

**Long Tom Watershed Council
Board of Directors Meeting
Thursday, June 4, 2015
751 S. Danebo Ave.
Eugene, OR 97402**

Present: Alan Dickman, Cary Hart, Steve Horning, Lindsay Reaves, John Reerslev, Deborah Saunders Evans, Therese Walch (7)

Absent: Mike Brinkley, Jim Pendergrass, Charles Ruff, David Turner (4)

Staff: Clinton Begley, Dana Dedrick, Rob Hoshaw, Sarah Whitney

Meeting called to order at 5:45 p.m. by Deborah Saunders Evans, Past Chair

Introductions to welcome Clinton Begley, Development & Communications Director

Business

A. Approve May 2015 Board Meeting Minutes – Secretary Walch

Calls for comments or questions. Change the date from April to May.

**MOTION TO APPROVE May 2015 Board of Directors Meeting Minutes
by S. Horning, seconded by L. Reaves. Approved unanimously.**

B. April 2015 Financial Reports

**This item is tabled until the July Board Meeting since both Treasurer
Brinkley and Chair Pendergrass are absent.**

C. Committee Reports

Amazon Outreach Committee – Sarah

- Initial meeting in the works to discuss composition of the committee.
- Polling an initial group of Board members to select a meeting date
- Looking to add Council Members in addition to Board Members

Resource Development – Deborah / Clinton

- Spring Appeal Letter going out tomorrow (board members are writing notes on letters at this meeting)
- RDC members working on making asks of their individual contacts
- Board members got a chance to talk with Clinton about what we feel we could do to improve our overall fundraising efforts. Clinton gave some examples of looking to scale up the gifts of major donors who can give

more, perform more specialized outreach to potential donors, and devote time to building relationships (e.g. discover what motivates people to give).

- There was some discussion about where people live who give, and it's not only people who live in this watershed, but people who live regionally that have an attachment to the Long Tom.
- There was also discussion about finding the interesting stories and themes that really resonate with people and tie that in to the needs we have in order to implement our projects and programs. That links in to describing the gap in funding between what funding we have for a project or program and what is actually needed to complete the work.
- It was discussed whether a watershed council can receive a tax base. We cannot because we're a non-governmental organization in all aspects.
- Clinton and Dana will be developing the stories and will test them out on board members first to see if they understand the need and the story behind it, and if that story is compelling.

D. Update on PTO policies – Dana

(More description provided in background).

Dana updated the board on a decision to simplify paying out accrued PTO when an employee leaves. As a reminder, PTO combines sick, vacation, and holiday time all into one pot of hours. The Bureau of Labor & Industries (BOLI) requires a consistent and fair approach when paying out accrued PTO. Originally, LTWC set a precedent by paying out all but 1 week, which was seen as the equivalent of sick leave. Recently Dana and Jim came to the decision to pay out all remaining accrued hours when an employee leaves, as long as the employee gave proper notice. The impetus behind this decision is that staff are already in the habit of donating PTO, and it felt awkward to pay out all but one week; also, this will help people avoid the conflict of deciding whether to lose a week of PTO or help us right at the end when we need them most to transfer knowledge before they leave. Our Employee Handbook's language was vague enough to cover both approaches so now we will just have a new benchmark to be consistent with moving forward.

E. FY 2016 Budget Preview - Dana

The board is reminded that they approved a deficit budget of around \$50,000 - \$60,000 for FY15, with reserves covering the deficit that wasn't filled in by other grants or funding received during the year. For FY15, we're actually tracking to finish the year closer to a balanced budget. This is largely due to delayed hiring expenses because new staff were brought on later than initially planned. This

means that we'll likely have a deficit budget to begin FY16, as those expenses were delayed and will now shift. It's also noted that the budget includes making sure staff have the tools they need to do their jobs. There are also more complexities to the budget because of two office spaces, higher health insurance premiums, and our first year with estimated revenue from Fundraising comprising a larger portion of income we count on.

We now have a Development & Communications Director, which means we'll have higher aspirations and goals for fundraising. Realistically, it will take a couple years to meet those goals. We'll need to set a fundraising revenue goal when you approve the new budget and estimated donations will be added to the FY16 revenue forecast. This is new territory for us, as prior budgets have always been based on real revenue and secured grants. New grants come in throughout the year after the budget is approved, but *prospective* grant funding has not been added to an initially approved budget.

Board members are invited to review the budget with Dana and Jim. The board would like to receive the budget for review at least 3 days before the July Board Meeting.

Action Item: Lindsay would like to take a look at the budget with Dana & Jim.

F. Next Board Meeting Date (July 2 or 9)

The board is queried on their preference. Dana has already received the preference from several people who were unable to attend tonight's meeting. Reminder that there isn't a Board Meeting in August.

Decision: July 2015 Board Meeting will be held on July 9th

G. Paperwork Moment

Board members turned in their match forms for volunteer hours, and picked up new Board materials for binders.

Program Topics

H. Council Meetings/ Tours – Rob

May 26 Oak Habitat Tour at Kime Ranch

Alan and Lindsay both attended the tour and assisted with hosting the event, which had about 30 landowners attend, many of them first timers to the Council,

including a few of the Kime Family's neighbors. People appreciated of a discussion of habitat enhancement goals on an active ranch.

June 30 Thermo Fisher Tour (urban habitat project)

Therese Walch is participating as a speaker. Other board members asked to attend.

Action Item: Deborah and Lindsay both plan to attend June 30 Thermo Fisher Tour to help with supporting the event.

Sept. Annual Celebration at Deck Family Farm

Pam Wiley, director of the Willamette River Initiative at Meyer Memorial Trust, is our desired speaker. Dana is in communication with her. She wants to speak, but is looking at her vacation schedule for September and will get back to us. Several board members mention they feel Pam is a great option for a speaker, particularly with the importance of our involvement in the Model Watershed Program. A broader update will be provided at the July Board Meeting.

I. Strategic Plan Update 2015 - Dana

- Thanks all the people who've looked at it. The final version was sent out for review after last month's board meeting.
- Notes that the Business Plan will be separated out as more of an internal document; this will allow the Strategic Plan content to stand on its own.
- The suggestion had been made to put the bulleted list of trends under the Executive Summary.
- Calls for any questions or comments. Board members appreciated the amount of work that went into updating the Strategic Plan.

MOTION TO APPROVE the Strategic Plan and Work Focus for 2015 – 2019 by T. Walch, seconded by A. Dickman. Approved unanimously.

J. Draft Work Plan Feedback – Dana

Invites people to look through and add where they'd like to be participate under the board leadership column.

Discussion topic tabled until next month with this an opportunity to introduce the Work Plan to board members and review in more detail at July's meeting.

K. Presentation – Urban Waters & Wildlife Program - Sarah

The board learning moment was a presentation on the voluntary stormwater retrofit project at Joe's Garage by Sarah. There was discussion and questions surrounding the project, including the need to find capacity to continue doing urban habitat enhancement, from which arose the questions of: how much people will pay to implement a project on their business's property, when do businesses want LTWC's help, and what will they pay for? Sarah notes that's her inquiries have received a 70% response rate from businesses!

Reports & Announcements

L. Staff Reports

- Staff reports are provided in background.
- Clinton has prepared a draft fundraising plan. Part of that looks at the role of RDC and their focus will likely be on introductory donors (people giving less than \$1,000). His approach, at least initially, will likely be to speak with people who are already donors, asking them to share what motivates them to give to the Council and solicit their help in connecting to other prospects. The goal of these conversations is to leverage the expertise and motivations of current donors to broaden our group of supporters. It's noted that these conversations will be less about following a formula and more about having an organic conversation about how they're involved, why they support us, and in what capacity. Other board members encourage Clinton to research prospective donors well before sitting down with them.

M. Liaison Reports

None given.

N. Action Items Report:

- **Lindsay will look at the FY16 budget with Dana & Jim.**
- **Deborah and Lindsay both plan to attend June 30 Thermo Fisher Tour to help with supporting the event.**
- **Dana will send the draft FY16 budget to the board at least three days prior to the July meeting.**

Meeting adjourned at 7:30 p.m. by Deborah Saunders Evans, past chair