

**WEEB**  
**Development/Task Force Committee Report 7/15/2003**

***Major Outcome: Regeneration of funding for general EE program***

**Target A. Strategic plan for regeneration of state funding for general EE program**

Core Sub Committee Members: Robin Harris and Randy Champeau (co chairs), Ginny Carleton, Senator Sheila Harsdorf, Representative Mark Miller, Rick Wilke.

- 1. Reinstatement of \$200,00 GPR funds.** Deferred because of State budget crisis.
- 2. Alternative state funding**
  - a. Environmental Fines. Three alternate bills (increase from 10% to 20%, 50:50 split with DNR as now; increase from 10% to 15%, all increase to WEEB; increase from 10% to 20%, all increase to WEEB) drafted by Task Force member Representative Mark Miller following discussions with DNR Secretaries Daryll Bazell (12/16/02) and Scott Hassett (1/23/03). Decision to defer made at January WEEB meeting.
  - b. Littering Fines. Deferred – high priority.
  - c. EE License Plate Fund. Deferred – medium priority.
  - d. Bottle Charge. Deferred – medium priority.
  - e. Plastic bag fee. Deferred – low priority
  - f. State Income Tax Check Off Option. Deferred – low priority.
  - g. Deer Feeding Fine. Deferred – low priority

**Target B. Strategic plan for private fund raising campaign for general EE program**

Core Sub Committee Members: Jim Gibson and Janet Brandt (co chairs), Ginny Carleton, Robin Harris, Randy Champeau.

- 1. Website plan follow up.** Under development.
- 2. Case statement for corporations.** Under development
  - a. Corporation-designed slide show presentation (see Target E).
  - b. Website pages (see Target C).
  - c. Annual/biennial reports.
  - d. Letterhead stationary and business cards
  - e. Rationale for EE grants program (particularly in view of state budget)
    - i. Grants review and selection criteria and process
    - ii. Grants impact assessment
  - f. Relationship of WEEB to UW and other agencies and organizations involved/represented
  - g. Visibility on donors and their contributions
- 3. Independent legal status: 501C3.** Under consideration.

**Target C. Add highly visible Development/Task Force component to web site. Done.**

- 1. Support opportunities: financial**
  - a. Giving options: Gifts of stock/bonds/securities; Matching gifts; Life income gifts; Gifts of real estate; Life insurance; Bequests.
  - b. Give today
  - c. Our donors

**2. Core Mission Task Force update**

This task force was established October 2002 in response to the loss of the \$200K general EE support from GPR.

- a. The Challenge
- b. WEEB's Response
- c. How Can You Help?
- c. Task Force Committees
  - i. Reinstatement of GPR funds and/or Alternative State Funding
  - ii. Private Fundraising Campaign
- d. Implications of Budget Changes (\$5000 cap per grant) – past projects that would not have been funded
- e. WEB Task Force "Friends"
- f. Add Your Name to Task Force "Friends"

**3. Core mission task force update section responding to the "Speaker's Task Force on State Budget Review Final Recommendations"**

This was added April 16, in part in support of "red alert" letters sent by the WEEB Chair to political allies and to past grant recipients from the districts represented by the members of the "Speaker's Task Force" .

**Target D: Develop electronic donation capability.** Initiated. Still not able to do via a secure website. Can take Visa and master card donations via mail, telephone and email.

**Target E. Develop adaptable public relations slide show presentation.** Done

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**Development/Task Force Committee Operational Plan for 2003-2004**

***Major Outcome: Regeneration of funding for general EE program***

Work on Targets A-E will continue, including updating and maximizing the efficiency of the Development/Task Force component of the website. Details will depend on the outcome of the FY04 State budget with respect to WEEB general EE funding, and related recommendations and priorities resulting from the WEEB July and subsequent meetings.

Additional members will be recruited from within and outside WEEB for Targets A & B.

**Target A. Strategic plan for regeneration of state funding for general EE program**

Sub Committee Members: Robin Harris and Randy Champeau (co chairs),  
Ginny Carleton, Representative Mark Miller, .....

**Target B. Strategic plan for private fund raising campaign for general EE program**

Sub Committee Members: Jim Gibson and Janet Brandt (co chairs), Ginny Carleton,  
Robin Harris, Randy Champeau, .....