

Long Tom Watershed Council
Reviewed Board of Directors Meeting
Thursday, March 3, 2016
15 East 27th Ave (Willamette Street LTWC Office)
Eugene, OR

Present: Mike Brinkley, Alan Dickman, Cary Hart, Shelly Miller, Lindsay Reaves, Charles Ruff (6)

Absent: Steve Horning, Jim Pendergrass, John Reerslev, Deborah Saunders Evans, David Turner (5)

Staff: Clinton Begley, Dana Dedrick, Melanie Giangreco, Rob Hoshaw, Christer LaBrecque

Meeting called to order at 5:40 p.m. by Chair Charles Ruff

Business

- A. Approve February 2016 Board Minutes** – Calls for comments or questions.
None given.

Action items report - all completed since last meeting

MOTION TO APPROVE February 2016 Board of Directors Meeting Minutes by Alan Dickman, seconded by Mike Brinkley. Motion approved unanimously.

Secretary Role - Therese has rotated off. Rob proposed that Board members rotate sharing the Secretary role on volunteer basis until we have a board member who is able to relieve Mike of Treasurer duties.

Action Item: Alan will review March Board Meeting minutes
Action Item: Shelly will review April Board Meeting minutes

- B. December 2015 and January 2016 Financial Reports** – *Treasurer Brinkley*
- Corrections to December balance sheet were noted, which are in relation to adjusted journal entries as part of the regular fiscal review process
 - Fairly typical numbers for the council at this point in the fiscal year
 - Clarification - \$17,800 in January for donations. \$16,200 of that was the rent contribution for the Urban Waters Office

Budget Vs. Actual for Quarter 2 Fiscal Year 2016

Income: Current fundraising numbers do not include spring campaign. The grants line item has been updated since the budget was approved in July to reflect incoming grants.

Expenses (Key Highlights)

- Rob reviewed current numbers and new categories created to more accurately reflect expenses (e.g. Education & Involvement now includes all public meetings/events & education supplies).
- New categories were also created to separate Board Meetings, Off-site Meetings & Clients, and Fundraising into clearer line items.
- Travel was budgeted for less than last year, which is likely a budgeting error. Will likely need to be budgeted higher for next year (more variance in travel because of projects at opposite ends of the basin).
- Occupancy tracking well for Willamette Office
- Office supplies- not as many mailings are planned, but have some soon so this will bump budget back up.
- Planned Expenses Subtotal was listed incorrectly as \$340,000. Correct amount is \$681,503. (This does not impact the rest of the report.)
- IRS has received our request to return the \$4,300 fine. They will respond in 45 days.
- Balance sheet perspective looks at beginning balance of start of the year- take out future monitoring and other restricted funds, prepaid grants, accrued leave (staff PTO), and the new expected reserve. The overall financial picture of this box is that we take the Net Ordinary Income from the normal budget and compare it to the reserves and all the contingencies. (Big picture- not showing a deficit when reserve money is factored into the situation.)

MOTION TO APPROVE December 2015 and January 2016 Treasurer's Financial Reports, and the Quarter 2 Fiscal Year 2016 Budget vs. Actual by A. Dickman, seconded by L. Reaves. Approved unanimously.

C. Committee Reports – Nominating Committee – Clinton

- Board nominations were put on hold last meeting. Dana prepared an updated list of who will be rotating at the end of terms. Committee will look at board diversity. Currently have 11 members and will likely have up to 14 members with pending nominations. This handout has information about when terms are ending.
- Ginny Grilley has confirmed interest to start in October.
- Still trying to recruit a business owner.

- Jim Pendergrass will be rotating off the board this year.
- Jonathan Powell is one possible recruit. He is a local CPA, and a 5th generation Oregonian. After tax season, he will come as a guest to a board meeting (most likely in May). Ginny will come as a guest in June.
- Next step will be to look through all possible candidates and run them by the board before starting up more recruitment. Alan suggests Dwight Collins from Newman's, and Bob Chandler from Tactics. If Jonathan Powell does not join, need someone else that has financial experience to serve on the board. Lindsay suggests Caleb Ralls and his two brothers who have a background in forestry and are very involved in the community. Matt Crocker was mentioned to represent someone with agricultural experience, but is too busy at this time. Dana will bring short list for next time and board will prioritize candidates to reach out to next meeting. Incoming board members will be confirmed at the 2016 Annual Meeting and will start their rotation during the fall this year. On the board member matrix Dana provided, "2016's" rotation really starts in the fall of 2015, and 2017's will start this fall.

D. Employee Health Insurance Plan Update

We're asking for board members to approve 20% coverage of family members' health insurance in order to retain talented staff members. We received the announcement that health care coverage costs were going down this year, so the goal is to pass this savings on to the employees. This proposal stays within the current approved budget for FY2016. It is important to several staff members. Currently LTWC pays 75% of premiums for employees, and 0% for family members. This would change to 20% coverage for dependents. This proposal has received universal support from staff, even those who do not benefit directly because they see the benefit to other employees and it would lead to staff retention. Health insurance provider will be evaluated each year.

MOTION TO APPROVE adding 20% coverage for family members' health insurance premiums by A. Dickman, seconded by S. Miller. Motion passes unanimously.

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

Program Topics

F. Project Slideshow: goals and impact of treating invasive Ludwigia –
Christer

Presentation: *Ludwigia hexapetala - Survey and Treatment- 2014-2015. Planning 2015-2016.*

- Partner support includes: ODA, ODOT, USACE, City of Eugene Parks & Open Space, Private landowners/stakeholders
- Aerial survey completed, then on-site visits in order to prioritize. Working with landowners, found more sites (including a 17 acre infestation at Clear “Lake”, which is part of Amazon Creek), that were previously unknown.
- Overview- *Ludwigia* turns water non-navigable and damages irrigation pumps (huge issue for area farms). Sedimentation is also an issue because the plant traps so much sediment. It also damages fish and wildlife habitat (makes water warmer and full of sediment). Larger infestations are often typical. Standard treatment is aquatic glyphosate. The older the population, the more root biomass is present and the more difficult it is to remove. Timing is important. The plant spreads more with high water events (root fragments break apart and then root). Mechanical harvesters or manual pulling has not been effective (tends to spread the plant more), but some manual work is planned on certain properties. The plan is to start treatments as far upstream as possible since the plant moves downstream. Multi-year projects tend to be the most effective. 2016 Projects are fully funded and include follow up treatment for areas treated last year.

G. Monthly Fundraising Update & Messaging, Part 2 – Clinton

- 80% of Business League goal for the fiscal year has been met.
- Campaign goal is \$30,303 - achievable given current donor base and new donor prospects
- Nearly 300 prospects will need to be asked
- **Linchpin 1** is volunteers to provide assistance. Ideally need 2-5 more volunteers to help with campaign. There is some concern about timeline being pushed back, so it will definitely be helpful to get more volunteers from the board or recommendations from the board on people who would be good matches for helping with the campaign.
- Week of March 14th or March 21st is the proposed kick-off date
- There is a possibility of timing the campaign with tax season (might be worthwhile to track yes and no responses before and after April 15th)
- A volunteer orientation will be coming up, with theme of the campaign being “Success is in Asking.” Training will focus on messaging so that volunteers can answer basic questions potential donors may have.
- Anticipate who can ask which donors (matching volunteers to donor leads)
- Postcard will go out first, then will be followed up with an ask. Will plan on either 2 touch approach: (postcard OR email, then phone call), or 3 touch approach: (postcard, email, phone call)

- Dana asks board members if they have any questions they want answered about the campaign
- Suggestion is made to have volunteers with out of area codes use phone at office so that it will have a 541 area code.
- Question was asked regarding if this ask process can be more personalized depending on the volunteer. (Knowing your audience.) Clinton responds that it depends on the donor. Phone is preferable for getting in touch with more people, but in person could be doable depending on the situation and how much time volunteers want to spend.
- Most of prospects will know about the Council already
- More clarification was requested on the time commitment. In general, it will be approximately 4 asks per week - it depends on how many phone calls it takes to reach someone. Probably under an hour each week. Potentially up to 2 hours/week for 6 weeks depending on length of phone calls and not including the 2 hour orientation at the start of the campaign. It is noted that the time commitment has been the top constraint for recruiting volunteers.
- Other board members were overextended at the moment, not generally comfortable with fundraising, or still thinking about helping out.
- **Linchpin 2- Messaging:** The draft slogan is “What is a Creek Without Fish?” The general idea is to show how conditions for cutthroat trout to make their way back up the Long Tom can be facilitated. This overarching theme supports ideas of both urban and rural work. It supports work we are already doing rather than make an ask for a completely new campaign.
- Goal is trying to get people to imagine a future condition of the watershed (amazing future vision of urban cutthroat trout)
- Postcard pitch, followed by longer story
- Main points will be included about what is already happening in the Amazon, and what work is already being done. Going for a vision perspective. Feel good about possible future condition, then go to the science and ask later in the campaign.
- “Trout Friendly” language reinforces Trout Friendly Landscape program branding.
- Comment that the campaign language presents the idea of the long-term building blocks needed for a symbolic goal that the average person can identify with. The campaign theme is balanced for skeptics by admitting up front that this is a very long range vision.
- Comment was made that progress that has been made in keeping water cool through willow plantings is encouraging.

- Question was asked regarding that the biggest problem is that is currently affecting trout populations. Water temperature, pollution, and low stream flow in summer are all factors.
- Comment was made regarding “What is a Creek Without Fish?” Tagline. General idea is good, but is there another way to frame this? We don’t want to imply that all creeks without fish are of no value.
- Comment was made that the language, “make them feel welcome” anthropomorphizes the fish too much. Suggestion is made to change the language slightly to speak about creating an inviting habitat.
- Suggestion was made to mention catch basins, so that a successful urban program is highlighted in the initial ask; it is also suggested that maybe a postcard is not the best first launch, and that more information about the urban program might be necessary

7:35 (Pause to let folks leave if they need to)

- If doing a postcard, could include a few bullet points with successes and then the ask can be so we can build on those successes
- What will the campaign theme be? Has evolved as: how can we focus on supporting the urban work for years to come? Want to be able to demonstrate our successes and this campaign strategy allows for sharing some of these stories.
- Board members request that Clinton’s PowerPoint be sent out and/or posted to the board member portion of the website.
- Need to be clear that LTWC is not reintroducing trout. Rather, the focus is on improving habitat and water quality
- Tagline suggestion of “Make Amazon Creek Trout Friendly” (keep with trout-friendly branding)
- FAQ- how does this support the mission of LTWC? Make ask broad enough that it will not be restricted to urban program.
- Campaign timeline- launch week of March 14th or March 21st, wrap up by early May

H. Check in on Staff Leadership Structure – All

- Last fall, an update was requested by the board on how the organizational structure will change as Dana transitions out as Executive Director/Watershed Coordinator, though Dana will still be involved.
- Charles will lead the committee on the Leadership Team for putting a Personnel and Organizational Development Team together. This team will discuss ideas for transition, staff retreats, organizational development,

decision-making, position descriptions, etc. with a long-term perspective for the structure of the organization's leadership.

- This is a big transitional moment, and is a long term change rather than a temporary solution.
- Have had opportunity so far to do this in a gradual, more structured way (also helpful for funders, and institutional knowledge of the council to have Dana still involved).

I. Public Meetings - Rob

Brief announcements

- March 29th Public Meeting- board hosts needed

Action Item: Alan and Mike will help host the March 29th public meeting at the Hilyard Community Center, 6 p.m.

Reports & Announcements

J. Staff Reports

See Background.

Rob announced that LTWC received two contributions as a result of environmental violations by businesses enforced by the DEQ or EPA. Option for businesses to donate to local nonprofit instead. We're receiving a \$20,000 check and another ~ \$5,000 check.

K. Liaison Reports

None given.

L. Action Items Summary

- **Alan has volunteered to review March Board Meeting minutes**
- **Shelly will review April Board Meeting Minutes**
- **Alan and Mike will help host the March 29th public meeting**

Meeting adjourned at 7:55 p.m. by Chair Charles Ruff

Minutes prepared by Melanie Giangreco, reviewed by Rob Hoshaw and Alan Dickman.