

**Long Tom Watershed Council  
Board of Directors Meeting  
Thursday, April 2, 2015  
751 S. Danebo Ave.  
Eugene, OR 97402**

Present: Mike Brinkley, Cary Hart, Jim Pendergrass, John Reerslev, Deborah Saunders Evans, David Turner, Therese Walch (7)

Absent: Alan Dickman, Steve Horning, Lindsay Reaves, Charles Ruff (4)

Staff: Dana Dedrick, Rob Hoshaw, Jed Kaul, Christer LaBrecque

Meeting called to order at 5:36 p.m. by Jim Pendergrass, Chair

**Introductions**

New Ecological Restoration Technician Christer LaBrecque was introduced as the newest staff member. Christer is shared full time staff with the McKenzie Watershed Council, and he represents our first major effort to share staff. Mike mentioned that LTWC is the best board he's ever seen!

**Business**

**A. Approve March 2015 Board Meeting & Council Self-Evaluation Minutes – Secretary Walch**

Calls for comments and questions. Minutes seemed consistent. Mike mentioned that he had one area he commented about that didn't show up is his comment regarding timber harvest regulations within watersheds and the impact of those activities on water quality. Some discussion followed regarding how the LTWC board and organization were or were not set up to get involved in that regard. We're a non-regulatory organization, so fundamentally we're working on a voluntary basis with all stakeholder groups. Others point out that there are all sorts of other issues contributing to water quality besides just forestry. It was also noted that some studies have shown that forestry areas have better water quality than in the urban areas.

**MOTION TO APPROVE March Board of Directors Meeting Minutes and Council Self Evaluation Minutes by D. Saunders Evans, seconded by T. Walch. Approved unanimously.**

**B. Approve February 2015 Financial Reports – Treasurer Brinkley**

There was a question asking if someone could explain the disparity in the balance of the bank accounts between January and February (the balance when from \$63,000 to \$7,800). Jim indicated that the statement of cash flows shows that we have \$44,000 in net income, that it doesn't necessarily reflect the actual

cash on hand, and we'll be getting a lot of money from funders such as OWEB in the form of grant reimbursements. Jim explains that we're not really losing money because funders owe us money. Dana notes that the administration to complete one permit held up over \$100,000 in cash flow. We're beginning to get more funding in now, as we received about \$200,000 near the end of March from grantors.

There was another question why the cash on hand amount in the statement of cash flows doesn't the balance sheet. Jim explains that the \$13,000 in undeposited funds, added to the \$7,000 of cash in the bank accounts equals the \$20,000 noted at the end of the statement of cash flows.

Jim further notes that additional accounts receivables from grant reimbursements will be arriving, and that we're tracking where we anticipated. The Fiscal Year 2016 budget will be coming up for approval in June. Our goal this year is to have a balanced budget.

Dana adds that private funder Meyer Memorial Trust will give the Model Watershed Program councils another \$500,000 - \$600,000 for riparian plant establishment in addition to other funding. This adds revenue we hadn't anticipated, and there is also the potential that Meyer could be open to funding a capacity grant.

**MOTION TO APPROVE February 2015 Financial Reports by C. Hart, seconded by D. Turner. Approved unanimously.**

### **C. Committee Reports**

Personnel - *Jim*

The Personnel Committee completed Dana's review for FY2014, which needed to happen later out of necessity due to a number of circumstances. The committee will start a review for fiscal year 2015 starting in July. If anyone would be willing to help on this committee, let Jim know.

Resource Development – *Deborah*

Clinton Begley has been hired to be our Development & Communications Director, starting at the end of April. The RDC members started their FY 2015 asks last month, and fundraisers are hoping to complete individual asks by end of April. RDC has a goal to get the spring appeal letter out by late April / early May. The committee met prior to the board meeting to talk about planning for Clinton and outlining a strategy for his first few months.

Board members are encouraged to consider people they know who could be prospective donors. Feel free to pass that info along to RDC.

Board members were also encouraged to donate to bring board giving to 100% for the year, which is important to be able to tell prospective donors. Dana adds that she would like to be at 100% board giving before the May Board Meeting when Clinton arrives. Dana also clarifies that Clinton will only be working for LTWC, though there's the possibility he could team with the McKenzie Watershed Council on a fee-for-service basis. Adds that councils aren't trying to compete directly because we all have unique strengths and stories.

#### **D. Paperwork Moment**

Board members turned in their match forms for volunteer hours, and picked up new Board materials for binders.

### **Program Topics**

#### **E. Council Evaluation Results & Recommendations** – Dana

Dana summarizes thoughts from staff from a follow up conversation after March's Council Self Evaluation. Staff were excited about items the board had check off as "let's do better" because those are areas where the Council is expanding into new roles and adding staff members. Staff are also noticing our people and connections, fundraising, and getting support for our work are increasingly important to the success of the organization, and making connections with the right people to advance the financial stability and work of the organization is going to be a high priority. Dana calls attention to the questions she raised in the board background and invites the board to offer feedback.

Jim added that we're branching out into new program areas in addition to the robust work we're already doing. These are exciting times, and it requires an engaged board. In order to make our work even better, each person should reflect on they can contribute individually – not in just giving money – but in identifying prospective donors, potential board candidates, and potential project landowners. Idea is to expand our network.

It was noted that it's important to have a story ready about what part of the Willamette River area we're going to work in and be clear about what LTWC's role will be. This helps donors understand how they can help fulfill that goal. Examples of unique stories include the Migration Study and pesticide outreach to Spanish speakers. The importance of the board's role in connecting Clinton with

key contacts and helping him hear these stories from the board's perspective will be key to his training and his ability to speak about the watershed council with potential donors.

Another suggestion was to find the community that wants to support the organization.

John – need to find the community that wants to support you. There's no sense of community in Junction City because they're all spread out. People ask "What's in it for me?" and you have to tell them story of why it's important. We need to answer the question for them. Mentions that landowners that went to meetings before haven't really discovered what they can get from us. They're managing their lands environmentally consciously. Feels people who own property should be ready to take care of it. Some people feel they're already doing fine and can take care of their property independently. Some people get accolades for working with the council even though others who are working hard on their property see these other people as almost doing hypocritical activities because those folks are getting help even though they're not doing sound land management practices.

Cary – there are criticisms of all types of land practices, and watershed councils are a way to collectively work together.

Main idea – what's our part of the story and why? We can't help/please everyone. But we provide a real service.

Project stewardship was also discussed, with the goal of building a robust stewardship program that would assist landowners who aren't able to, or don't always follow through with stewarding projects on their own. It was noted that we currently try to be realistic in our expectations of what landowners can accomplish in stewarding their land, so being able to one day provide long-term support to steward project sites is an important goal.

#### **F. April Public Meeting**

Rob briefly announced the April 28<sup>th</sup> public meeting and reminded folks of the date change. Prompted for outreach ideas, but ran out of time to discuss further. Dana suggests photo slideshow of Ludwigia to post on website.

#### **G. Restoration Slideshow – Jed**

Jed presented a slideshow on the aquatic habitat enhancement projects that will be implemented during the summer of 2015. The slideshow included an overview of work at Snag Boat Bend & Sam Daws Landing along the Willamette; a fish passage and log placement project on Upper Ferguson Creek; two fish passage

improvement projects on Bear Creek; and a culvert replacement and dam bypass channel installation on Bear Creek (tributary to Coyote Creek).

#### **H. Strategic Plan Update 2015 – Dana**

Dana is working on a full update of the Strategic Plan document, and there will be no major changes to our work. Updates of note include:

- Habitat restoration is subdivided into three focal areas (aquatic, terrestrial, urban).
- Collaboration with other organizations and partners will become a bit higher priority.
- We're also expanding our resource development significantly
- Added language for social media.

The board is asked to consider the categories that interest them, and sign up to read and provide feedback on those categories.

- Action Item: Therese will read & provide feedback on Section 2 - Monitoring
- Action Item: David Turner will read & provide feedback on Section 3 – Aquatic Habitat Projects and Section 8 – Resource Development
- Action Item: Deborah will read & provide feedback on Section 5 – Sub-watershed Enhancement Program and Section 8 on Resource Development
- Action Item: Cary will read & provide feedback on Section 2 – Monitoring & Section 4 – Upland Habitat Projects.
- Action Item: Jim will read the entire document.

Dana will bring a full document for approval in May and asks for feedback on how the board would like the updates presented. The primary suggestion was to articulate the bigger picture of the strategic plan and provide an overall view of document by outlining the headings and highlighting any major additions or changes. People agreed that lots of details aren't necessary.

### **Reports & Announcements**

#### **I. Staff Reports**

In background.

#### **J. Liaison Reports**

None given.

#### **K. Action Items Report:**

- Therese will read & provide feedback on Section 2, the Monitoring part of the Strategic Plan.
- David Turner will read & provide feedback on Section 3 – Aquatic Habitat Projects and Section 8 – Resource Development
- Deborah will read & provide feedback on Section 5 – Sub-watershed Enhancement Program and Section 8 on Resource Development
- Cary will read & provide feedback on Section 2 – Monitoring & Section 4 – Upland Habitat Projects.
- Jim will read the full Strategic Plan document and provide feedback.

Meeting adjourned at 7:38 p.m. by Jim Pendergrass, Chair