

**Long Tom Watershed Council
Board of Directors Meeting
Thursday, January 5, 2012
751 S. Danebo Ave., Eugene, OR 97402**

Present: Mike Brinkley, Steve Cole, Beth Krisko, Max Nielsen-Pincus, Lindsay Reaves, Charles Ruff, Deborah Saunders Evans, Chad Stroda, David Turner (9)

Absent: Jason Hunton, Sue Kacskos, Jim Pendergrass, David Ponder, Therese Walch (5)

Guests: David Funk, *Bell & Funk* and Dan Calvert, *OSU graduate student*

Staff: Dana Dedrick, Rob Hoshaw, Jason Schmidt, Cindy Thieman

Meeting called to order at 5:33 p.m. by Chair Max Nielsen-Pincus

Branding LTWC with Dave Funk of Bell & Funk

A. Branding and Communicating LTWC – *Dave Funk, All*

Dana met with Dave in 2011 to talk about the Council's work. She enjoyed Bell & Funk's company website and the marketing work Dave Funk does. Believes he can help the Council concisely explain what we do, especially in terms of fundraising. Meeting initially stemmed from discussion Dana and Dave had regarding our logo, and Dave Turner's introduction.

Dave Funk reminds Board of questions for him and the Board to consider in agenda background. Experience includes corporate & logo development, brand development starting in the mid-1980s. Interested in branding beyond just a visual appeal. Developed a process to help organizations uncover their "brand." First tested in late 80s and then wrote a book. He's worked with a number of well-known companies, including Sony and the National Basketball Association.

Branding

Dave Funk notes that the objective of any organization is to define themselves so that they can differentiate themselves from other orgs. Questions are how to dramatize those differences (e.g. how can the public identify the org as separate?) Notes that branded products bring 70% higher profit than non-branded products. The average person will see ~ 3500 direct advertisements a day, and because of that inundation, we've gotten really good at ignoring many of those messages. Objective is to condense and simplify your message so that it gets noticed. **Brand is made up of three things:** 1) **Your Position**—for instance we tend to position organizations or products as the best, fastest, shiniest, etc. We naturally apply adjectives and rank things. 2) **Personality** – people tend to personalize or anthropomorphize things; everything has a personality; 3) **define your "Promise"** – combination of values that make you do what it is you do; identifying what people can reliably expect from you. People

expect a consistency of service. Once you have those three elements, you have your **brand platform**. Next step is to try making your services consistent with your brand. Look at the brands from a services perspective and vice versa – it's easier to think of from the opposite perspective. Next, think about whether your day-to-day operations are consistent with the brand.

A – Awareness **C** – Consideration **E** – Engagement **R** – Repeat

- 1) **Awareness** – people won't participate if they don't know you exist;
- 2) **Consideration** – why should people consider you versus all other options to consider – goes back to the “why to donate to us?” question; involves relationship building;
- 3) **Engagement** – for example, take key people out on a field trip, show them a project. Carefully figure out how you want to engage people and cement that relationship;
- 4) **Repeat** those steps; think about how to keep all the relationships, engagement, consideration, and awareness alive – build relationships so you get repeat engagements – “reengagement.”

Branding is about looking at yourself from the outside and how you are going to do each of the “ACER” steps. Likes to look at how the organizations he donates to maintain their brands. For example, he feels McKenzie River does a great job, especially because they invite people to come out and look at what's going on.

Questions for Dave from Resource Development Committee:

- 1) *What brand sense is hitting you from LTWC?* Dave felt a **sense of community** resonated more than anything else; also that there are diverse people coming together for a common cause. Much less like an advocacy organization. Hard to find people who say clean water doesn't make sense. Feels that building community must be important to us.
- 2) *What's our niche?* Doesn't see us as an environmental group. He's been a part of many environmental groups with a strong focus in advocacy and litigation. **Feels our niche is a community group that cared about environmental stewardship.** Feels if we called ourselves an environmental group, we'd fill an unusual niche as a non-advocacy environmental group. Isn't comfortable answering how to communicate that niche yet—would need to get to core of brand first. Notes that awareness is a marketing communication function. For nonprofits like us, may have to consider “guerrilla media tactics” because we can't afford to purchase tons of marketing.
- 3) *How visible are we in the community?* Dave's not sure. Was aware of watershed councils in general, but not of us. Not sure how relevant visibility is anyway. More important to be visible to a core group of constituents. Method of building constituents—begin by working with the easiest and progressing to harder people to reach. Primary target – people who are most

affected by what we do. Refers to “Top of Mind Awareness” or TOMA – a way of thinking about community-wide visibility.

Cindy asks how Dave Funk first learned about McKenzie River Trust. **Dave** designed their brochure. **Cindy** – do you think you’d be informed of MRT any other way if you hadn’t done their brochure? **Dave** – probably since he used to live by McKenzie River.

Dana suggests posting “surprising Long Tom imagery” – pretty pictures people wouldn’t expect to see in the Long Tom.

Cindy asks if Dave got a sense of the environmental changes happening on the ground with the restoration work we do. **Dave** felt it required really getting deep into our website to understand what we do. Also got the sense of a “quiet professionalism,” there was no bragging about what we do. The website requires a lot of work for people to go deeper than the first page of the website. Also notes that we have very few pictures with people. Need to rectify that because what we do has a lot to do with people. Survey of what values resonated with people the most: “fish” and “future generations” were what people cared about. At the time of the survey, there were more fishing licenses than people in the state of OR. On another project he worked on, “future generations” came up again. “Clean water” is also a universally shared value. There are not many values that are shared; highest was the “American Dream,” which was a shared belief among 95% of people.

Lindsay heard on the radio that “family” and “family values” are important. **Dave Funk** notes that family has unfortunately become a polarizing political word. **Max** asks Lindsay if non-industrialized forests are now called “family forests?” Lindsay isn’t sure.

David T. asks if “clean water” rated high on the survey? **Dave** notes that it did. While the data is over 20 years old, he doesn’t feel values change very quickly.

Dave Funk explains different levels of people for our core group: 1) those who live along the watershed – core of people right here that engage with the watershed; 2) people who care about environmental values – can include everyone on spectrum from people of strong faith to environmentalists. These people believe we are stewards of the earth; 3) government officials – “key influencers” – people who are visible and it’s good for them to know about us because they’re out there and we can leverage their voices. Didn’t mention media because he feels we should be working them anyway; media should know that if there is any issue in the watershed, we should be the first people they call. Media helps build credibility.

4) *Need different approach for rural vs. urban residents?* Dave feels they are different demographics, but marketing is mostly about shared values anyway—a higher level, value-based message system. We may only need to **David T.** notes that there was an article about culvert replacement projects in the Siuslaw watershed in the Register Guard. Feels we should be noted too. Wonders if we should send an opinion piece to the Register Guard that we doing this kind of culvert replacement work all the time.

Mike feels it's worthwhile to cultivate a relationship with the media, particularly an environmental reporter. For instance, invite them to come out and write about the work we're doing.

Dave Funk suggests developing a communication plan of who in the media to talk to.

5) *How do we effectively communicate on a small budget?* Dave recently helped “Beyond Toxics,” who has a small staff and faces similar budget limitations. Doesn't know how we can effectively communicate on our budget yet, but it can be figured out. Best course of action is to determine what people are willing to do; think about if we need an advisory board. Recommends advisory boards (separate people from regular board) because board members are already busy and advisory boards are easier to get into action.

5a) *Feedback on our Case Statement* – Felt it was pretty fact-based. Doesn't see enough emotional connection with people. Doesn't get the sense of the part of us that he sees elsewhere—that we're a community-oriented group. Thought it was good as a general statement.

Mike asks if he can give an example of a type of emotional connection. **Dave Funk** – for example, a politician will often bring their speech/argument down to a personal, human level by using a story of someone sitting in the audience. Makes the analogy to his experience talking with someone he met while teaching in Vietnam, who felt they won the American War because they had vision, while the Americans had a good plan. Companies are often either good at planning or have a good vision. Feels that vision is almost more important.

6) *Does our logo work?* No. Logos are a functional communication tool. Our logo is too busy. Everything from the colors to the shapes is wrong. It could be a lot simpler and a lot more noticed. A good logo carries a message in as small of a piece as possible.

Charles notes that you can have well-thought out, logical pieces that can't be debated by anyone, and the effectiveness will be out done by a short three-word sound site that creates an emotional connection. It has to be something

you automatically recall and connect with it. Where's the kid with the stone and the fish jumping over it?

Dave Funk – even if logos are small, they carry a lot of weight—in their type face, silhouette, colors, shape, etc. – lots to mix to get point across. Logos need to be functional on a much bigger level than before. Personality words are key words in logo – there are a million different interpretations of those words; how to blend concepts; it's difficult; that's why they're expensive.

David T what is the timing of updating the logo? Can we get by with the current one for 6 months or so? **Dave** – if we raise visibility, we raise equity into logo. Cost range for logo design is anywhere from \$1,000 - \$20,000. Takes him at least two months to do it. Suggests doing the logo type first and then the symbol.

David T. suggests that maybe the first step is to write about what is special about the Long Tom (e.g. how do people respond to the river and the name itself?)

7) *What do you think of our website?* Wanted pictures to be bigger—more kids and puppies in the photos. Feels we can reintroduce people to the Long Tom. No clue that his land was part of the Long Tom before, and he's lived here for 36 years.

Charles - there is no branded sense of place on the map. Most people have no awareness of where the watershed is whatsoever.

Deborah – the watershed doesn't mean much to most people, and they don't think of it as a geographical boundary that binds them; watershed is also a scientific term that doesn't bring people together on the emotional level.

Max feels that much of urban area is familiar with the Long Tom, but they just don't know it – it's where they go recreate, such as in the South Hills, Fern Ridge, etc. Need to build a sense of place for those people.

Dave Funk - LTWC has an advantage because the Long Tom is sort of unknown; you have a chance to create a reality rather than change an existing perception, which is harder. Feels Long Tom could be a poetic name.

David T. thinks watershed is an emotional word; council also sounds like a bureaucratic word. Maybe we're just the "Long Tom Watershed" on how we promote ourselves even if we're technically the Long Tom Watershed Council. **Dana** - the tag line may be even more important than we thought.

Cindy – Long Tom Watershed Council is also a mouthful to say. **Max**, however, likes that our website is just www.longtom.org. It's easy to

remember. Overall, **Dave Funk** felt the website could have been done better, and it needed more people.

General discussion about trying to figure out what the attractions to the watershed are. There is lots of recreating happening here that many people may not know about (e.g. sailing Fern Ridge). Most of the Long Tom River flows through private property, so it doesn't have a lot of access. Also discussion of "splash words" that need to have meaning attached to them and are attached to us in a meaningful way.

Dana asks if "steward" means anything. **Dave Funk** feels he's the wrong person to ask because he knows it too well. **Lindsay** – stewardship has also become a catchphrase that's overused.

Regarding Social Media

Dave thinks Facebook might be useful, but not necessarily right now for where we're at. It's a way to communicate with constituents in an ongoing way without being obnoxious. It provides a chance to write back to many people in one communication. He feels Mayor Kitty Piercy uses it effectively. He notes what she says, and a lot of people respond. It's a way to control the media in a way because her Facebook page is her medium.

Dave also recommends looking at all the potential "touch points" (e.g. e-newsletters, Facebook... etc.) Consider how the message is consistent. Build a marketing plan that looks at financial and human resources; how to raise general awareness and specific awareness. Emphasizes reaching out to people who can see the waterways and own habitat. Anyone who uses trails along Amazon is aware of it. Friend aware of birds now just from running it.

Council personality – which six words/concepts define us?

- Friendly/positive
- Intelligent/open-minded/inventive/forward thinking
- Caring/sincere
- Inclusive/collaborative
- Helpful/supportive
- Community-oriented/rooted locally

(Asked to recommend logos from other companies to consider) **Dave** suggests looking at environmental groups and quasi-environmental groups (e.g. DEQ, OR Wild, OR Natural Desert Association). Likes what Charles suggested about kids and fish jumping over them. Recommends looking at the Shelter Care logo-- three figures holding hands. Their objective in their logo redesign was to raise visibility and raise funds. The logo makes it feel like an uplifting place; colors & typography are friendly; more human and less depressing than before. He also did Lane Transit District's logo redesign.

Mike wonders if including a canoe or sailboat, something expressing recreation or fun would be a good idea for the logo. **Dave** – maybe, but will want to start with criteria of what we want to express.

Cindy – what about fish and future generations? Central to what organization does. Fish as top of aquatic food chain in watershed. **Dave** – fish aren't that charismatic. Doesn't mean that they can't be. What makes logos so expensive is that he almost has to draw everything first to find out how poor the idea was. Takes many iterations to zero in on. Used to "over doing it" because he works with big corporations. Logo development is a lot of upfront talking to people.

David T. feels that the water holds the people and fish together. Environmental is not a word used in the brochure. Is that a word we should think about? Improving environment? Or is it too much of a loaded word? **Dave** – "environment" has a lot of baggage. Environmental has more baggage than environment. Some words become so much a part of their culture that they lose meaning (e.g. no one really thinks about what community means any more). "People" almost has more weight.

Chad notes that there are lots of natural food products grown in watershed. How could some of that be conveyed in logo & tag line? There is an emotional connection to local food with a lot of people in Eugene. **Dave** – buying local, buying better foods comes up a lot lately. The time is ripe for LTWC to build awareness. Seems to be spreading out to surrounding area. Logo doesn't have to carry everything. Have a key element in the logo; have other parts of our messaging carry other elements elsewhere. We're a diverse group, with a diverse landscape and ecological benefits – we won't capture them all. What's the commonality? What's the heart of the organization?

Max – looked at Shelter Care Logo – three silhouettes of people connected by arms – Sense of working together; conjures a sense of community and people working together. Likes the word "bounty" like we used at the Annual Meeting.

Dave Funk likes the Oregon Country fair posters and the classic art they use. They've expanded into some cool iconography that captures the spirit of the organization. Emphasizes that all colors have cultural meaning. **Deborah** agrees, and in drama, colors can connect to different emotions. **Dave** – how you use color needs to connect with what you want to express; balance color with typography, shape. Thinks current logo is too cool (color); opposite message about what we write about as far as being community. **Charles** suggests a shade of blue that describes crystal clear clean water. **Dave** – color is really hard today because of electronics.

Next Step

Dave Funk advises working on a communication plan next. Doesn't think we're far away from knowing our brand platform already. Getting people together to go

over a few exercises in personality words. We do compete with other organizations that need money to operate. Make it clearer and easier to understand us. Biggest conundrum is giving the Long Tom Watershed a personality that people can relate to. Recommends simultaneously working on communication plan and nailing down a brand. A vision is more important than a plan. If you have a good vision, you'll likely end up there. You'll often end up making decisions that intuitively that will take you to that vision.

Deborah notes that initially, the vision of the Council was science-based, community-based, non-regulatory. We are careful not to use environmental because we wanted to appear approachable to all types of people. Feels that we've accomplished that.

Dan Calvert –signs can do a lot for a sense of place; suggests putting up signs that you're "entering the Long Tom Watershed"

Max likes idea that watershed is hidden, and it's easier to create an image around that rather than having to change it.

Mike really likes the idea of putting up a sign that you're entering the watershed. Great advertisement and that is branding.

Sign for Siuslaw Watershed Council was on private land. "Cap and trade" for signs -- won't allow people to put up any more signs in certain areas because of all the destruction. If someone to takes a sign down, you can use their spot.

Program Topics

B. Participating in Research to Understand the Social Processes of Watershed Restoration – *Dan Calvert, OSU graduate student*

Background: Dan was an undergraduate at the University of Oregon; after that he worked seasonal wildlife biology jobs; got his master's in education; worked at OR Museum of Science & Industry. Worked with Native American middle school & high school youth where he designed citizen-science based research projects that kids would collect data for that was useable by scientists. He feels it's important to incorporate local people and stakeholders because they are not as well understood as the physical outcomes of ecological restoration. What brought him to doctoral program at Oregon State is that he's interested in the human component – working with private landowners in particular. Looking at models that incorporate landowner management decisions. Likes the bottom-up framework of the watershed council approach. So far, he's met with a few watershed councils participating in the Model Watershed Program. He's gotten a commitment from the Bonneville Environmental Foundation to allow him to contact councils and look at this research.

His preliminary research title includes understanding the social processes of restoration, or "social monitoring." For example, how do you get private landowners

to go from no to maybe to yes. Stresses that he's interested in understanding the process of how councils interact with people. Look at more intangible aspects of restoration. Funded by NOAA. Trying to apply holistic paradigm of natural resource restoration. Feels there is a potential to apply successes of watershed councils in a number of different contexts.

What he would like is to get a formal agreement from LTWC to work with him, along with several other councils that are already on board. Outcome will be identifying best management practices that could be applied both to WSC and different orgs. The Upper Willamette region of watershed councils is recognized as more successful. Another outcome is to present at OWEB conference.

Cindy – what is meant by BMP in this context? (Really refers to “best techniques.”)
Dan - for example, techniques or process for targeted outreach to landowners – what are the processes that we do successfully that other people might not know. Dana recommended he look at specific examples of what is unique in and across watershed councils.

Clarifies that he's not asking for money but a time commitment. Feels process that is mandated anyway through working with BEF. Feels that he brings strengths to facilitate this process and increase the capacity of organizations to do this process. Mostly believes in watershed council mode and would like to explore it further. His timeline: he'll be completing his qualifying exams in March and will write the proposal soon after. A firmer idea of time commitments and timeframe will likely be known in April or May.

Research will likely include interviews with private landowners; this contact would be facilitated by the watershed councils. He's acting as a neutral third party, and feels some people may be more comfortable answering his questions because he's not part of the process. He's also curious why some people don't want to work with watershed councils too. Research will be a combination of qualitative and possible quantitative with some surveys.

Deborah asks to clarify that the research is on the social process of what we do on the ground with landowners.

Dana notes that North Santiam Watershed Council liked his idea because they know they're successful but they also want to know why. Are there some universal practices that can be applied, or characteristics we could apply here that work elsewhere?

Deborah notes that OWEB is interested in this type of research as well.

Max adds this group knows what we do and what works; however, it's not necessarily part of the organization's institutional memory. Feels it would be useful to have that written down and documented.

Deborah asks what the timeframe is for our commitment. Not a solid answer yet. A few several hour-long interviews with staff; whatever it would take and we're comfortable with to connect with lo. Hopefully by Dec 2013.

All Board members were in favor of the research, that it seemed worthwhile, would be positive for the Council, and may even help us with our branding. The main question was if we were comfortable adding this to our already ambitious schedules. Staff didn't feel the time commitment was an issue.

Cindy asked how many landowners Dan is you hoping to interview at each council. (approximately 10-15).

Dana notes that we've wanted to check in on our restoration program for a while.

Chad notes that it would be nice to have feedback from landowners; to see how we do things differently from other watersheds is important.

Cindy – the research would be helping us answer a question for ourselves. Especially interested in interviewing people who said no to working with the Council.

Lindsay feels the research adds to the professionalism of the whole organization since we're supporting the research of another institution.

Max feels that from a landowner perspective, it shows continued interested in their projects.

MOTION TO PARTICIPATE WITH DAN CALVERT ON HIS RESEARCH TO UNDERSTAND THE SOCIAL PROCESSES OF WATERSHED RESTORATION by D. Saunders Evans, seconded by C. Stroda. Approved unanimously.

Business Topics

C. Committee Reports

Resource Development – Dana & Deborah

We have a date for the Campaign Kick Off Event – Wednesday, February 29 – which is also Leap Year Day. We plan to send about 100-125 invitations and have about 25-30 attendees. We could handle up to 50 people. Site we've selected is the Territorial Vineyards Tasting Room off of West 3rd Ave and Adams St in Eugene. Dana met with Anita Johnson, who agreed to co-host the event if we can confirm the other co-host (likely Tom Hunton). Anita also gave Dana lots of other names to pursue for donor prospects. Notes that Fundraising Team meets every Friday

morning and will continue to provide the Board with updates and details of the event. We may need to ask Board members make appetizers for the event.

Notes the donor prospect form in Board Packet. Think about people who we should add to our donor prospect list and invite to the Kick Off event; what's their giving capacity? Are you willing to make the ask? Deadline to get it back to Dana or Rob is Thursday, January 12.

Clarifies that a Major Donor is someone who gives \$250 or more. The Kick Off Event is to generate major donors, and these people will know that it's an event to launch a fundraising campaign.

David T. The topic of the presentation at the event will announce that we have at least one or two lead donors and that we have 100% Board giving. Remember that Board Giving is for the fiscal year – between July 1 and June 30. Think of giving as a stretch gift—give a little extra if you can. Any amount is ok, though.

Dana – Let us know if there are any final edits to the case statement that you feel absolutely need to be there. We will be taking one more look at it.

The next Resource Development Committee meeting is Thursday, January 19 at 5:30 p.m.

ACTION ITEM – send a reminder to the Board of the upcoming RDC meeting.

Education & Involvement – Rob for Mandy Payne

The E&I Committee met Monday, December 12 to review how the November 29 Public Meeting went in Veneta to discuss the small cities water quality data and the economics of restoration enhancement. Jason Schmidt also provided a draft agenda of the upcoming January 31 Public Meeting on the Amazon Initiative, and the committee provided recommendations on other people to invite.

Operations Committee – Steve

Notes that the summary is in the background and asks if there are any clarifying questions. There are no upcoming Ops Committee topics that he knows of. At the December 16 meeting, Cindy presented some reasons for why we needed to raise the limit on the no-bid contract to \$40,000 from \$25,0900. Committee felt that was reasonable because we work with a lot of integrity and experience.

Tech Team - Cindy

Announces that the Technical Team Summit will be Friday, February 10.

D. January 31 Public Meeting on Amazon Initiative – Jason S, (Dana & Rob)

Jason – Got great feedback from the E&I committee. He also met with Therese Walch and Jason Hunton to zero in on what we want to convey at the meeting. Goal is to provide concrete details. Asks the Board to comment on the working titles.

Asks Board to comment on working titles:

- “Amazon Creek: A Community Leadership Conversation”
- “Amazon Creek: A Water Quality Conversation”
- “Amazon Creek: Partnership and Leadership Opportunities for Water Quality”

David T. – likes the title “A Water Quality Conversation.” **Max** agrees – likes putting water quality up front.

Jason invites the Board to let him know of anyone they feel should be invited, particularly in the business community.

Deborah suggests Al Petersen, an advocate of Amazon Creek; one of the people who originally helped transition the name from Amazon Channel to Amazon Creek. He’s a TV reporter with either KVAL or KEZI.

Beth asks if this is the first time discussing the Amazon Initiative in public. Feels the title should be catchier; each of the options feel a little dry. **Chad** suggests “The water quality conversation” (instead of “a”). **Beth** suggests “Water quality in your community.”

ACTION ITEM – Email draft Amazon Initiative Public Meeting agenda and Save the Date cards to Board.

E. **Approve December 2011 Special RDC & Executive Committee Meeting Minutes** – *Secretary Turner*

Asked for comments or questions. None.

MOTION TO APPROVE DECEMBER 2011 SPECIAL RESOURCE DEVELOPMENT AND EXECUTIVE COMMITTEE MEETING MINUTES by D. Turner, seconded by C. Ruff. Approved unanimously.

F. **Approve November 2011 Financial Reports** – *Dana for Treasurer Kacskos*

Notes that Sue recommends approving financial reports. **Mike** adds that everything looks ok to him as Co-Treasurer.

Profit & Loss Report – Notes that the accrued grants & contracts show up under cash flow. There were huge expenses at end of work season in late summer/early fall. Now, money will begin to flow back in.

Statement of Cash Flows – Net income of \$140,000, which primarily comes from accounts receivable—which is primarily from grant reimbursements.

Balance Sheet – Sue’s been watching the overall numbers in checking & savings accounts. Total assets increased from \$143,000 in October to \$285,000 in November. Notes that the negative number under the credit card line item just reflects that the statement is due on the 10th of the month. The health insurance is also prepaid. Overall, our cash flow is improving.

Any questions on reports? None.

Directs Board to memo on banking. Decided that we needed to switch to Pacific Continental Bank after Umpqua kept forgetting to match interest rates after Dana called and they said they wood. Pacific Continental serves primarily nonprofits; also has trainings for nonprofits. She is asking the Board to approve opening our accounts at Pacific Continental. There will be no interruption in our operations.

MOTION TO APPROVE TRANSFER ALL OF LTWC BANK ACCOUNTS AND STAFF CREDIT CARDS TO PACIFIC CONTINENTAL BANK AND ADD MAX NIELSEN-PINCUS AS A SIGNATORY by D. Saunders Evans, seconded by C. Ruff. Approved unanimously.

MOTION TO APPROVE NOVEMBER 2011 TREASURER’S REPORTS by C. Stroda seconded by B. Krisko. Approved unanimously.

G. Paperwork Moment – *Secretary Turner*

Collected volunteer match hours forms.

Reports & Announcements

H. Staff Reports – see background.

Deborah thanks staff for maintaining our OWEB funding.

I. Liaison Reports - none

J. Action Items Summary - none

Meeting adjourned at 8:00 p.m. by Chair Max Nielsen-Pincus

Notes prepared by Rob Hoshaw, reviewed by Dana and Dave, and submitted by Dave Turner.