large – 1	Jerry Adelman	3-Years	1	2024	2025
At-Large – 2	Jim Anderson	3-Years	1	2024	2025
At-Large – 3	Cathy Geraghty	3-Years	1	2024	2025
At-Large – 4	John Rogner	3-Years	1	2024	2025
At-Large – 5*	Victoria Wittig	3-Years	1	2024	2025
At-Large – 6	Amy Rosenthal	3-Years	2	2023	2024
At-Large – 7	David Shimberg	3-Years	2	2023	2024
At-Large – 8	Maggie Soliz	3-Years	2	2023	2024
At-Large – 9	Michelle Carr	3-Years	3	2022	2023
At-Large – 10	Leslie Dorworth	3-Years	3	2022	2023
At-Large – 11	Open	3-Years	3	2022	2023

2023 NOMINATIONS AND RECRUITMENT



GOVERNMENT RELATION COMMUNITY

Ellicia Sanchez, The Nature Conservancy



COORDINATOR'S REPORT

Laura Reilly



ANNOUNCEMENTS



FUTURE MEETING DATES FOR 2022

OAKtober 19

Congress 2022 UIC Forum