

**Long Tom Watershed Council
Board of Directors Meeting
Thursday, January 8, 2015
751 S. Danebo Ave.
Eugene, OR 97402**

Present: Mike Brinkley, Alan Dickman, Cary Hart, Jim Pendergrass, Lindsay Reaves, Deborah Saunders Evans, Therese Walch (7)

Absent: Steve Horning, David Ponder, John Reerslev, Charles Ruff, David Turner (5)

Staff: Dana Dedrick, Rob Hoshaw, Katie MacKendrick

Meeting called to order at 5:38 p.m. by Jim Pendergrass, Chair

Business

- A. Approve November 2014 Board Meeting Minutes** – *Secretary Walch*
Requested comments or corrections. None given.

MOTION TO APPROVE November Board of Directors Meeting Minutes by D. Saunders Evans, seconded by M. Brinkley. Approved unanimously.

- B. Approve November 2014 Financial Reports** – *Treasurer Brinkley*

Mike presented the Treasurer's reports, and overall, our cash flow is tracking about as expected. It was noted that we don't have many expenses beyond our basic monthly operating expenses. There aren't as many expenses for contractors or restoration supplies this time of year, which means we're also not submitting as many payment requests. Essential operating expenses include things like payroll, administrative expenses like insurance, and rent and utilities at the Willamette Office.

MOTION TO APPROVE November 2014 Financial Reports by C. Hart, seconded by T. Walch. Approved unanimously.

- C. Budget Update** – *Jim and Dana*

In June, the board had approved a deficit budget. Since then, the budget has been corrected and amended. The adjusted budget takes these mistakes into account, and it also adjusts the amount of personnel money we're planning to spend because some hiring has been delayed. We've also secured a couple more new grants, so that has added income that mostly balances out the mistakes. The big picture is the new grants and mistakes balanced out to create only a difference of about \$1,000 from our original budget. We're still tracking where we expect to be with our budget.

The board was also reminded that it approved a deficit budget in order to allow the Council to borrow from some of its reserves in order to hire a Development Director and Outreach & Education staff. Emphasized that it is not the Council's intention to operate at a net loss again for Fiscal Year 2016, and we're still intending to replenish the money we borrow from our reserves including from the net gain in having a Development Director on staff. Our goal is to build the reserves over \$110,000, and probably approaching \$200,000.

Dana also discussed that several funders are encouraging collaboration by sharing staff among organizations. LTWC is currently working with other local organizations to share a 1.0 FTE Restoration Technician that would support Jed and Katie. This person would provide at least 0.5 FTE support to LTWC and about 0.25 FTE each to two other organizations. This would be our employee, supervised by Jed and Katie. There's also the potential vision for a fiscal team to serve the local watershed councils of the Upper Willamette.

D. Resource Development Update – Rob

The results from the December Ask Letter are in. We sent the letter to over 1,200 households and had 30 responses for a response rate of 2.45%. We raised \$4,520 total, for an average of \$150 and a range of \$25 to \$1,000. There was one gift of \$1,000 that was an outlier and brought the totals up. The response rate compares similarly to 2013 and 2012 when we had 31 returns each for \$4,075 and \$3,020, respectively.

E. Policy Updates

Draft policies were circulated to board members, including an updated Herbicide Use Policy and draft Social Media policies for both external and internal use. The Herbicide Policy has been reviewed by all relevant staff and twice by Operatinos Committee. Ephraim Payne drafted the social media policies as an intern last year, using common nonprofit language, and Dana received feedback from Jim and Deborah. The policies are meant to be a guiding document for LTWC's approach to using Facebook or other social media. Privacy issues surrounding tagging people in photos on social media was discussed as a recommended consideration to add to the policy, and there was agreement among the board that social media should be used carefully and should be sensitive to a broadly inclusive range of stakeholders. Since there was limited time for the board to review, Dana suggested that action on the policies be put on the February board agenda, and that she'd send them out in advance by email.

F. Paperwork Moment

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

Program Topics

G. Slideshow of Graham Upland Project – *Katie*

Katie gave a presentation on a recently funded project to improve oak habitat on the Graham property as part of an Oregon Watershed Enhancement Board grant. The property is part of several adjacent areas of improved habitat owned by three private landowners, the BLM, and the Army Corps of Engineers.

H. Public Meetings – *Rob*

- **November 18 Willamette Slices Debrief**

A brief recap of the program topic was given, and a couple of the board members who attended noted that they enjoyed the presentation and thought it was well done, and Dave Hulse's presentation had a great tie-in to Stan Gregory's talk at the Annual Meeting.

It was noted that LTWC received an honorable mention award for a presentation in mid-February last year for our efforts on oak and prairie habitat improvement, and our work along the Willamette River. A landowner co-presented with us, and the event was organized by naturalist Ed Alverson.

- **January 27 Culturally Important Resources in Veneta**

Rob provided a synopsis of the topic and asked for title suggestions. Title suggestions included:

- *"Habitat improvement from a Tribal perspective"*
- *"Long Tom Watershed cultural heritage"*
- *"Everyday use and management of our watershed heritage"*
- *"Weaving in a Tribal perspective of habitat restoration"*

Suggested words/phrases include: *"local treasures," "cultural significance/importance of native plants," "cultural value"*

- **March 31 Ludwigia Meeting**

Rob briefly noted that the March 31 meeting will focus on efforts to survey and treat Ludwigia, a particularly noxious aquatic invasive weed found in the watershed.

Reports & Announcements

I. Staff Reports

Additional discussion from background include:

- Suggestion to hold an open house when we open the Willamette St. office
- Dana mentioned the Within Our Reach Conference in December that she, Jed, Sarah, Steve Horning, and Therese Walch attended. Key discussion point was talking about the goals of your organization and the importance of focusing on the big picture of how we communicate. For instance, the word restoration sounds too much like trying to bring habitats to a level they were in the past. Landowners suggested just referring to what we do as habitat improvement rather than restoration. Food for thought as we consider how to define our messaging.

J. Liaison Reports

None given.

K. Action Items Report:

Include an action item on the February Board agenda for the Herbicide and Social Media policies

Meeting adjourned at 7:29 by Jim Pendergrass, Chair