

Long Tom Watershed Council
DRAFT Board of Directors Meeting
Thursday, February 4, 2016
751 S. Danebo Ave.
Eugene, OR 97402

Present: Mike Brinkley, Alan Dickman, Steve Horning, Lindsay Reaves, John Reerslev, Charles Ruff, Deborah Saunders Evans, David Turner, Therese Walch (9)

Absent: Cary Hart, Jim Pendergrass (2)

Staff: Clinton Begley, Dana Dedrick, Rob Hoshaw

Meeting called to order at 5:35 p.m. by Chair Charles Ruff

Business

A. Approve January 2016 Board Minutes –*Secretary Walch*

Calls for comments or questions. Rob will correct the motion to approve the minutes to the correct month (November 2015 instead of January 2016).

MOTION TO APPROVE January 2016 Board of Directors Meeting Minutes by A. Dickman, seconded by D. Saunders Evans. J. Reerslev abstains. Motion passes.

B. December 2015 Financial Reports – *Treasurer Brinkley*

This item was tabled until February to allow Heidi an opportunity to correct some adjusted journal entries as a result of the fiscal review. The adjusted journal entries are part of the normal process of the fiscal review.

C. Committee Reports – Nominating Committee – *Clinton*

Shelly Miller is the Ecological Services Team Supervisor for the City of Eugene Parks & Open Space Division. Shelly has a background in natural resources. Previously, she's worked worked in Virginia and West Virginia. She feels connected to LTWC and our mission, and she's willing to commit to a 4-year board term. Shelly comes recommended by Therese, Craig Carnegy, and Michelle Cahill. Therese feels she'll complement the other board members well, and she notes that Shelly is plugged into what's happening with the Stormwater Management Team, which relates well to Urban Waters & Wildlife Program. Proactive. Shelly will step into the Amazon geographical representation.

MOTION TO APPOINT Shelly Miller as incoming member of the board. By David T, seconded by L. Reaves. Approved unanimously.

Ginny Grilley is another potential board candidate. She has indicated her enthusiasm for board service. She is currently volunteering with OSU Extension and knows Lindsay & Cary. She used to work as the District Manager of Eugene District Bureau of Land Management. She would fill an at At-Large position. Dana inquires if another board member would like to join her and Clinton in sitting down to talk with Ginney about board service.

Action Item: M. Brinkley is interested in meeting Ginney Grilley to talk about board service with Dana and Clinton.

Jonathan Powell is also potentially interested in board service. He's currently in the middle of tax season. The goal is for him to observe our board meetings starting in May, with the hope that he will agree to come on and be voted in during Annual Celebration. He's the CPA at Kurnutt Stokes and is part of a four generation farming family.

Dana and Clinton also intend to send a board interest letter to Paula Lafferty at SnoTemp. Dana clarifies that LTWC must have equal geographic representation from Amazon, Upper and Lower Long Tom. She explains that if we have 3 representatives from each of the geographies, we may have 3 from At Large in addition to 2 additional At Large positions per our bylaws.

Action Item: Staff will email the board candidates and members matrix to board members.

D. Paperwork Moment Board members turned in their monthly volunteer match hours.

Program Topics

E. Board Themes for 2016 – Rob

Rob spent some time going over the board themes for 2016 in more detail, which were first introduced at the January Board Meeting, but there wasn't sufficient time to go into adequate detail. Each board member has a copy of the Board Themes document in his/her packet.

It was suggested that LTWC create a Venn diagram to capture the different relationships of the council and how they're connected. Alan knows of software that would help illustrate those relationships.

Charles adds a few key summary comments, including that the themes document is a representation for where we're at as an organization, and the themes present a prime opportunity to focus on what broader topics need to be zeroed in on given where we're at as an organization. He sees the three themes as the following overarching themes:

1. Community Connections and Fundraising – think of this as the social and fiscal capital of the organization
2. Advancing LTWC's work – really focuses on the "operations" of our work, and by extension, the collaborations that are specific to helping drive that work forward.
3. Board Development & Storytelling – the goal of development is to become more familiar with our work and be the best ambassadors and cheerleaders for LTWC. This theme focuses on storytelling, including why the story matters, what the "heart" of the story is, and finally, how to get each person to a level of comfort in telling that story.

Comments from board members on the themes:

- The project slideshows were brought up as something important to connect to, and that's difficult to do that if there presentation is too brief.
- It was asked if there would be an opportunity to have a project tour for the board. It was suggested that we invite the BLM staff leads to come out with the board on the tour, as well as other key higher ups such as the county commissioners, and major donors as well. Dana asks if board members would be willing to do a board tour that's separate from the standing board meeting (we have one month planned as a board tour, but it will be difficult to schedule more than one tour during the standing meeting). Several board members indicated they would be interested, and there was a suggested to have a tour earlier in the week (e.g. Monday or Tuesday).

F. Monthly Fundraising Update – *Clinton*

- Total donations for January was \$30, which was a down month coming just after the December Appeal.
- Goal for fiscal is \$70,000, and while we're a bit behind that goal, we're at a better position this time of year than we have been before. Notes that we're also before the start of the actual campaign as well.
- Reminds board members about the Wildcraft Cider Community Apple Drive release. LTWC will receive \$1 for every pint sold on Feb 6 in addition to the 10% of proceeds from the 1,200 bottles.
- Alan mentioned that Jessica Jones was a great volunteer at Taste the Watershed.

- It was asked if staff could send out a list of places where the cider will be sold.
- Reminder of upcoming Taste the Watershed event dates and locations
- Suggested that Taste the Watershed explore wineries and some rural locations in Junction City/Monroe, including: Walnut Ridge (by Pfeiffer's), Bennett Vineyards (Cheshire), High Pass Winery (David knows Dieter Boehm), and Benton-Lane. It was noted that Pfeiffer Winery is fairly popular for events.

G. Spring Fundraising Campaign – Clinton

- Foundation utilizes a distributed fundraising model (Volunteers who are also donors asking other people to give)
- 6 week campaign
- Fairly limited involvement for volunteers: ask 3 people per week.
- Success is defined as “making the ask” itself.
- Volunteer – need passion & time; Clinton will help to remove barriers and reticence
- Idea is to identify one essential need that people can fundraise around, which is easier, and probably more successful, than trying to articulate the full complexity of the council's work.
- Volunteer criteria: must be a donor, commit to full 6 weeks (2 hrs / week), must be willing to contribute prospect names. Each volunteer will need to contribute 3 prospects
- Infusion of new prospects through volunteers
- Plateau of giving could have been due to having a smaller number of people asking
- Will have a detailed orientation process for volunteers.
- Need about 17 volunteers (board & community members)
- Idea is to set an attainable target goal from the get go.
- Assuming a 25% success rate. Need 312 prospects to get 78 yeses (for \$35k) per the pyramid. Same formula could come up with \$50k depending on how much people give.
- Core of campaign. The target timeline is Feb 20 – Apr 1
- Mechanics for volunteers: Mail a letter/postcard -> email-> phone call
- Volunteers won't be making lead asks
- Question – how do we vet the volunteers so that there is a consistent message? Need to trust the volunteers; trust is all through the selection process and training.
- One of the board members mentioned that we had previously avoided having a “hook” because we didn't want people to think they're money was going to a specific thing. Clinton answers that we'll need to craft the way

we talk about the hook, and emphasizes that that we're seeking restricted funding or specific thing.

- Campaign balances near-term need for funding with long-term plan for sustainable, model-based approach
- Board suggested having a bit of a longer timeline.
- One concern raised is if people won't want to give twice if they've already given recently or they may not give again in Dec. Clinton responds that the people who are most likely to give are those who've already given – it's paramount to get them excited about new campaign. It's a new reason to give, and he feels people don't mind being asked and are excited to be a part of something new.
- Potential volunteers: award recipients, board alumni, contractors (other business relationships)

Action Item: Dave will join committee

Action Item: Clinton asks the board to think of people who would potentially be good volunteers. Email or call Clinton with ideas or suggestions.

- Hook: needs to be both urgent and important. Needs to be singular in focus (has been a big challenge). Needs to have an ability to connect with urban audience, but at the same time doesn't have to, nor should it necessarily, encapsulate entire mission of council. For example, a possible hook could be that we're working to bring cutthroat trout up into Amazon Creek.
- Another example of a hook that was suggested is trying to reduce the amount of impervious surface in the urban area below a threshold of an attainable goal.
- Another hook idea: Focus on the Urban Waters program. (LTWC is doing things other organizations aren't doing. Rural residents receive some of that pollution and it matters to them too in that we're looking to improve where a good percentage of the pollution is coming from. We also have visual success stories to show in several urban projects with local businesses.) The board connected to this idea, and this idea seemed to garner more support. The idea is that LTWC is working towards the metric of creating water quality conditions that are sufficient for wildlife and fish (including cutthroat trout or any number of species that people connect to). It was suggested to frame this idea as "can you imagine a time when Amazon Creek may be able to support trout?" In order for that to happen, we need to improve the conditions such that the creek can support them.
- Certain people resonate with different fish and wildlife (trout, otter, heron, kingfisher) – suggestion to bring in full ecosystem perspective

- It was suggested that there's nothing wrong with pointing out that Amazon Creek it is a managed-channel, but there's nothing wrong with wanting to improve the quality of a managed channel to help become part of the solution for this community asset.
- The hook should have a sense of urgency & importance. For example, framing it as asking people if they realize how much flood water this creek offsets for Eugene.

Action Item: Clinton will invite board members to make comments on his draft of the campaign theme (via Google Docs). For those board members who may not have access to use Google Docs, they're welcome to send Clinton an email for him to incorporate into the shared Google document.

- In general, the board agrees on going in the direction of the Urban Waters concept for a campaign theme.
- It was also brought up that many people in Eugene often don't know that they're in the Long Tom watershed.
- It was mentioned that the Junction City Water Control District receives all water from Eugene. Eugene Stormwater fee only pays for the part within the city limits, but the Junction City Water Control District receives and handles that water. Dana mentions that Sarah Whitney would be interested in talking with John about how the industries outside urban growth boundary manage water.

H. January 26 Public Meeting debrief - Rob
(Skipped due to a lack of time)

Reports & Announcements

I. Staff Reports

Ballot measure – Lane County Extension is asking for commercial agriculture agent in support for a nutrition education program in urban & rural locations. Ginney Grilley, who volunteers at OSU Extension, contacted Rob and Dana about the possibility of us having someone present for 5-10 minutes as one our public meetings or having a table with information that people can visit after the public meeting. Since LTWC doesn't typically comment on ballot measures, this would be more of an educational opportunity, and sometimes the council brings education forward to make people aware of an issue. Measure would provide support services for master forester.

The board expressed reticence about having this information at our public meetings and questioned whether those events are the best place to have those discussions. There was some willingness to have a table after the event rather than the presentation, or perhaps a blurb in newsletter without a stance taken. The board seems ok with the newsletter option if we include a website link for more information and don't take a stance. Several board members voiced that the newsletter route had the least potential to do something to damage our neutral reputation, and it was also recommended that we make a concerted effort to solicit for other community topics to post in the newsletter in addition to the ballot measure.

Rob also mentioned he and Dana had been reviewing staff benefits packages. He noted that some staff articulated to Dana that assistance with dependent insurance premiums would be a major help, as LTWC doesn't currently offer to pay for any percentage of family members' premiums. We've run the numbers, and with the savings in health insurance premiums for last year, Rob and Dana would like to consider passing that savings along to the staff.

Action Item – Charles will look over the health insurance numbers that calculate the costs of offering dependent coverage.

J. Liaison Reports

None given.

K. Action Items Report:

- Staff will email the board candidates and members matrix to board members.
- M. Brinkley is interested in meeting Ginney Grilley to talk about board service with Dana and Clinton.
- Clinton asks the board to think of people who would potentially be good volunteers. Email or call Clinton with ideas or suggestions.
- Dave will join committee
- Clinton will invite board members to make comments on his draft of the campaign theme (via Google Docs). For those board members who may not have access to use Google Docs, they're welcome to send Clinton an email for him to incorporate into the shared Google document.
- Charles will look over the health insurance numbers that calculate the costs of offering dependent coverage.

Meeting adjourned at 7:50 p.m. by Chair Charles Ruff