

**Long Tom Watershed Council**  
**Board of Directors AGENDA**  
**Thursday, February 4, 2016. 5:30 p.m.**  
**Wetlands Office (751 S. Danebo Ave)**

*Chair Charles Ruff*

**5:15 Dinner ready**

**5:30 Business**

- A. Minutes: **Decision**: approve minutes from Jan. Board Meeting – *Secretary Walch*
  - Action Items Report
- B. Financial Reports:
  1. Treasurer's Reports: **Decision**: review & approve Dec 2015 reports –  
*Treasurer Brinkley*
  2. Update on taxes - *Rob*
- C. Committee Reports<sup>3</sup>:
  - Nominating Committee: updates and progress on candidates – *Clinton*
- D. Paperwork moment: Your volunteer hours – *Secretary Walch*

**6:00 Program Topics**

- E. Board Themes for 2016 (10)<sup>2</sup> – *Rob*
- F. Monthly Fundraising Update & 100% Board Giving (15)<sup>3</sup> - *Clinton*
- G. Spring Fundraising Campaign (40)<sup>3</sup> – *Clinton*
- H. January 26 Public Meeting debrief (10)<sup>2</sup> – *All who attended*

**7:15 Reports & Announcements**

- I. Staff Reports 1. Personnel Update, 2. New Contracts - *Rob*
- J. Liaison Reports
- K. Action Items Report

**7:30 Adjourn**

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**Board Themes for Year**

- *Community Connections & Fundraising*<sup>1</sup>
- *Board Development & Storytelling*<sup>2</sup>
- *Advancing LTWC's Work*<sup>3</sup>

***Next Board Meeting: Thurs, March 3, 5:30 pm. Willamette Office.***

***Next Public Meeting – Tues, March 29, 6 p.m., Monroe Community Library***

## February 4, 2016 Board of Directors Meeting Background

### Business

- A. **Meeting Minutes** – Secretary Walch will receive comments and corrections at the meeting and ask for approval of January’s minutes. Action items will be briefly reviewed.
  
- B. **Treasurer’s Reports & Fiscal Announcements**
  - 1. **Treasurer’s Reports:** Treasurer Brinkley will present the reports for December 2015.
  
  - 2. **Update on Tax Filing** – Our CPA firm, Mueller Yuva Osterman Powers, LLP is finishing up our fiscal year end 2015 taxes. A filing extension for both the federal Form 990 and state form CT-12 has been approved for a deadline of May 15. Heidi and Rob are monitoring the progress, and there will not be a late filing snafu as there was for 2014. We did end up incurring a penalty of \$4,340 from the IRS for the late filing, something we had thought we had avoided. The good news is that Rob spoke with the IRS, and they felt our circumstances will very likely garner a reduction, if not a full refund, of that penalty. Rob submitted a letter a couple weeks ago outlining the circumstances surrounding last year’s late filing, most notably of the ineffective communication and carelessness of our accountant and the family emergencies of two key staff members. Any decision on changing accountants or CPA firms will wait until the 2015 taxes are complete.
  
- C. **Committee Reports: Nominating Committee** – Clinton will note anything new on the board member candidate recruiting process.
  
- D. **Paperwork moment** – Do your part for administrivia... Please be ready to record your volunteer hours/travel for the last month, or more if you missed a Board meeting.

### Program Topics

- E. **Board Themes for 2016** – Last month, we very briefly introduced the three major board themes for 2016. We’d like to lend the context and purpose of these themes more explanation so board members may come away with a clearer understanding of the focal discussion areas and learning objectives for the year, as well as how each theme speaks to the roles of board members in understanding and communicating LTWC’s work. Those themes are: *Community Connections & Fundraising, Advancing LTWC’s Work, and Board Development – Educating the Storytellers*. The board themes have been included in the packet for your reference.
  
- F. **Monthly Fundraising Progress & 100% Board Giving** - Clinton will provide an update on the fundraising progress from the last two months and the next steps moving forward.

Our goal is to get to 100% board giving for this fiscal year! It lends our fundraising efforts in the community a great deal of credibility if we can say that we have the support of 100% of our board members as donors. We’re already over half way there – we just need 5 more gifts! Help

us get the rest of the way there! **If you haven't given yet this fiscal year, bring your check!** Rob will know the date and amount of your last gift, so feel free to ask him if you're unsure.

- G. Spring Campaign Discussion [Themes, messages, marketing & nuts and bolts]:** This Spring, we're excited to be launching a fundraising campaign with a unique (to the council) approach to messaging, leveraging volunteers, and engaging the community. Clinton will discuss the framework for the campaign, the nuts and bolts, roles, and offer a theme for discussion and consideration by the board. We will cover the reasoning for selecting this approach, how it differs from previous approaches, expectations for success, timeline for roll out and the resources and engagement necessary for execution. Clinton will begin with some basic explanation of the concept, followed by a rich Q&A and discussion among the board about how to apply the model to the uniqueness of the council.
- H. January 26 Public Meeting** – This update will be provided orally, with feedback from board members who attended the presentations on native amphibians and how to improve their habitat on working lands in wet prairie and wetland areas. Approximately 45 people attended!

## **Reports & Announcements**

### **I. Staff Reports**

**1. Personnel Update** from Rob.

**2. New Grants & Contracts.**

- Plant Establishment grant from the Oregon Watershed Enhancement Board for \$142,252 that will fund the second phase of planting activities at Snag Boat Bend and Sam Daws Landing along the Willamette River. The agreement runs from Oct 15, 2015 – Dec 31, 2021.
- Memorandum of Agreement with Bonneville Environmental Foundation for plant acquisition that document the relationship between BEF and LTWC in the acquisition of plant materials for our riparian revegetation projects from 2016 thru 2019.

**3. New Contractor Agreements**

- Per our Contracting & Procurement Policy, the Working Lands & Habitat Team put out an ad in the local newspaper and our website soliciting qualified contractors to bid on a master services contract for habitat restoration services. Work can include tree planting, vegetation management, forestry services, excavation services, and engineering design. Work included in the master contract will start in January 2016 and run through December, 2018. Due to the diversity habitat projects LTWC works on and the diversity of contractor skill sets and areas of expertise, staff decided to sign a number of local contractors, including a few new ones, into master contracts. The master contract makes the contractor eligible to provide the services listed above that are appropriate given

their experience and expertise. Master Contracts have been signed with:

1. Baker Creek Restoration, LLC
2. Integrated Resource Management
3. Trask Design and Construction
4. Nathaniel Zeller
5. XL Excavation
6. R Franco Restoration, Inc.
7. Habitat Contracting, LLC
8. Habitat Restoration, LLC
9. Matt Dedek
10. Walama Restoration

**Long Tom Watershed Council  
Board of Directors Meeting  
Thursday, January 7, 2016  
15 E. 27<sup>th</sup> Ave.  
Eugene, OR 97405**

Present: Mike Brinkley, Alan Dickman, Cary Hart, Jim Pendergrass, John Reerslev, Charles Ruff, Deborah Saunders Evans (7)

Absent: Steve Horning, Lindsay Reaves, David Turner, Therese Walch (4)

Staff: Clinton Begley, Dana Dedrick, Rob Hoshaw

Meeting called to order at 5:34 p.m. by Chair Charles Ruff

Charles introduced the agenda for the evening, mentioning that we had decided to move the business back up to the beginning, which is different from the packet that was sent out. Briefly highlights the board themes that replaced the program headings on the agenda.

**Business**

- A. **Approve November 2015 Board Minutes** – *Charles for Secretary Walch*  
Calls for comments or questions. None given.

**MOTION TO APPROVE January 2016 Board of Directors Meeting Minutes by A. Dickman, seconded by J. Pendergrass. Approved unanimously.**

- B. **October & November 2015 Financial Reports** – *Treasurer Brinkley*  
Treasurer Brinkley gave his report. Group also discussed the nature of cash flow, and that the timing of expenses often coincides with project implementation season. Dana proposed the board consider how much of a reserve may be necessary to avoid potential cash flow complications. We currently have a 6 month operating expense cash reserve set as our target. It was suggested that we could consider extending the reserve to go beyond 6 months as well as recalibrating how contingencies for key expenses like office space are calculated.

**MOTION TO APPROVE by October & November 2015 Financial Reports by J. Pendergrass, seconded by C. Hart. Approved unanimously.**

Rob elaborates on the issue and circumstances surrounding the late filing of the fiscal year 2014 taxes that are mentioned in the board background. The good news is that the 2014 taxes have since been filed. There were a couple of key circumstances that contributed to this deadline being missed. One, we were assigned a new certified public accountant (CPA) within the same firm that we've used (Mueller Powers Osterman Yuva). This new CPA was not effective in his communications, and he requested additional information in the fall of 2015, well after staff assumed that all questions had been resolved and the taxes had been filed. Secondly, Amanda, our fiscal manager, transitioned out of her role, and while she stayed to assist with training Heidi, Amanda's daughter experienced very serious health issues during this time. This made it difficult for her to maintain the same level of oversight over the CPA she might normally have had, and with Heidi being new to the position, she wasn't aware that taxes hadn't been filed. Moving forward, Heidi and Rob will both track tax deadlines and make sure the CPA is on top of them. After the 2015 taxes are in, we'll investigate whether the CPA's ineffective communication was due primarily to him transitioning into that role for us, or if there's a lack of competence. We may change our CPA within the same firm. One member of the board suggested the potential of utilizing an outside payroll service to provide indemnity, though Dana explained it makes it more complicating for explaining the nuances of our complex grants. Also, the board approved appointing Rob as corporate secretary, which allows him to sign for our tax documents now, as well as Dana.

Rob also briefly shared the challenge of applying for a federal indirect cost rate. As one of the first councils to apply for a federal indirect rate (administrative costs), we were in many ways at the cutting edge of a very complex process, and we're unfortunately only now coming to fully understand all of the implications. The initial idea was that a federal rate would get allow us to negotiate for a higher indirect (administrative) percentage on our grant applications. Prior federal indirect agreements were only applied to salaries and fringe benefits. Moving forward, we're negotiating for a higher rate that will apply across all allowable line items (e.g. occupancy, office supplies). More information can be found in the board background.

Rob also discussed the draft FY2015 budget to actual report, summarizing that the key points are that while board approved a deficit budget of (\$62k), we actually came out about even or slightly ahead. This was due to two main things: a) a delay in hiring which delayed some payroll expenses, and b) a delay in the implementation of some projects that by extension delayed when those expenses were incurred. Some grant reimbursements were also delayed to beyond the end of the fiscal year, which also coincides with the delay in implementation. Jim addressed a discrepancy with the report regarding how the numbers take into

account the contingencies. It will be reviewed, as this is a draft, and resubmitted for approval at a future board meeting after the FY2015 fiscal review is complete.

Therese emailed a request to Dana regarding financial review and board responsibility for financial review and tax filing. She also asked if Heidi could attend a board meeting once a year for a detailed financial review, such as when the board approves the annual budget. Both board and staff seemed to think it was reasonable to have Heidi attend a board meeting, most likely when the board reviews the annual budget during the summer. Therese also asked to clarify what level of financial oversight the board is responsible for, and proposed a high level of fiscal oversight, with an emphasis on cash at the end of the period and staff or financial manager pointing out any significant anomalies. Jim and Charles think we are doing a high level now, and the board already does a great deal of financial oversight. Dana explained that the financial review double checks the financial systems the organization has place (e.g. make sure all the numbers are accurate); this is different from the board's role, which is to approve a responsible budget, and maintain that responsibility through understanding how that budget is tracking and keep an eye on the organization's financial well-being. It was also suggested that the budget vs. actual report include administrative subtotals. As to whether the Board is responsible to inquire about tax filing or submission of reports (per By-Laws), Dana referred to the Oregon Nonprofit Board Member Handbook for the definitive answer, (<http://www.cat-team.org/documents/AguidetoNonprofitBoardServiceinOregon.pdf>) and encourages the Board to inquire on the filing of annual statements to IRS and State, yes. Staff file those after the Review is done by the CPA, usually request an extension, and are up-to-date except for 2014, which is the error we just caught and are fixing. Also Payroll Taxes (due quarterly), as that's where there is more substantial money due and thus the fines more significant. The LTWC has never missed a deadline in 9 years on those.

- C. Paperwork Moment** Board members turned in their monthly volunteer match hours.

## **Community Connections and Fundraising**

**D. Fundraising Update – Clinton**

Clinton reported on the results from the December appeal letter. Overall, we earned \$7,012 in 46 gifts (\$140 avg). Notes that the size of the gift didn't change appreciably, but we acquired several new donors. The board inquired about the costs of sending out the letter. Envelopes are approximately \$30 for a pack of

500, and we sent about 1,300 letters at \$0.49 each, so our raw cost of for materials was approximately \$750.

Clinton also shared an update on the Wildcraft Ciderworks apple drive. The kickoff event has been delayed until Friday, Feb 5 at Hi-Fi Music Hall. LTWC's logo made the bottle of all cider produced from the apple drive, and \$1 of every pint sold at the taphouse, and 10% of all sales from this special cider, will go to LTWC.

An update was provided on upcoming Taste the Watershed events. Of particular note, Freshwaters Illustrated may allow LTWC to show a screening of the *Upriver* film at the Feb 20<sup>th</sup> Barnlight event. We're looking for board members to have a presence at these events. Staff will send a list of upcoming events out to board members via email.

**Action Item: Alan Dickman offered to help out at the January 30<sup>th</sup> Taste the Watershed at Sam Bonds.**

**Action Item: Staff will send board members a list of upcoming Taste the Watershed Events.**

## **E. Messaging – Clinton**

### **Key items of note:**

- Goal to have people be able to explain the essence of the council; mission statement has a great message, but it's not easily digestible or repeatable.
- People don't buy what you do; they buy *why* you do it. What you do simply proves what you believe.
- For example, recommends introducing our work as "We are working collaboratively and voluntarily with people to accomplish water quality and habitat goals" rather than we "we replace culverts and install rain gardens."
- Finds it helpful to begin with your core beliefs and move outward
- The goal is to get to the heart of what's important to each person trying to convey the importance and work of LTWC – what is that *you* love about the organization.
- Another goal is being able to tell a story that people can insert themselves into or relate to.
- This agenda item is a primer for what to expect when we talk about messaging going forward.

Common questions that board members are challenged to answer:



- Less comfortable when people ask what we can do for them (e.g. someone who wants help on a small parcel of land). Suggestion that they could really be asking “what services do you provide, and how do I fit into that?”
- People want to see immediate change, but change takes time to see. For context, at initial watershed council meetings, there was a lot of change that needed to be done. It was suggested that a few rural folks have expressed that they haven’t seen much change, and so wonder a) is the watershed not getting enough done, or b) folks may feel that they’re already stewarding the landscape, so they may wonder what the point of a watershed council is.
- Board members feel like they’re missing images of projects to share, and it would be good to have a picture or a brochure with a handful of projects to highlight and share.
- Sentiment that tours are valuable to get people out to see what has happened. It makes it real and helps to tell the story.
- When people ask what a watershed council is, some board members like to go back to the state level and the history of OWEB and the Oregon Plan for Salmon and Watersheds, and how lottery dollars support that. Our funding has grown much further beyond that, however, especially in recent years.
- Understanding that needs and considerations are different between councils.
- Have received a positive response to donating to a local organization that works within the community. The watershed is like a community that’s defined geographically, and we all share this area.

## **Board development & Storytelling**

### **F. Success Story - Clinton**

Clinton shares the recent success for the Urban Waters & Wildlife Program. The City of Eugene is committing \$50,000 over 3 years for stormwater landscape installation costs, capped at \$20,000 per year. The City was not, unfortunately, interested in funding some of Sarah’s time for outreach or design. The City of Springfield, however, has also committed to \$1,000 for FY2015 & 16 for upfront outreach work, and an additional \$1,000 in FY2016 & 2017 for design work and \$1,500 for installation offsets. In FY2017 and 2018, they’re likely also committing \$4,000 to installation offsets, and potentially for outreach and design costs. Next steps for program funding will be to approach city government and the utilities. The board was reminded that LTWC is partnering with the McKenzie Watershed Council within their service area of Springfield.

### **G. Board Themes & Topics for 2016 – Rob**

Rob discussed the board themes and topics for 2016 that was handed out at the meeting. The goal is to continually revisit each of the three main theme

throughout the year, and to engage the board so that they come away with an understanding of what the salient points are, what their role is, and perhaps most importantly, how to tell the story of our work in a meaningful way (relating back to the messaging discussion). The calendar of upcoming board meetings and public meetings was also shared; both were provided as a handout.

**H. Jan 26 public meeting – Rob**

The January public meeting focuses on improving native amphibian habitat. Rob asked for volunteers to help host the meeting.

**Action Item: Mike Brinkley and Jim Pendergrass (until about 6:45) will attend and assist with the January 26 public meeting.**

**Sustaining & Advancing LTWC's Work**

**I. Nominating Committee Report– Dana/Clinton**

- Met with Craig Carnegie & Michelle Cahill; both are very supportive of LTWC but currently over-committed.
- Shelly Miller at the City of Eugene (in a new role at Parks and Open Space as an ecologist) is interested in potential board service.
- Jonathan Powell at Kurnutt Stokes (on Forests Today & Forever's board) is very interested in serving and leading; seems like a natural leader. He didn't want to over commit; finishing with FTF board at end of year. He has our board calendar, and he's willing to review our financials. He would potentially be a candidate in 2016's Annual Celebration as an At-Large representative. He may be willing to do the Treasurer service for us in the interim (we can have a non-board person review the reports).
- Paula Lafferty – we reached out to her and need to renew communication now that the holidays are over.

**J. Administrative Hiring Update**

Rob discussed the new hire as being in partnership with MWS and shared at half-time. 8 hours to MWS, LTWC 12 hours. There are already 10-12 applicants, and the closing date is Friday, January 22<sup>nd</sup>. Indicated the board members are welcome to share the announcement with anyone who may be interested.

**K. Salmon Safe MOU**

The MOU affirms Sarah will remain the Southern Willamette Valley representative for Salmon Safe outreach and certification. Dana explained the nuances of Salmon Safe certification, including how sites are reviewed and that members need to pay into becoming certified. The MOU grants 50% of the profits

(after expenses) to LTWC for Sarah's time; we're unsure how much that will be, as the expenses vary by site.

## **Reports & Announcements**

### **L. Staff Reports – Jim**

In background

### **M. Liaison Reports**

None given.

### **N. Action Items Report:**

- Alan Dickman will help at the Jan. 30<sup>th</sup> Taste the Watershed.
- Staff will send out a list of upcoming Taste the Watershed Events.
- Mike Brinkley and Jim Pendergrass will attend the Jan 26<sup>th</sup> public meeting.

Meeting adjourned at 7:35 by Chair Charles Ruff

	Dec 31, 15	Nov 30, 15
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Money Market (PCB)	4,380.96	4,380.85
*    Checking (PCB)	359,589.29	410,436.76
Petty Cash	200.00	200.00
Total Checking/Savings	<u>364,170.25</u>	<u>415,017.61</u>
Accounts Receivable		
Accounts Receivable	74,452.96	68,219.66
**   Total Accounts Receivable	<u>74,452.96</u>	<u>68,219.66</u>
Other Current Assets		
Undeposited Funds	51,854.79	51,854.79
**   Total Other Current Assets	<u>51,854.79</u>	<u>51,854.79</u>
Total Current Assets	<u>490,478.00</u>	<u>535,092.06</u>
<b>TOTAL ASSETS</b>	<u><u>490,478.00</u></u>	<u><u>535,092.06</u></u>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	17,677.99	11,920.09
**   Total Accounts Payable	<u>17,677.99</u>	<u>11,920.09</u>
Credit Cards		
PCB Credit Card	10,364.16	11,151.72
**   Total Credit Cards	<u>10,364.16</u>	<u>11,151.72</u>
Other Current Liabilities		
Deferred Revenue	163,124.55	163,124.55
Payroll Liabilities		
401K	(20.14)	(20.14)
Health Insurance	502.28	502.28
FWT	96.07	96.07
Medicare	(0.86)	(0.86)
Soc Sec	(3.72)	(3.72)
SUI	1,192.96	1,192.96
SWT	309.30	309.30
WBF	5.53	5.53
Payroll Liabilities - Other	34.43	34.43
**   Total Payroll Liabilities	<u>2,115.85</u>	<u>2,115.85</u>
Accrued payroll expenses		
Accrued wages	(9,185.43)	(9,185.43)
Total Accrued payroll expenses	<u>(9,185.43)</u>	<u>(9,185.43)</u>
**   Total Other Current Liabilities	<u>156,054.97</u>	<u>156,054.97</u>
Total Current Liabilities	<u>184,097.12</u>	<u>179,126.78</u>
** Total Liabilities	<u>184,097.12</u>	<u>179,126.78</u>
Equity		

	<u>Dec 31, 15</u>	<u>Nov 30, 15</u>
Opening Fund Balance	861.91	861.91
** Retained Earnings	488,575.91	488,575.91
** Net Income	(183,056.94)	(133,472.54)
** Total Equity	<u>306,380.88</u>	<u>355,965.28</u>
TOTAL LIABILITIES & EQUITY	<u>490,478.00</u>	<u>535,092.06</u>

\* **Voided a \$30 check for City of Veneta for key deposit for Veneta Community Center**

\*\* **Adjustments made from CPA's 2014 Fiscal Year End Review**

Long Tom Watershed Council  
Statement of Cash Flows  
December 2015

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	Dec 15
OPERATING ACTIVITIES	
Net Income	(49,584.40)
Adjustments to reconcile Net Income to net cash provided by operations:	
Accounts Receivable	(6,233.30)
Accounts Payable	5,757.90
PCB Credit Card	(787.56)
Net cash provided by Operating Activities	(50,847.36)
Net cash increase for period	(50,847.36)
Cash at beginning of period	466,872.40
Cash at end of period	<u>416,025.04</u>

	TOTAL
Ordinary Income/Expense	
Income	
Grants & Contracts	5,233.30
Donations	
Business League	1,000.00
Total Donations	1,000.00
Interest	0.11
Total Income	6,233.41
Gross Profit	6,233.41
Expense	
Office Supplies	
Willamette Office	17.40
Total Office Supplies	17.40
Working Meals	14.50
Contracted Services	
Technical	1,607.98
Construction	400.00
Crews	8,892.39
Contracted Services - Other	7,341.30
Total Contracted Services	18,241.67
Equip-Project	
Purchase	260.05
Total Equip-Project	260.05
Education & Involvement	107.94
Materials & Services	819.35
Payroll Expenses	
Salaries & Wages	26,929.10
Employee Benefits	5,078.27
Payroll Tax Expense	2,091.13
Payroll Expenses - Other	113.96
Total Payroll Expenses	34,212.46
Travel/mileage	
Meals & Lodging	389.65
Mileage	974.00
Total Travel/mileage	1,363.65
Equip-Office	
Purchase	23.99
Rent/repair	25.00
Total Equip-Office	48.99
Occupancy	
Willamette Office	541.80
Telephone	60.00
Total Occupancy	601.80

	TOTAL
Dues & Subscriptions	130.00
Total Expense	55,817.81
Net Ordinary Income	(49,584.40)
Net Income	<u>(49,584.40)</u>



# Draft Board Themes for 2016

Updated 12/21/15

*These topics will incorporate board learning, feedback to staff, and decision-making.*

## Theme: Community Connections & Fundraising

With a new Development Director we can create and pursue many opportunities.

### Messaging

As Dave Funk said, the Long Tom River Watershed is a mystery and we have an opportunity to create awareness and knowledge – *identify the consistent messaging and the brand to deliver those*. The first step in that process is to define a clear and consistent message to share with donors, grantors, partners, and community members. Goal is for the board to have an understanding of the salient points of that message, including what LTWC believes in, major accomplishments, why our work is important and unique, the important stakeholders involved in the organization, why we seek individual donations.

### Marketing an understanding of the Long Tom Watershed

The second step is to define how to deliver, or market, LTWC's brand through creating engagement and commitment through social media or other more personal forms of communication. The goal is to foster a sense of place identity and a connection for people to the watershed. Identify what is or will be the important identity to brand (e.g. Amazon Creek, the Long Tom River, the Willamette River).

### Annual Campaign & making introductions to potential donors

There will be an emphasis on increasing connections with individuals, business owners, and foundations with the goal that people become donors, Champions and/or do a project with us. Board roles could include: asking for sponsorships and donations, sharing stories with potential donors, hosting gatherings, talking about LTWC with businesses you patronize, participating in interviews with foundations, Taste the Watershed, and participating in social media.

## **Theme: Sustaining and Advancing LTWC's Work**

### **Collaborating with other organizations**

Identifying and reviewing potential partnerships that help build capacity and organizational resilience. The challenge we face is the tendency for organizations to feel safer building capacity internally and yet increasingly needing higher skills which require higher pay – this is sometimes easier to accomplish in a shared scenario. Another challenge is that funders want to support diverse capabilities across a region and stretch their dollars; for example, they would like to see high level technical expertise shared as opposed to support it individually for multiple organizations.

### **Work Progress**

We will bring components of the Strategic Plan back to you approximately quarterly in order to share progress and get more ideas. We will share awesome success and frustrating challenges and keep you apprised. These will weave in with project slideshows.

### **Work Planning**

In late spring / early summer we will present updates to Council Support Work Plan and present the annual Work Plan for FY2017.

## **Theme: Board Development – Educating our Storytellers**

With each board development opportunity, the goal is for board members to hear and be able to more easily tell the story of LTWC's work and come away with an understanding of 2-3 core values and key measureable project outcomes in order to tell the story of LTWC's work, what it's important, and why and where we need support.

### **Urban Waters & Wildlife Program**

There will be various slideshows and discussions on urban stormwater projects (Trout Friendly Landscapes), Salmon Safe Certification Assistance, pesticide monitoring, Employee Stewardship opportunities, and outreach strategies and prioritization. Board goals include understanding the breadth of our urban program, the diversity of participating community partners and funders, and how to tell the story of this program to community members and potential donors.

### **Fish & Wildlife Habitat in Working Lands**

Presentations and discussions will focus on individual projects on working lands (stream/riparian, fish passage, upland, and along the Willamette River), the Migration Study, and habitat monitoring. Board goals include understanding key habitat

objectives, key partnerships, and the how we're responding to shifts in the funding landscape. Discussions will also center on telling the story of capacity needs to continue developing relationships with private landowners and sustaining the success of existing projects through stewardship. How do our efforts on the Willamette River feed into the core message and story of the Long Tom?

### **Public Discussions and Project Tours**

Also known as Council meetings, we will be scheduling at least the 6 educational meetings required by our bylaws this coming year for public learning about the watershed, issues and actions. (Jan, Mar, May, Jun/Jul, Sept/Oct, Nov). Board roles will include hosting meetings, sharing stories and the impact of LTWC's work with community members at meetings, and providing feedback on content and speakers.