

**Long Tom Watershed Council
Board of Directors Project Tour
Thursday, May 3, 2012
Lomatium Prairie Restoration Site at Erickson's**

Present: Mike Brinkley, Steve Cole, Sue Kacskos, Beth Krisko, Max Nielsen-Pincus, David Ponder(6)

Absent: Jason Hunton, Jim Pendergrass, Lindsay Reaves, Charles Ruff, Deborah Saunders Evans, Chad Stroda, David Turner, Therese Walch (8)

Staff: Rob Hoshaw, Jed Kaul, Cindy Thieman

Meeting called to order at 5:55 p.m. by Chair Max Nielsen-Pincus

Restoration Project Tour

Cindy led the Board on a tour of a restoration project to enhance prairie and floodplain forest on the Erickson property. This site is one of the few intact floodplain forest/prairie habitat areas along the Lower Long Tom and contains one of the largest known populations of Bradshaw's lomatium in Lane County. The site has 32 acres of wet prairie and 64 acres of hardwood floodplain forest. The objectives of the project were to thin the oak woodland to release larger oaks and allow sunlight to reach the forest floor; also remove ash and other vegetation to restore the prairie habitat and stimulate growth of native grasses.

Key Board member questions and discussions focused on how the habitat was enhanced; the landowner's goals for the site and the adjacent landowners' goals; the historic hydrology of the area, particularly how the historic Coyote Creek channel and its remnants interact with the Long Tom; possibility of offsetting costs by selling thinned vegetation to a sawmill; and how to identify Bradshaw's lomatium.

Business

A. Annual Campaign Supporter Letter – Rob

Board members signed personal notes on the fundraising letters that are being sent to people that they know. This part of the campaign is reaching out to the rest of the prospects that are not identified as higher-tier givers (over \$250)

B. Approve March 2012 Financial Reports – Treasurer Kacskos

Sue explained that the Council's income was about \$52,000 during March. Most of that was from grant funding. Overall, we're in about the same position as we were in last month. Total assets went down slightly in March to \$281,000 from \$294,000 in February. Feels we're still in a strong position, and the difference represents the timing of grant funding.

MOTION TO APPROVE MARCH 2012 FINANCIAL REPORTS by B. Krisko, seconded by M. Brinkley. Approved unanimously.

C. Logo Update – Rob

Rob passed around the latest logo design concepts from Josh Vincent, which are updated from the concepts in the Board packet. Explained that Dana, Jason, and he met with David Funk to discuss the direction of the logo design concepts. Wanted David's thoughts on two primary questions – would this logo inspire you to give money, and will rural, more conservative property owners feel that they can trust us and allow us on their land?

Rob described some of David Funk's recommendations. David said the logo itself doesn't make a big difference for fundraising, and he challenged us to consider what we wanted the logo to convey (thinking back to those "personality" words we talked about earlier this year – warm, friendly, positive, inclusive, approachable, etc.). Those words can be conveyed through several logo elements – not just color – but also the font type, the shape of the image, etc. We also talked a lot about color. The shade of blue on earlier concepts is a little too dark and cold. We want to emphasize warm and friendly concepts, and we were thinking a lighter, warmer blue and a shade of orange.

Overall, many Board members liked logo concept #5, preferred keeping the logo to 2 colors, and said they liked the general image. Some people thought the detail was still a little too fine. Sue feels the logo should incorporate people, felt a little too rural, and preferred the larger trout. Max felt that since we do most of our work in rural areas, the icon made sense. Mike feels there should be a water element, such as the three wavy lines in concept #5 from the previous draft. Several people thought the trout could use some more tweaking (e.g. the spots on the back, and the fins are too big). For the font, Max likes the all caps of LONG TOM and a smaller lowercase Watershed Council beneath. David P. liked the thinner font for watershed council.

D. Approve February 2012 Board of Directors Minutes – Max for Secretary Turner

Tabled. Board felt there was insufficient time to review and approve.

E. Board Member Reports

Mike noted that funding for an OWEB small grant was approved through the local Small Grant Team for an oak savanna and woodland restoration project at the Brown's.

Meeting adjourned at 7:55 p.m. by Chair Max Nielsen-Pincus

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