

**Long Tom Watershed Council  
Board of Directors Meeting  
Thursday, September 6, 2012  
751 S. Danebo Ave., Eugene, OR 97402**

Present: Mike Brinkley, Steve Cole, Jason Hunton, Beth Krisko, Jim Pendergrass, David Ponder (5:50 p.m.), Lindsay Reaves, Charles Ruff, Chad Stroda, David Turner (10)

Absent: Sue Kacskos, Max Nielsen-Pincus, Deborah Saunders Evans, Therese Walch (4)

Staff: Dana Dedrick, Rob Hoshaw, Katie MacKendrick

Meeting called to order at 5:41 p.m. by Acting Chair Jim Pendergrass

**Introductions** – opportunity for Katie to talk about her background to the Board as well for Board members to introduce themselves.

**Business**

**A. Approve September Board of Directors Meeting Minutes – Secretary Turner**

Dave calls for corrections. He notes that the motion to approve Jim stepping in as acting chair should be edited to say “acting” instead of “action.”

**MOTION TO APPROVE SEPTEMBER 2012 BOARD OF DIRECTORS  
MINUTES BY D. Turner, seconded by M. Brinkley. Approved  
unanimously.**

**B. Approve August 2012 Financial Reports – Jim for Treasurer Kacskos**

**Profit & Loss:** Jim notes that we received ~ \$66,000 in income for August, with \$61,000 in grants. Expenses totaled ~\$24,000 with some contracted services & materials expenses along with normal payroll. Net income of ~ \$22,000 for the month.

**Balance Sheet:** We went from a net income of negative \$15,000 to a positive \$6,500 for the year.

**Statement of Cash Flows:** LTWC continues to have strong equity and cash; \$228,000 in the bank. Expenses from restoration implementation should be winding down soon.

**Dana** – much of the restoration work costs are actually hitting now. A lot of our work this year is happening in September & October.

**Jim** – notes that in that case, the September Profit & Loss will probably be negative to reflect the restoration expenses.

**Dana** – notes that we have more grants coming in, including almost \$180,000 in grants that prepay.

**Jim** – Our cash increased by \$25,000 in August, suggesting that there wasn't a lot of restoration activity.

**David P.** asks if the spending now is due to all the summer restoration work. **Dana** – yes, a lot of contracted services for excavators, dump trucks, scrapers, and large materials like culverts and rock.

**Jim** explains that we receive some money from OWEB as prepaid advances that we can request every 120 days. We can also get reimbursed from OWEB for expenses we've already incurred.

**MOTION TO APPROVE AUGUST 2012 FINANCIAL REPORTS by D. Ponder, seconded by B. Krisko. Approved unanimously.**

**C. Board member status and new member search – Dana**

Jason & Chad have both agreed to extend for one more year of Board service. Will check bylaws to make sure we don't have to technically elect them again.

Cary Hart of Giustina Land & Timber Co. has agreed to join us. He's previously served on the Middle Fork Willamette Watershed Council a few years back. He's looking forward to working with a watershed with more private land. He's motivated by community-oriented private lands. Giustina is the second biggest landowner in our watershed, though he still doesn't consider himself an industrial forester. Thanks Steve for helping the Council makes the connection with Cary for Board service. He will most likely be an "At-Large" Board member.

There is the possibility that we'd expand the Board to one more person this year, such as a local business owner. Dana has also spoken with Dolly Woolley, who was one of our fundraising consultants.

**David T** asks if Dana is considering what will happen next year with several 3 year terms expiring as well as Chad & Jason leaving. Asks if we should be concerned about a large Board turnover next year. **Dana** – will come to the Board and talk with them about what they want to do and consider what would serve us best.

**Jim** feels like Board service is a renewable term. Notes that we used to have 4-year terms, which are now 3 with the opportunity for Board members to stay or rotate off. **Dana** – likes that 3-year terms give people a chance to serve without wearing them out.

**Jim** notes that Cary will be elected at the Annual Meeting. Lindsay will be thanked for her service and receive a cutting board.

**Dana** notes that Lindsay has offered to host public meetings, and Lindsay adds that she would like to stay involved with LTWC.

**D. Committee Reports – Committee Reps**

RDC – notes included in background agenda.

Education & Involvement; Operations – neither committee has met in a while.

**Dana** raises the question of integrating Board committees. Asks the Board to consider how committees should be structured to best utilize people's talents & time. Adds that Tech Team is likely to meet more frequently now that Katie is here. We'll want their guidance on the Willamette River outreach, because that is a significant new program. We will also be getting results from the Cutthroat Migration Study soon, and we're working hard on the Amazon Creek Initiative.

**Beth** asks if Cindy is still available for consultation. Yes.

**Dana** – notes that Cindy closed on new house in Hood River.

#### **E. Director's Fundraising Report – Dana**

Tom Hunton has pledged an annual donation of \$5,000 - \$7,500. She will contact him in December as he decides what he wants to do. Tom only supports 2 organizations at that level of giving. He manages SureCrop Farm Service, Camas Country Mill, and Huntons' Farm. We also received a pledge today from Tony Stroda for \$2,100. Thanks Dave T. for meeting with the Stroda brothers at their farm. Significant donations like these make for a feel good moment!

**David T.** – notes that Tom Hunton's pledge is different than the proposal to Dick Evans, Maryrae Thomson's brother, for the Cutthroat Migration Study. He is an avid fisherman, and he's agreed to partner in funding our migration study because he wants to see the project continue and because we do not have grant funding to continue it.

**Jim** – asks if we should leverage the Hunton donation to kick start our annual fundraising campaign. **Dana** – yes, we may want to do that. Tom is so humble about everything, so we'll want to be careful with how we do that, and to make sure it's from Huntons' Family Farm. We may consider using the donation to leverage farmers or ranchers to enhance prairie habitat. He is interested in leveraging for grants, but was impressed with so much of our work and progress that he didn't want to restrict his pledge.

**Jim** – It will depend on how much he's comfortable with us publicly leveraging his donation. **Dana** – Yes, there is also the question of how to publicize the pledge and how much publicity will help us in our work. Suggests that maybe we could enlist someone to guide us in publicizing large donations. Maybe this could be a direction for the Ford Family Foundation application.

**David P.** notes that receiving large donations is the new normal, and we should expect we will get \$5,000 & \$10,000 gifts. Feels that it's ok that those go into the Council's general pot of money. If the donor has a particular angle in mind, or if there's a particular connection he/she has, they'll let us know and we can go from there. Sometimes a donor just wants to give and doesn't have a specific program in mind.

**Lindsay** asks if this is the first donation of this kind at an annual level. Yes.

**Dana** – notes that donations like these are exciting, and maybe they could one day allow us to at least somewhat reduce the stress of looking for funding and allow us to spend more time on strategic planning. We'd be able to count on our funding levels a bit more. We're always trying to do things very efficiently and cheaply, and it's exhausting to push that past a logical point.

**Lindsay** – adds that the stressful funding landscape is the nature of nonprofits. Notes that Forests Today & Forever have operated on sponsors, or that's what they're called. They're known as part of our organization. They've built up relationships with these sponsors for over 20 years. The sponsors contribute to their educational forum. Broad level of sponsors involved, too – not just timber industries. **Dana** would be excited to learn more about FT&F's sponsors.

**David T.** Asks if we could think about soliciting larger donations in a certain way. Suggests that we have an RDC meeting as soon as possible, maybe right after the Annual Meeting? Feels we should do it in October so we're ready to execute a plan in November for the annual end-of-year appeal. **Dana** said Deborah was interested in the same thing and will move on that.

#### **Scoping Fern Ridge Library Donation**

Dana discusses an opportunity for LTWC to donate to the Fern Ridge Library. The Council has given once before and received a library shelf with our name on a label for \$100. We used the space for key documents like our Watershed Assessment. Dana is requesting approval to go out and look at what that would a donation would get us. Explains that Fern Ridge Library has been doing a capital campaign

**Beth** feels it would be a good outreach opportunity.

**Dana** believes the value is providing awareness of the Long Tom Watershed. She's not sure what the shelf space will look like, yet, which is why she's asking for approval to scope it out at this point.

**Charles/Jim** both feel it's a good idea, subject to Dana's recommendation.

**Dana** adds that we've never donated to another nonprofit besides the library. Board members commented that they like the practice, within limits.

#### **F. Paperwork Moment – Secretary Turner**

Collected Board volunteer match hours forms.

### **Program Topics**

#### **G. New Willamette Street sign mock up – Dana for Jason**

Dana handed out a copy of what our new sign will look like at Willamette St. near 26<sup>th</sup> Ave at Davis Commercial Properties. Businesses there include In Shape Fitness & Agate Alley Laboratory. The business owner is paying for the sign - wow! This is the location of our Willamette Amazon Creek Friendly Rainscaping Project. We're breaking ground on the project this month.

**Jim** feels the sign is the perfect content for a Facebook post. "Check out our sign at 27<sup>th</sup> & Willamette." Several other Board members express the value of Facebook and encourage LTWC to reach out to a broader audience through the social media site.

#### H. Annual Meeting – All

**Charles** met with Chef Steve at MacCallum's Custom Catering. Asks if there is anyone we know that could pledge a food donation.

**David P.** Organically Grown is donating produce to the NCAP annual meeting. **David T.** feels we could get Tom Lively at Organically Grown to donate some ingredients.

**Charles** suggests Sweat Leaf & Groundwork Organics; notes that it's harder to find a good protein donation. Much of the donated ingredients are often produce. **David P.** suggests Deck Family Farm – who raises cattle, pigs, and chickens. **Dana** notes that they sold their meat to us at wholesale price for the 2010 Annual Meeting. John Neumeister's Cattail Creek Lamb was also suggested. Noted that Neumeister's lamb is sold at the Kiva.

**Charles** adds that if we could get donations of ready to eat hors d'oeuvres, it would be great, but he doesn't know where that would come from. Easier to procure raw produce. The caterer could work with that and integrate it into the menu.

Summarizes his conversation with Chef Steve. Discussed getting a mix of 5 or 6 appetizers. We'd pay a flat \$30/hour fee for a liquor server and hors d'oeuvres server. The chef could work out something from their menu that supports donated ingredients. They calculated that they could lower the overall cost per person to about \$13/head. When you include the 18% service fee, room fee, and staff, it works out to \$16/person. For example, 70 guests works out to \$260, so we'd need at least that much to break even.

**Dana** notes that we have a donation from Oakshire Brewing Co, enough to make pints for 40 people. MacCallum's will charge us a corkage fee plus the server's fee. We'd do a charge per pint, and the proceeds would come back to LTWC.

**Charles** adds that if we got donations, we would be able to take the \$13/person cost down. He feels the most we'd have to pay is \$13/person. With donated food ingredients, we would try to take that \$13/person cost down. He feels that the chef can put together a basic, yet presentable array of appetizers for \$13/person.

**Jim** notes he believes the Eugene Skin Divers Club rented the room for \$50, not the \$200 LTWC is paying. They put together a menu for the Dive Club, which was about \$8/person and good food. Also had a couple of servers.

**Jim** notes that maybe it was an incentive deal because they wanted the Dive Club to come once a year. He's sure they didn't pay the \$400 advertised on their website.

**David T/Dana** suggest door prizes like were given away last year from Camas Country Mill.

### **Passed out draft Annual Meeting agenda**

#### **Agenda Action Items:**

- **Charles will emcee & assist Dana with giving out the Watershed Awards, with Jim as a backup.**
- **Jim, Mike, and David T. volunteer to help with setup.**
- **Beth & Sue offer to be greeters.**
- **Mike will assist with cleanup.**

#### **Poster Station Action Items - who will help talk about each them:**

- **Amazon Creek Initiative – David P.**
- **Fish habitat work – Mike**
- **Oak & prairie habitat work – Lindsay**
- **Science & monitoring work – David T/maybe Therese?**
- **Willamette River outreach – Dana & maybe Chad?**

**Lindsay** suggests that background music would create a good atmosphere, like last year when the Eugene Barnstormers played. **Dana** wonders if the room would be big enough for live music.

**Jim** adds that there's a stage up front that can be used as platform or podium. They have a good sound system. Notes that the lapel mic worked well. The Skin Divers didn't use music at their event, but a sound system with speakers is available.

**Dana** adds that this is an efficient event. Asks people what they think about live music vs. something playing off an iPod?

**David P.** feels quiet acoustic music would be nice, otherwise live music can be really distracting if the room is too small. **Jim** agrees that a single acoustic guitar would work really well.

**Lindsay** – feels that piping in music through a sound system may work too.

**Charles** agrees, noting that it would be as easy as picking an easy listening station on Pandora radio.

**Lindsay** feels music would add a warm and festive atmosphere. Would make the venue feel more organic.

**Charles** feels we're better off trying to evenly distribute music digitally.

**Action Item: Beth and David P. will look into the Pandora Radio station and David Ponder will provide support if needed.**

**Action Item: Charles & David Turner will look into food donations.**

**Watershed Awards - Dana**

**Sustaining Entities** – awarded for 5 years of support.

- **Private** – awarded to Hunton Family Farms
- **Public** – either the City of Eugene or Veneta. Eugene won the award in 2009, with Peter Ruffier & Johnny Medlin accepting. This year, accepting would be Therese's boss. Would also ask John Ruiz to come. Feels that it would be cool to give Veneta an award, and isn't sure about the idea of giving Eugene an award in Eugene. Eugene has been a huge partner on the Amazon Creek Initiative, though. It's an incredible partnership.

**David T.** It seems like the City of Eugene will get the award either this year or next. Several Board members feel this is a good opportunity to give the award to Eugene.

**Project Landowner** – Tony Stroda. Tony has stood out because he's put thousands of dollars of his own money into restoration projects, and he's a standout person.

**Volunteer** – Brenda Cervantes. She's been a tremendous volunteer who's helped us in so many areas.

**Technical Volunteer**- Karen Hans. She's really been delivering on the Cutthroat Migration Study and has been a great member of Tech Team.

**Project Contractor** – Skip Tracer Trucking. This is a local contractor doing culvert replacement work. He's done 4 or 5 projects with us. Has good value & does excellent work.

**Gifts:** In the past, we've given them framed award certificates.

**Lindsay** notes Ann Schultz, a local artist who etches mugs for the Forests Today & Forever fundraiser. She is willing to do a custom cutthroat trout design. Would add Long Tom Watershed or some kind of etching, could also do our logo. Coffee mugs come in 2 colors.

**Dana** loves the logo, but doesn't think it goes well on the mug because the logo wouldn't pop out on an etched design.

**David P & Beth** agree that LTWC should start branding ourselves with our gifts.

**Annual Report feedback**

**Lindsay** asks if anyone would necessarily know what a project landowner is or that a project has been done, especially if they are new to the area or our organization. She's drawn first to the list of names, not to what the connections are. Suggests

putting the quote on the map somewhere else. Explain what it means to be a restoration project landowner.

**David P** suggests listing the donors in a pyramid rather than a column. He found himself reading left to right rather than down. Slightly confusing

**Lindsay** suggests taking the subwatershed boundaries out of the restoration projects map and make the Long Tom Watershed map title smaller. Title should just say "Project Locations."

**David P** suggests removing the compass and scale bar to make more blank space.

**David T** is glad to see all the names to thank our donors.

"Grant funding & project partners" is suggested instead of "funding & partners."

**Mike** suggests getting rid of the font shadow effect on funding & partners.

**David T.** would like the pie charts from year to year for talking points at the Annual Meeting in case there are significant changes that we could impress upon our guests.

**Mike & David T** would like to distribute some of the postcards/flyers.

#### I. Themes for the Board this coming year – *Jim & Dana*

Dana passes out draft of board themes for year. Asks where committee work might fit into these themes. Notes that we're thinking about hiring a part time communications specialist to assist with things like marketing, social media, and maybe some graphic design work.

**Beth** notes that she'd be willing to volunteer to do a couple Facebook posts. Suggests that nonprofits should post something to Facebook frequently, at least daily if not a few times per day. **Dana** wants to have some structure first and make sure we post something meaningful.

**David P** adds that if you don't post, you're not showing up in the live feed. Notes that what Dana has described is more of a full-time than part-time job. Suggests taking time to think through communication needs.

**Charles** notes that Oregon Country Fair does Facebook & Twitter feeds, and they have a huge Facebook following. Large volunteer postings.

**David P.** adds that you can share a link or article from somewhere else and share that with people.

**Beth** notes that Facebook is very powerful with donors & business people.

### Reports & Announcements

#### J. Staff Reports – in background



**K. Board Member Reports**

**Jim** – GWAMMA going to meet in November.

Lindsay's last Board meeting is November.

**L. Action Items Summary**

- **Charles will emcee & assist Dana with giving out the Watershed Awards, with Jim as a backup.**
- **Jim, Mike, and David T. volunteer to help with setup.**
- **Beth & Sue offer to be greeters.**
- **Mike will assist with cleanup.**
- **Posters: David P will assist with the Amazon Creek Initiative poster, Mike with the fish habitat work poster, Lindsay with the oak & prairie habitat poster, David T with the science & monitoring work. – David P.**
- **Beth & David P will look into the Pandora Radio for the Annual Meeting**
- **Charles & David Turner will look into food donations.**

Meeting adjourned at 7:45 p.m. by Acting Chair Jim Pendergrass

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