

**Long Tom Watershed Council
Board of Directors Meeting
Thursday, January 3, 2013
751 S. Danebo Ave., Eugene, OR 97402**

Present: Mike Brinkley (stayed through 6:30), Steve Cole, Cary Hart, Jason Hunton, Sue Kacskos, David Ponder, Charles Ruff, Deborah Saunders Evans, (8)

Absent: Beth Krisko, Jim Pendergrass, Max Nielsen-Pincus, Chad Stroda, David Turner, Therese Walch (6)

Staff: Dana Dedrick, Rob Hoshaw, Jason Schmidt

Meeting called to order at 5:38 p.m. by Vice Chair Deborah Saunders Evans

Roundtable Introductions for new Board member Cary Hart

Business

A. Approve November Board of Directors Meeting Minutes – *Deborah*

Dana notes that Secretary Turner (absent) but recommends approving the notes.

Any comments or modifications? None given.

Action Items Summary – all have been completed.

**MOTION TO APPROVE NOVEMBER 2012 BOARD OF DIRECTORS
MINUTES by C. Ruff, seconded by M. Brinkley. Approved unanimously.**

B. Approve October & November 2012 Financial Reports - *Treasurer Kacskos*

October Profit & Loss – Total income for the month was \$68,183, with total expenses \$99,472 for a net income loss of \$31,288.

October Balance Sheet – There was a net income loss of \$48,122 in October. Retained earnings increased in October and November because of year-end accounting adjustments. The retained earnings are usually around \$200,000, but are currently at \$400,000. This is due to year-end adjustments for accrued earnings that have must be accounted for in the fiscal review because we're required to enter all the money we're still owed from funders. We normally wait to post the funding to accounts receivable until we actually get the funds – not just if we will be reimbursed. Overall, our total liabilities & equity increased from ~\$290,000 in September to ~ \$365,000 in October.

Notes that we're still transitioning to Pacific Continental Bank from Umpqua Bank. We're waiting for automatic transactions to go into effect.

November Profit & Loss – The total income for November was \$7,550, \$470 of that from Annual Meeting tickets. Our largest expense was contracted services at \$91,000. We spent a lot in November for early fall in stream work. The total expenses were \$123,000 and the net ordinary income a loss of \$115,000.

November Statement of Cash Flows – The cash for the period went from \$222,000 to \$131,000.

November Balance Sheet – Notes that our position with the new PCB accounts has not changed – won't happen until we make the transition complete, so will stay at \$10,000 each for now. Accounts Receivable was less than in October, and Retained Earnings remained the same. The Net Income was down from October, negative \$164,000 vs. negative \$48,0900.

Sue asks for any questions or comments.

Dana – points out that the transfer from PayPal to our bank did not happen until late, so we have about double the income in Annual Meeting tickets and another \$330 in donations. To clarify why the cash position dropped, Dana adds that money expenses are either prepaid or reimbursed. Notes that there's another \$130,000 in addition to what's in accounts receivable.

David P asks why all funding isn't listed in accounts receivable. **Dana** - we actually don't put that money on the books until we put the request in to the funder. For another project, we're still waiting on the permits before we can get money. Reiterates that at the end of the year, the reviewer makes us put all of the receivables on the budget, whether you've received them yet or not.

MOTION TO APPROVE OCTOBER & NOVEMBER 2012 FINANCIAL REPORTS by C. Ruff, seconded by J. Hunton. Approved unanimously.

Dana adds a few other fiscal updates. The fiscal review for FY'12 is mostly complete, and we're adjusting the final numbers. Jim, Dana, and Amanda have looked it over. Taxes will be prepared, which are due Feb 15. Amanda also renewed the application for the Federal Indirect Cost Rate, which is the federally approved administrative percentage. We have to resubmit those documents to the accountant each year. For our banking, we're still transitioning to PCB, but we want everything settled before we fully commit. There has been a request from an employee for a loan from the 401k account. We don't currently allow that, and Jim is asking our contact at Smith Barney / Morgan Stanley if they can arrange that for this employee. Dana asks if anyone is concerned about this topic or if they're comfortable leaving it up to Dana and Jim.

Jason asks if this is just a loan against the 401k account. **Dana** – they can only pay fees, they can't withdrawal. Council match is 8%, one percent of which is in fees.

Deborah – comfortable leaving it up to trustees. **Charles** – is curious to know the rules of the outcome for the Board's edification.

ACTION ITEM: Dana will update Board on outcome of 401k loan inquiry.

Deborah asks if the Board will see the review at the next meeting. Yes.

ACTION ITEM: Dana will bring the fiscal review to the next Board meeting.

ACTION ITEM: Dana will update the Board Skills Matrix.

C. Board & Public Meeting Calendar; Board Skills Matrix update

Dana explains that the Board Skills Matrix is a document she updates to help in populating committees and also to help the Board understand what other members are talented in.

TABLED: The Board Skills Matrix agenda item has been tabled.

Dana passed out the Important Dates Calendar, which includes Board Meetings, Public Meetings, and special events like the Fundraising Kick Off Event and the Ninkasi Pint Night. Starred dates are meetings that are on a different date than they normally would be.

Deborah asks for any comments or questions.

ACTION ITEM: Dana wills send calendar out digitally.

Cary asks if Public Meetings are generally every other month. **Dana** Yes. Sometimes we partner with other organizations, but we need to have at least 6 public tours and indoor meetings. Sometimes we partner with other organizations, such as the September joint meeting with MRT. Adds that there is the potential for an overlap for the September Public Meeting and Annual Meeting.

Deborah adds that for Public Meetings, it may give Board members an idea of which meeting they would like to host.

Jason notes that there is an agriculture meeting in Monroe on the same day as the January 29 Public Meeting.

ACTION ITEM: Dana will look into whether we need to change the Public Meeting date and/or venue.

D. Training Opportunity for Board Members –Dana

The Financial Stewardship Resources Board Training on Saturday, January 19 in Corvallis is the most excellent and affordable Board training available. It's from 9 a.m. to 4 p.m. If 5 people attend, we can get a group rate to reduce the cost from \$110 to \$95 per person. If the entrance fee was a burden, LTWC will pay for 50%. The event is mostly attended by Board members and geared toward them.

Sue & Steve both attended 2 years ago and thought the event it was worthwhile and interactive.

Deborah asks if there are any other Board training opportunities. Yes, in Roseburg and Medford.

E. Elect New Officers – Dana

Passes out Board Member Position Descriptions and Officer Roles.

Deborah opens the conversation for nominations. Notes that we already have a nomination for Jim as Chair

Mike (in reference to previous item on the Board Training) notices that the 13th is a Sunday. This is a typo on the agenda. The date is actually Saturday, January 19th.

(People take a couple moments to look over officer roles). **Dana** notes that being on the Executive Team (the officers) does not automatically sign you up for more unless you're the Chair.

Deborah – Jim has served as a Past Chair, and he also stepped in this year when Max was unable to attend. He has agreed to serve as Chair again if that is the wish of the Board. Asks if there is anyone else members would like to nominate?

Jason/Mike both note that they like Jim as Chair. Several others nod in agreement.

Vice Chair – We typically have two co-Vice Chairs. This past year, they were Deborah and Chad. **Deborah** is willing to continue in that role, and Dana believes **Chad** is willing as well.

Treasurer – Sue is our current treasurer. **Mike** agrees to act as Treasurer, and he has been training for the role.

Secretary – Deborah nominates **Steve**. The Secretary's role is to review the Board minutes that Rob prepares and read off Action Items.

Past Chair – **Max** willing to continue in that role.

Any other comments on slate of nominations? None given.

MOTION TO APPROVE 2013 SLATE OF OFFICER ROLES (Jim Pendergrass as Chair, Deborah Saunders Evans & Chad Stroda as Co-Vice Chairs, Steve Cole as Secretary, Mike Brinkley as Treasurer, and Max Nielsen-Pincus as Past Chair) by D. Ponder, seconded by D. Saunders Evans. Approved unanimously.

F. Strategic Plan Overview – Dana

Passes out Fiscal Year 13 Strategic Plan with Leadership Roles that was approved at the July Board Meeting at David Turner's house. The handout is edited to reflect the changes.

First column notes the area of the Strategic Plan. The second column shows Board leadership. Clarifies that the person listed doesn't necessarily have responsibilities;

this person is someone who has an interest in this area, and we keep he/she in mind as we work toward completing that work. The third column shows the staff lead; fourth the technical support and Council member contact who has an interest or skills in that area. This document is a quick summary of everyone helping to move the Council's work forward with a focus on the current fiscal year. Bolded means priority work, but we typically complete all items on the work plan.

Deborah asks if we have partners we're working with for these items. **Dana** – Yes, but they are not listed. We're the lead partner on every item except #7, "Collaboration on other Watershed Priorities." This is the work plan for the year, and is 100% redundant of the main Work Plan document.

ACTION ITEM – Rob will post an updated Strategic Plan & Work Focus document on the LTWC website.

For items without a Board name under Board leadership, please let Dana know if you have an interest in that area and/or if you're thinking of joining a committee. This document is great because it gives you a quick picture of what we do, our collaboration, education, and that we're being fiscally responsible.

Deborah notes that she's fine with being listed next to the item where there's a question mark by her name.

Dana adds that she feels Max is still fine under the items where he's listed, except perhaps oak savanna habitat. Also notes the large variety of partners in the Rivers to Ridges partnership. **Mike** is interested in the bigger picture piece of that collaborative partnership.

Deborah adds that it's not too late to add your name to an area of interest if you think of something in the future.

G. Resource Development Committee update – Deborah & Dana

Deborah notes that the Fundraising Leadership Team (FLT) has met a couple times, and RDC has also met once this year. Goal is to have RDC meet quarterly instead of monthly. We learned a lot from our inaugural fundraising campaign last year and want to streamline this year's campaign. FLT consists of David Ponder, David Turner, Deborah, and Dana.

They're already working on donor lists and our approaches to targeted fundraising. RDC will next meet on January 17. We'll have those lists for you after that. We're also working on a campaign timeline.

Summary of End of Year Appeal

For the December Ask Letter this year, we received \$3,020. We contacted 923 households with with a response from 31 (so about 3.4%). The range of gifts was \$25 to \$500, with an average gift of \$97.42. For the campaign as a whole, we've exceeded \$5,800.

David P. enthusiastically feels that we had a great response, and an average gift of \$97 is almost unheard of. Feels even an average of \$35 would be good.

Deborah – will be making a formal request to the Board donations in February. We established a goal for 100% Board giving during the past year, which is very common and important when asking people for donations.

Kick Off Event

We're looking at different venues. Charles is going to help us out with securing food. We're hoping this year's event will be equally as successful but less stressful.

Dana feels that we're doing well so far.

Charles asks if we set a 2013 fiscal year campaign goal. **Dana** – we officially put \$15,000 as the fundraising goal in the budget. Last year's goal was \$10,000 and we received \$13,000.

Dana adds that this year should be simpler because the learning process is in place. This year, we hope to spend more time enjoying going out and visiting people and asking them for gifts.

Cary asks if funding is attached to specific grants. **Dana** – no, it's put in the General Fund, and as part of the budget approval process, we can allocate those funds from the General Fund around.

Deborah adds that LTWC hasn't formally held a formal fundraising campaign until last year. We've incorporated fundraising into the Annual meeting and sent out year-end appeals.

Dana adds that landowner outreach is harder to pay for, rarely funded by grants. Another example where donations may go is for project overruns. For instance, a landowner declined to initially re-meander a stream on his property as part of the restoration project. However, after we got the grant, he decided he would agree to re-meandering through his pasture. We went ahead and did this because the benefits to the habitat were tremendous.

Deborah adds that the main goals of fundraising efforts are to help ensure long-term fiscal stability.

H. Committees: Review Proposal & Fill Committees: - Dana

Dana presented an outline for committees at the last Board Meeting. To summarize:

- **Keeping:** Resource Development, Personnel, Technical Team, Operations
- **Dropping:** Education & Involvement because it was too general. **Deborah** feels that we address education and outreach all the time through the work that we do.

- **New Committees:** Amazon Outreach & Education and Rural Landowner Outreach Team

Passes out committee profiles for ones that are continuing. Notes that we can have Council members on committees as well.

Proposed Committee Members (from previous discussions with Dana as well as the conversation at this meeting)

- **Resource Development** – Deborah, Mike, Beth, Charles, David T, David P, and Chad.
- **Personnel** – Jim, Deborah, Sue, Charles (if not in July)
- **Tech Team** – Lots of great scientific and community members; Cary, maybe Mike.
- **Operations** – Steve, Jim, Eric Wold
- **Amazon Outreach & Education** – Deborah, Therese, David T, Sue, Jason, David P (as time allows)
- **Rural Landowner Outreach Team** – Lindsay Reaves, Chad, Steve, Cary, Jason (as time allows).

Dana adds that the vision for the Rural Landowner Outreach Team is a quarterly meeting where Jed & Katie describe the landowners they'd like to work with, describe the contacts we think know them, and our ideas for approaching them. The goal is to help them get started with the right approach. It's always nice to have a few members from different parts of the watershed to help connect the dots.

Dana explains that the Operations Committee is more of a reactionary process. For example, we most recently discussed how to do performance bonds and reviewed our contracting policy. Feels that contracting may come up again because we lost some collective experience when Cindy left. Asks Cary if Middle Fork Willamette WSC had an Operations Team. **Cary** – the team was made up more of staff than Board members.

I. Paperwork Moment

Deborah (for Dave) collected volunteer match hours forms for the month.

Program Topics

J. Annual Meeting debrief – all

General Comments

Jason H notes that Mike Kesling had good things to say about event.

Dana adds that Hugh Prichard called it the “best conservation meeting he’s been too.”

Charles adds that Peter & Deborah Noble, who have been to a lot of meetings, said this is the only one they’ve enjoyed. Liked how it was business like and quick.

Deborah liked the venue and thought the food was great.

Steve liked how everyone was able to mingle rather than have to sit down for a meal. For example, the Inn at Diamonds Woods in 2010 felt a little cramped.

Cary felt it was a warm and friendly environment. Seemed like a diverse group. The election process may have felt a little awkward.

Deborah was impressed with how comfortable everyone seemed and with staff’s ability to mingle and float around to the different stations.

Sue felt the location was great and the size of the room fostered mingling. Liked Peg’s speech – felt she had a great sense of humor and did a good job.

Charles adds that this is the first year that we tried to pull the fundraising aspect out of the Annual Meeting, and he felt this model proved itself very well for the being the first year we’ve done it like this. The timing of the event was good – we started a few minutes late, but were able to flex on the program time. Plenty of time to mingle. We had the peak crowd when we started the program.

Cary feels that November 8 was a good time of year. It’s not too close to the holidays and incorporates the fall harvest. **Jason** agrees that it’s a good time for an indoor meeting.

Deborah adds that Keli Osborn was also quite impressed, as someone who has done a lot of public events. She got a very good sense of who we are, what we do, and why we’re important. Asks if we had the attendance we wanted.

Rob noted the number of attendees was 78. **Dana** got the sense from talking to other people that our event was the “place to be.”

Deborah asks for any other comments. None given.

Summary of Positives & Things to Improve that were Written on Flipchart

Pros

- Program was short and to the point
- Community supporter on agenda (Melisa) great
- Venue & food (2 people mentioned)
- Short agenda, speakers left person wanting more
- Ability to mingle vs. being seated (2 people mentioned)
- Having the food distributed around the room helped people mingle
- Friendly, warm environment

- Diversity of people
- Staff handled stations well & mixed with people; good conversations
- Speaker with humor – Peg
- Separating event from donation/fundraiser part really seemed to work
- Good timing for start of program; good timing on segment length
- Good time of year (Nov 8)
- Guests were impressed
- Good sense of who we are, what we do, and why we're important

Things to Improve

- More attention on awards – suggestion of 2 slides with pictures of what they did, including the face of the awardee (Dave T offered to help)
- Assign Board members to key donors (show them around, introduce them)
- Election (plan with candidate)

K. Amazon Creek Initiative Program Update – Jason

Jason presented an update to the Board about the Amazon Creek Initiative, which has had a lot of positive activity this past year and a great deal to be excited about. Jason spent some time talking about Trout Friendly Landscaping, outreach to local businesses, and trainings available to herbicide applicators. He also discussed progress of the South Willamette rain garden & stormwater retrofit project at Davis Commercial Properties. There are also two more stormwater retrofit projects in the works at Caddis Fly and SeQuential Biofuels. Jason also showed the prototype of the Trout Friendly Landscape sign.

The full presentation is available on the Board Member page of the LTWC website.

Comments & Questions

David P asks if Jason will be able to take pledges of support at the Good Earth Home Show and if there will be a way to collect names. **Jason** – LTWC will have materials at a couple booths, and Jason will share a portion of the City of Eugene's booth.

David P asks if the catch basin at the Caddis Fly shop goes to Amazon Creek. No, it goes to the Willamette. **Jason** feels we can work safely in both watersheds, particularly with the City of Eugene's support.

Jason H asks if we'd get recognized with signage at Caddis Fly. Yes.

Jason/Dana discuss how there are significant opportunities for stormwater retrofits in the industrial area of Eugene between West 11th Ave & Roosevelt Blvd and Danebo Ave & Seneca. The issue is that these sites are not highly visible. By doing some of the lower impact, higher visibility sites first (such as Caddis Fly), the goal is to boost our visibility so we can break into the higher impact but lower visibility sites in the Eugene industrial area.

Deborah asks if there is an incentive for the stormwater code? **Jason** – if you can prove that you've reduced stormwater impact by 20%, you can get a reduction in your fees.

Cary saw a show on OPB where an experiment was done on fish in tanks of stormwater vs. tanks of clean water and the results were striking.

Dana mentions that Jim wanted to see more frequent Amazon Initiative updates to the Board because it's a newer program, it's focused on the urban sector, it's highly visible, and more complex.

David P feels the vision is missing for what we want Amazon Creek to look like in the next 50-100 years.

General agreement that marketing and communication is a big area of the program to focus on moving forward.

Reports & Announcements

L. Staff Reports

Deborah notes that at some point the Board should talk about the OWEB meeting regarding Council Support.

M. Board Member Reports

Dana notes that this is an open moment for any information about the Council or sector of the watershed.

Deborah asks if we're still required to do a self-evaluation of the Council. **Dana** – this is triggered by our Council Support grant, and it's looking like they're going to waive that requirement. However, it's a good idea to revisit that topic.

N. Action Items Summary

- Rob will post an updated Strategic Plan & Work Focus document on the LTWC website.
- Dana will look into whether we need to change the Public Meeting date and/or venue.
- Dana will send calendar out digitally.
- Dana will update the Board Skills Matrix.
- Dana will bring the fiscal review to the next Board meeting.
- Dana will update Board on outcome of 401k loan inquiry.

Meeting adjourned at 7:31 p.m. by Vice Chair Deborah Saunders Evans

After meeting was adjourned, several Board members stuck around to discuss ideas for a Kick Off Event venue.

Charles likes March 7 for a Kick Off Event date.

Venues that we've considered so far: Ninkasi, the Inn at 5th St. Market, Marche (who just opened a new space last year).

Dana would like to have a little bit bigger space than last year. We're thinking in town, something that is intimate and classy.

Jason adds that he's on good terms with Hummingbird Wholesale and Viva, although their space may not be adequate. **Charles** feels that Viva's conference room is too small.

Charles comments that the Inn at 5th St. is long and slender. The Marche space may work depending on what's going on. The Oregon Country Fair is going to have an event on the backside of Marche. Charles is willing to check out Marche and Inn at 5th St Market. If thinking about a corporate adopter of the Amazon Initiative program, he suggests talking to Pete Noble, who has Pacific Wind lumber mill near Seneca. He's already done some interesting landscaping. It's located off of 1st Ave and halfway b/t Seneca and Bertelsen.

Dana asks if we know if Hugh Prichard has a useful location. Bill Klose ("cloos") has a cool spot. (Dana will look into that). Last year we were only charged around \$100-\$200 by Territorial, who also gave us the back room for free. We also paid for wine.

Deborah at this point, our goal is to see what our options are and then make a decision from there.

We're going to invite 150 – 200 and expect 75 people and have room for 100.

Charles – Agate Alley has a private room and our project is there, but parking is poor.

David P – Ninkasi has only a small interior space.

Others – Valley River Inn, Hilton, White Lotus Galleries (galleries feel too small).
Mountain Rose Herbs

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