

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

Present: Mike Brinkley, Steve Horning, Lindsay Reaves, Jim Pendergrass, Charles Ruff, David Turner, Therese Walch (7)

Absent: Alan Dickman, Cary Hart, John Reerslev, Deborah Saunders Evans (4)

Staff: Clinton Begley Brenda Cervantes, Dana Dedrick, Rob Hoshaw, Kathryn Rifenburg, Sarah Whitney, Amanda Wilson (6 – 6:30 p.m.)

Meeting called to order at 5:39 p.m. by Jim Pendergrass, Chair

**Introductions to welcome Kathryn Rifenburg**

**Business**

**A. Approve April 2015 Board Meeting Minutes – *Secretary Walch***

Action items related to review and draft of Strategic Plan. Thanks to board members for taking the time to review and provide comments on the Strategic Plan! No other comments or corrections.

**Action Item: Mike offers to review and make comments on at least Section 3 of the Strategic Plan.**

**MOTION TO APPROVE April Board of Directors Meeting Minutes by T. Walch, seconded by S. Horning. Approved unanimously.**

**B. Approve March 2015 Financial Reports & Quarter 3 Budget vs. Actual – *Treasurer Brinkley***

The money in our checking account increased from a little over \$3,000 to over \$240,000, which as we discussed at the last meeting, has to do with the timing of planned accounts receivables from grant funders. The grant payments bring our balances back up and we're in good shape overall.

- Question on 2<sup>nd</sup> page of balance sheet. Opening fund balances are the same? Those two numbers always stay the same during the fiscal year.
- Question – are Willamette Office expenses about where predicted? They are a bit higher than expected but not unreasonable. It's difficult to accurately predict.

It was noted that staff are interested in donated plants and artwork for the Willamette Office space.

**Dana** presents the Quarter 3 Budget vs. Actual Report. Key notes:

- For Fiscal Year 2015, we are saving ~ \$70,000 because of delayed hiring. We're also behind our campaign fundraising goal by about \$20,000, so there is a net positive change of \$50,000. We're in better shape than the \$60,000 deficit budget that we predicted at the beginning of the fiscal year.
- As has been noted in the Treasurer's Reports, we're tracking fine with Accounts Receivables. We're still waiting on some grant funds to come in, which is about \$300,000.
- Spent less than anticipated by \$255,000 (some of which is delayed expenses for habitat projects)
- Donations are at \$20,600, which is behind our goal of \$40,000
- Staff are turning in grant reports to OWEB 90 days before the due date so that we can get funding from OWEB sooner and prevent holdup of cash flow while they review reports.
- The Materials and Services expense item is also different than predicted, but this is also due to grant timing.
- Payroll expenses and related conferences and trainings will move to FY16 because we have more staff.
- We're planning to add a liability policy for herbicide insurance, in process, for about \$750 annually.
- Total occupancy is for Willamette Office expenditures. We may end up with \$3k more in expenses than predicted.
- Overall picture is that we're tracking well, and much better than the deficit we had initially approved.
- For FY16, we're still only using a portion of our reserves and we'll be anticipating bringing in more significant unrestricted donations.

**MOTION TO APPROVE March 2015 Financial Reports and FY15 Quarter 3 Budget vs. Actual by C. Ruff, seconded by S. Horning. Approved unanimously.**

### **C. Committee Reports**

Resource Development – *David*

- Opportunity to interact with Clinton and his plan to begin interacting with donors alongside fellow board members.
- Discussed FY15 campaign results and plans for moving forward.
- We're close to reaching our 100% board giving goal.

#### Amazon Outreach Committee – Sarah

- Interested in reconvening what was Amazon Outreach & Communications Committee as the Urban Waters Outreach & Communications Committee
- Draft members in the updated profile: David Turner, Deborah, Therese, Charles, Sarah, Kathryn, Clinton, Dana (Jim and Lindsay ask to be cc'd in communication until they understand whether they can commit)
- Question – how far does our service of the “urban area” extend? Sarah has been working with people who don't fit into the “Working Lands & Habitat Program” (formerly Restoration Program.). We will work with business owners, even if it's outside the watershed boundary (e.g. there's an MOU with the McKenzie Watershed Council).
- Goal to have first meeting within about 1 month

#### **D. MOU with McKenzie Watershed Council – Jim**

The McKenzie and Long Tom Watershed Councils recently signed a joint scope of work for a shared Stewardship Technician, Christer LaBrecque, which falls under the newly signed Memorandum of Understanding (MOU) between the two councils. The MOU defines building cooperative capacity, and the joint scope of work is an addendum to the MOU the board approved recently. The joint scope of work goes into greater detail than the MOU (e.g. what's the process for sharing staff like Christer). Since we've been sharing a fiscal manager since 2007 (Amanda), her efforts really went a long way to making this MOU happen. There may be opportunities to expand the joint scope of work as opportunities arise. Another goal is building capacity by utilizing each council's respective strengths (e.g. LTWC as a restoration lead, McKenzie as an education lead) rather than competing for grants, to maximize resources and work within budgets.

#### **E. Paperwork Moment**

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

### **Cake and gift to say “goodbye and hello” to Amanda Wilson**

#### **Program Topics**

#### **F. Council Meetings/ Tours – Rob**

*April 30<sup>th</sup> Public Meeting*

Steve and Dave shared their thoughts about the meeting. Both learned a great deal and appreciated the presentation from Crystal Durbecq from the Benton

SWCD. We had some new folks attend, including one landowner seeking help with 20 acres of Ludwigia.

#### *May 26<sup>th</sup> Tour of the Kime Project*

Lindsay Reaves is willing to help host.

#### *Annual Celebration Idea*

Rob introduced the idea of holding the Annual Celebration at Deck Family Farm, which is a 300-acre farm west of Junction City on High Pass Rd. We've completed a diverse project with the Deck's that includes a bridge over Owens Creek and riparian revegetation along Turnbow Creek. The Decks are at least preliminarily interested in hosting, and possible themes could be local food (the Decks have an organic farm), the contiguous projects along Owens Creek and the number of landowners who've helped enhance habitat, and the goal of replacing the last 1-2 known fish passage barriers along Owens Creek.

Key Thoughts:

- Folks suggest a Friday evening instead of Thursday evening, especially if Saturdays are more difficult for the Decks.
- Early date may be preferable.
- Need to encourage folks to save the date because other organizations hold a lot of events and fundraising activities during September.
- Several members note they're gone the 1st weekend after Labor Day.
- The board seems to like the general idea. Staff will present an event profile of themes and start weaving together a clearer picture of the event for one of the upcoming board meetings.
- Pam Wiley of Meyer Memorial Trust was suggested as a great speaker to invite. Folks feel she'd be a significant draw and she has a reputation as a highly credible speaker.

#### **G. Strategic Plan Update 2015 - Dana**

Asks if anyone has thoughts or questions. A few key thoughts:

- Business Plan – This section was added because a few board members wanted details on fundraising, evaluating the council, and ensuring effectiveness. We'll already be developing a Fundraising Plan, so that gave Dana the idea to develop a business plan.
- We'll ask the board to approve the Strategic Plan and Business Plan separately. Within that there's an Annual Work Plan, Business Plan, Fundraising Plan. A Strategic Plan is a broader, fixed document over a

longer period of time. Doesn't need to have the level of detail that those other documents would.

- It was noted that with the growing emphasis on fundraising, it seems that fundraising belongs somewhere in the Strategic Plan because it's such an important part of the Strategic Plan. Agreement among the board that fundraising should be included in Strategic Plan, but the specifics of that should be included in a separate Fundraising Plan.
- Another discussion area was around how we intend to use the tracking measures to evaluate progress in a 3-5 year timeframe? The tracking measures were developed prompt the conversation about how we're doing, what questions to ask ourselves, and what things to think about. The measures are not always quantitative metrics.
- Timeline – The Strategic Plan is the foreseeable future (about 3-5 years). Idea came from Tony Stroda. Dana noted that 3-5 years seems right. After the first three years, this document still seemed fairly relevant, but by five years it was out of date with all of the Council's growth.

**Action Item: All additional board comments regarding the Strategic Plan should be in to Dana by no later than Thursday, May 21.**

**H. Presentation – Latino Outreach Program – Brenda, Sarah, Kathryn**

Brenda presented the details of the Latino Outreach Program to educate Spanish-speaking landscapers and other pesticide applicators on the safe and effective use of pesticides. This work is under contract through the EPA, and SRA International (Systems Research and Applications Corporation) administers the contract on behalf of EPA. Steve Horning notes that he can get us the contact info for some local pesticide contractors for purposes of additional outreach if we send him an email reminder.

**Reports & Announcements**

**I. Staff Reports**

In background.

**J. Liaison Reports**

None given.

**K. Action Items Report:**

- **Mike offers to review and make comments on at least Section 3 of the Strategic Plan**
- **All – comments on Strategic Plan should be in to Dana by Thurs, 5/21**

Meeting adjourned at 7:40 p.m. by Jim Pendergrass, Chair