

**Long Tom Watershed Council**  
**Board of Directors AGENDA**  
**Thursday, February 2, 2012. 5:30 p.m.**

*Chair Max Nielsen-Pincus*

**5:00 Pre-meeting Q&A time**

Staff are available for new or continuing board members to ask any questions of staff –  
*Available: Dana, Jason, Jed, Rob*

**5:30 Giving to Nonprofits – Facts, Philosophies and Practices LTWC can start using today, with consultants *Dolly Woolley & Ronnel Curry***

- A. Giving – A Presentation & Interactive Discussion: Please note that you do not have to personally raise funds to learn about and assist in this overall effort!

**7:00 Program & Business Topics**

- B. Debrief January 31 public meeting on Amazon Creek Initiative – *All*
- C. Minutes: **Decision**: approve meeting minutes for Jan – *Secretary Turner*
1. Action Items Report
- D. Treasurer's Reports: **Decision**: approve reports for Dec – *Treasurer Kasckos*
1. Budget v Actual, Quarter 2 – *Dana Dedrick*
  2. Annual Review (~audit) – draft report – *Jim Pendergrass*
- E. Committee Reports: questions or motions – *Committee Reps*
- F. Paperwork moment: Your volunteer hours – *Secretary*

**7:30 Reports & Announcements (time allowing)**

- G. Staff Reports: Feedback is requested on info provided in background
- H. Board Member Reports: Liaison reports, Community connections made, watershed observations, announcements
- I. Action Items Summary

**7:35 Adjourn**

[Annual Campaign Kick Off Event! Wednesday February 29<sup>th</sup>! 4:30 \(5:00 pm for guests\) @Territorial Wine Co.](#)

[Next Board meeting: Thurs, March 1, 5:30 p.m.](#)

[Next Council Meeting: March 27, 4:00 field tour, 5:30 p.m. meeting Monroe High School](#)

## Background for Agenda Items

- A. Giving – a presentation and interactive discussion** – Here is an outline of the topics we'll address with Ronnel & Dolly. It will be a combination of presentation and facilitated discussion. This work will help us prepare for conversations at the kick-off event and as we reach out to the community for support. Note that their item F looks like it may help you practice your own “elevator speech” – the short burst of words you say when someone asks what the heck you're doing Thursday night. 😊

*Handouts of all materials will be available.*

### **FIRST TRAINING: OVERVIEW OF IMPORTANCE OF INDIVIDUAL FUNDRAISING FOR LTWC BOARD**

Length: 1 hour and 20/30 minutes

Purpose: 1) Present information and facts,  
2) Board responsibilities and involvement, and  
3) Define a clear and consistent message to share with others.

#### *Twenty to Thirty Minutes – Presentation*

##### **A. Facts about Non-Profit Giving**

##### **B. Philosophy of Giving**

#### *Ten Minutes - Presentation*

##### **C. Overview of the LTWC Fundraising Plan**

#### *Twenty Minutes – Individual Activity*

##### **D. Board Responsibilities Involvement:**

**Review Tips – ask for other ideas in group session**

**Board involvement forms (up to Dana if she wants to hand these)**

#### *Twenty to Thirty Minutes- Group Activity Dolly and Ronnel recording on charts*

##### **F. A Clear and Consistent Message**

**Group Answers these Questions**

- i. What does LTWC believe in?**
- ii. Name 3 important accomplishments from the previous year**
- iii. Who is involved in your organization?**
- iv. Where do you get your \$?**
- v. Why LTWC is seeking individual donations?**

### **B. Debrief Amazon Public Meeting –**

No background. Come to the meeting! Tuesday, January 31, 5:30 pm start.

### **C. Minutes** –Board meeting minutes are attached. Secretary Turner will receive comments and

changes at the meeting and ask for approval. Action items will be briefly reviewed for completion.

### **D. Treasurer's Reports** – Financial reports are attached. Treasurer Kacsos will present the report along with any changes or corrections that will be made, answer questions, and ask for approval. Budget to Actual for Quarter 2 is attached. The draft **financial review** (like an audit but less intensive) has been reviewed and the final is being prepared, along with the LTWC's tax return.

**E. Committee Reports – primary contact listed (not necessarily who prepared the report)**

- **Resource Development** – Things are going very well for the kick-off event and campaign. If we have time Deborah may report additional information orally.
- **Education & Involvement** – *Max for Mandy*. Nothing new to report this month.
- **Operations** – *Steve*. Nothing new to report this month.
- **Technical Team** – *Cindy* – Nothing new to report this month.
- **Personnel** - A few actions took place this month.

1) Misc Personnel matters: Allowed Dana & Jed to carryover 24 and 6 hours PTO respectively, and use it before end of fiscal year. Acknowledged Dana's voluntary postponement of a portion of her raise for this year; we'll revisit potential next year.

2) Actions related to Employee Retirement Plan.

- Held 401k Trustee meeting 1/21/12 with Jim Pendergrass. *Note: LTWC 401k plan is with Hartford, with Pension Plan Specialists as administrator and Monique Ripley from Smith Barney as advisor and broker. Jim Pendergrass and Tony Stroda are trustees.*
- Held employee education meeting regarding LTWC's 401k plan on 1/23/12, with all staff attending, as well as Jim Pendergrass, Trustee, and Monique Ripley, LTWC's financial advisor. This meeting covered employee education on asset allocation and diversification, new fund choices (23 in all), an overview of those funds, and offered individual appointments with Monique to review individual accounts. Afterward, Monique stayed for a meeting with operations staff to clarify roles and communication.
  - Clarified 401K Trustee's role: is to make sure that funds provided for employee choice provide a wide range of competitive investment options; make sure employees receive education on investing; monitor the financial advisor's work on the plan. These are performed on an annual basis during an annual review of the plan, usually in late January.
  - The ARISSA bond that covers the employees' 401k plan in case of loss or theft must be increased from \$50K to \$100K. Current holdings are \$80K but likely \$100K by year end. Premium price for this insurance is minimal and it is required by law.
  - Tax return (5500) for the plan has been filed and received by IRS.
  - **Request to Board** - Plan only needs one trustee. **Approve Jim Pendergrass as primary trustee and Tony Stroda as secondary trustee.** These terms are not official but help Monique and LTWC understand that communication will be handled through primary unless that person unavailable. Allow Jim and Dana to verify with Tony that he still wants to be secondary; otherwise consider another person such as current chair and/or likely long-term member.

**F. Paperwork moment** – Do your part for administrivia... Please be ready to record your volunteer hours/travel for the last month, or more if you missed a Steering meeting.

## G. Staff Reports –

### 1. Grant Agreements newly signed:

- **Restoration Project Grant:** Title: “Coyote, Bear and Ferguson Creeks Restoration, Phase 2.” Funder: OWEB Amount: \$161,554. Effective Dates: 1/16/2012 – 12/31/2013. Description: This is the second phase of the Special Investment Partnership, or “SIP” projects. This grant will fund riparian habitat restoration and native tree planting on 8 or 9 project sites.
- Plant establishment for the above project by same funder. Amount: \$17,515. Effective Dates: 1/16/2012 – 12/13/2018. Description: This is the plant effectiveness or “stewardship” funding that accompanies the SIP Phase 2 grant.

### 2. Other updates – may be provided orally by Dana, time allowing.

## H. Board member reports – Anyone

Current formal liaisons:

- **GWMA** – Jim Pendergrass
- **Small Grant Team** – Mike Brinkley
- **Rivers to Ridges** – Dana Dedrick

**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](http://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 3<sup>rd</sup> 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 10<sup>th</sup> 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.*

Long Tom Watershed Council  
 Balance Sheet  
 As of December 31, 2011

	Dec 31, 11	Nov 30, 11
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Money Market (Umpqua Bank)	185,890.86	35,871.03
Checking (Umpqua Bank)	81,162.20	5,563.82
Petty Cash	200.00	200.00
Total Checking/Savings	267,253.06	41,634.85
Accounts Receivable		
Accounts Receivable	53,037.54	243,687.89
Total Accounts Receivable	53,037.54	243,687.89
Other Current Assets		
Undeposited Funds	(1,791.57)	0.00
Total Other Current Assets	(1,791.57)	0.00
Total Current Assets	318,499.03	285,322.74
<b>TOTAL ASSETS</b>	<b>318,499.03</b>	<b>285,322.74</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	90.00	90.00
Total Accounts Payable	90.00	90.00
Credit Cards		
Umpqua Bank Credit Card	(89.05)	(676.89)
Total Credit Cards	(89.05)	(676.89)
Other Current Liabilities		
Payroll Liabilities		
401K	1,920.30	1,920.30
Health Insurance	(663.70)	(316.30)
FWT	1,600.00	2,038.00
Medicare	561.32	690.78
Soc Sec	2,012.95	2,477.33
SUI	202.24	298.32
SWT	1,100.00	1,392.00
WBF	21.06	29.88
Total Payroll Liabilities	6,754.17	8,530.31

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Accrual Basis

Long Tom Watershed Council  
Balance Sheet  
As of December 31, 2011

	<u>Dec 31, 11</u>	<u>Nov 30, 11</u>
Total Other Current Liabilities	<u>6,754.17</u>	<u>8,530.31</u>
Total Current Liabilities	<u>6,755.12</u>	<u>7,943.42</u>
Total Liabilities	6,755.12	7,943.42
Equity		
Opening Fund Balance	861.91	861.91
Retained Earnings	252,085.93	252,085.93
Net Income	<u>58,796.07</u>	<u>24,431.48</u>
Total Equity	<u>311,743.91</u>	<u>277,379.32</u>
TOTAL LIABILITIES & EQUITY	<u><u>318,499.03</u></u>	<u><u>285,322.74</u></u>

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Long Tom Watershed Council  
Statement of Cash Flows  
December 2011

	<u>Dec 11</u>
OPERATING ACTIVITIES	
Net Income	34,364.59
Adjustments to reconcile Net Income to net cash provided by operations:	
Accounts Receivable	190,650.35
Umpqua Bank Credit Card	587.84
Payroll Liabilities:Health Insurance	(347.40)
Payroll Liabilities:FWT	(438.00)
Payroll Liabilities:Medicare	(129.46)
Payroll Liabilities:Soc Sec	(464.38)
Payroll Liabilities:SUI	(96.08)
Payroll Liabilities:SWT	(292.00)
Payroll Liabilities:WBF	(8.82)
Net cash provided by Operating Activities	<u>223,826.64</u>
Net cash increase for period	223,826.64
Cash at beginning of period	<u>41,634.85</u>
Cash at end of period	<u><u>265,461.49</u></u>

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Accrual Basis

Long Tom Watershed Council  
Profit & Loss  
December 2011

	<u>Dec 11</u>
Ordinary Income/Expense	
Income	
Grants & Contracts	62,242.84
Donations	850.00
Interest	19.83
	<hr/>
Total Income	63,112.67
Cost of Goods Sold	
Contracted Services	
Construction	2,456.00
Contracted Services - Other	636.00
	<hr/>
Total Contracted Services	3,092.00
Materials & Services	1,818.77
Education & Involvement	18.94
	<hr/>
Total COGS	4,929.71
	<hr/>
Gross Profit	58,182.96
Expense	
Payroll Expenses	
Salaries & Wages	19,232.49
Employee Benefits	2,274.00
Payroll Tax Expense	1,694.07
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Total Payroll Expenses	23,200.56
Training/Conferences	135.00
Travel/mileage	
Meals & Lodging	146.12
Mileage	92.09
	<hr/>
Total Travel/mileage	238.21
Occupancy	
Internet	17.49
Telephone	35.00
	<hr/>
Total Occupancy	52.49
Office Supplies	4.97
Dues & Subscriptions	42.00
Misc.	57.14
Postage	88.00
	<hr/>
Total Expense	23,818.37

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Accrual Basis

Long Tom Watershed Council  
Profit & Loss  
December 2011

	<u>Dec 11</u>
Net Ordinary Income	<u>34,364.59</u>
Net Income	<u><u>34,364.59</u></u>

Long Tom Watershed Council  
 FY '12 - Budget vs. Actual  
 Quarter 2: Cumulative July1, 2011 - December 31, 2011

**Ordinary Income/Expense**

	July - Dec Cumulative				Annual	
	Actual	Planned	Difference	Variance	FY'12 Budget	% Rcvd
<b>Income</b>						
Program Service Revenue	\$ -	\$ -	\$ -		\$ -	0%
Donations	\$ 2,502	\$ 5,000	\$ (2,498)	-50%	\$ 10,000	25%
Interest	\$ 174	\$ 250	\$ (76)	-30%	\$ 500	35%
Annual Mtg (2011)	\$ 2,954	\$ 2,250	\$ 704	31%	\$ 1,500	197%
Grants & Contracts	\$ 584,723	\$ 490,862	\$ 93,862	19%	\$ 981,723	60%
<b>Subtotal Income</b>	<b>\$ 590,353</b>	<b>\$ 498,362</b>	<b>\$ 91,992</b>	<b>18%</b>	<b>\$ 993,723</b>	<b>59%</b>
<b>Expense</b>						
Education & Involvement	\$ 1,160	\$ 2,357	\$ (1,197)	-51%	\$ 4,713	25%
Materials & Services	\$ 88,730	\$ 124,025	\$ (35,295)	-28%	\$ 248,049	36%
Contracted Services	\$ 296,726	\$ 208,552	\$ 88,175	42%	\$ 417,103	71%
Board Meetings	\$ -	\$ 200	\$ (200)	-100%	\$ 400	0%
Payroll Expenses	\$ 134,002	\$ 165,042	\$ (31,040)	-19%	\$ 330,083	41%
Training/Conferences	\$ 1,713	\$ 2,500	\$ (787)	-31%	\$ 5,000	34%
Travel/mileage	\$ 6,570	\$ 6,736	\$ (166)	-2%	\$ 13,471	49%
Risk Management	\$ 946	\$ 1,183	\$ (237)	-20%	\$ 2,365	40%
Professional Services	\$ 75	\$ 3,000	\$ (2,925)	-98%	\$ 6,000	1%
Dues & Subscriptions	\$ 103	\$ 550	\$ (447)	-81%	\$ 1,100	9%
Occupancy	\$ 446	\$ 615	\$ (169)	-27%	\$ 1,230	36%
Equip-Office	\$ 81	\$ 800	\$ (719)	-90%	\$ 1,600	5%
Office Supplies (incl postage)	\$ 658	\$ 975	\$ (317)	-33%	\$ 1,950	34%
Printing/copying/website	\$ -	\$ 2,500	\$ (2,500)	-100%	\$ 5,000	0%
Bank Fee	\$ 51	\$ 50	\$ 1	2%	\$ 100	51%
Corporate fees	\$ -	\$ 100	\$ (100)	-100%	\$ 200	0%
Misc.	\$ 294	\$ 250	\$ 44	18%	\$ 500	59%
<b>Subtotal Expense</b>	<b>\$ 531,555</b>	<b>\$ 519,432</b>	<b>\$ 12,123</b>	<b>2%</b>	<b>\$ 1,038,864</b>	<b>51%</b>
<b>Net Ordinary Income</b>	<b>\$ 58,798</b>	<b>\$ (21,071)</b>	<b>\$ 79,869</b>		<b>\$ (45,141)</b>	<b>-130%</b>

**Notes provided if variance over 10% and \$1,000**

Please note: some expenses don't occur equally by quarter.

Revised budget. Expect most revenue in Qtr 3 & 4

Interest rates may not be high enough to meet expectation

Thank you to wonderful Board members on this one!

Just grant timing; no new ones in here.

Need video camera

Combine this line with next = \$52,881 or 16% over

More costs in Qtr 1&2 due to instream work window (Jul-Oct)

Refreshments to E&I line item if agenda warrants it.

On track. Always 1 mo. behind due to accruing Jul 1 to Jun.

On track, timing varies. AFS, RRRNW, RR coming.

On track, timing varies. 4 policies: renew Feb, Mar, Aug, Oct

On track. Audit/Review in process; billed Oct, Feb/Mar

Holding on River Network.

Will need if BLM internet/explorer probs hold. If not, might save.

Includes \$5K for website. Includes RD printing.

	Total Fund Perspective	Adjusted View for real-time balancing the budget
Balance		
Beginning Fund Balance 7/1/11	\$ 225,928	Available Balance \$ (25,783)
Restricted: Future Monitoring	\$ 8,230	Add: office space contingency (if past Nov 30 27,700
Restricted (CD): Amazon Initiative	\$ 50,327	: prospective grants & contracts (FFam) 5,000
Reserve	\$ 95,000	: monitoring (from restricted) -
Annual Accrued Leave	\$ 15,273	: unplanned donations -
Subtotal Fund Balance	<u>\$ 57,098</u>	-
Net Ordinary Income FY'12 (what we plan to gain or lose according to budget above)	\$ (45,141)	Subtract: planned overages -
Contingency (office space) (subtract)	\$ 27,700	-
New Reserve (\$5K emergency, \$5K new post-project monitoring) (subtract)	\$ 10,040	
<b>Available Balance</b>	<b>\$ (25,783)</b>	<b>Adjusted Available Balance \$ 6,917</b>