



LWC Board Meeting Minutes

May 14, 2020

Via web conference

6:00 Call to order

Wendy Hudson, President

Introductions

Board Members: Wendy Hudson, George Grosch, Dan Farnworth, Kathy Farnworth, Dave Ehlers, Jackson Stalley, Scott Youngblood

Staff: Kristen Larson

Guest: Court Ballinger, Gizell Camero (City of Independence Public Works), Amy Pinkley-Wernz, Karen Hans (ODFW)

Meeting logistics: With remote meetings for the foreseeable future, LWC will use Zoom for web access, people can call in if web doesn't work. Staff will post phone access in future meeting announcements. Board members, please submit volunteer hours via the "Members Only" page on the LWC web site. Suzanne will send reminders and access instructions to the Board.

Action: *March 12, 2020 minutes approved as presented (Attachment A). Approved by consensus.*

Mission Moment – Wendy thanked the staff and PM for their hard work during these challenging times and adjusting to all working from home. Suzanne has done a lot of work to transition LWC's education and outreach activities online, increase social media activity, and launch the #FindAFish activity. Caleb is moving ahead with temperature logger deployments on schedule. Kristen hired and is training a new Assistant Project Manager and restoration projects are on track.

Questions / Comments on Committee Minutes / Activities - None

Public Comments – None

Education and Outreach (EnO) Committee *Dave Ehlers, Board and EnO Committee member*
Dave provided an update of the EnO Committee's work to adjust to the stay-home order in response to the COVID-19 pandemic. The LWC cancelled two in-person events for May (spring bird walk and Plant ID walk) and a volunteer event. The June 9 Planting for Pollinators tour has not been officially cancelled, but it's under consideration or they are trying to figure out how to modify the format. EnO shifting to monthly meetings to help keep up with changing situation.

Staff worked with other mid-Willamette groups for an online Eco-Challenge for the month of April – in lieu of Earth Day events. Low response, Suzanne didn't like working with this web site interface. In May, launched #FindAFish with weekly drawing for people who submit photos of their fish. Need more entries! Spread the word! EnO decided to do a pilot virtual event of the Plant ID walk now that state parks are open again. Will use this test to see how it goes, how much work is involved and what response we get. Hope to have that released by the end of May.

The LWC's mission is to engage and assist landowners and communities in the voluntary protection, restoration and enhancement of the Luckiamute and Ash Creek watersheds.

Thinking about a late summer or early fall socially-distanced picnic in Riverview Park to watch the osprey. City of Independence has a live Osprey Camera, people really interested. Can we host an in-person event with precautions and get people out to the park? At a time when osprey are active, teaching young to fly – better chance of something to see. Discussion - is there liability for the LWC if we host an in-person event in the age of COVID-19, even with precautions? This is a constantly changing situation, let's monitor and see how the summer goes. Oregon Parks and Recreation Dept. has reopened parks for day use – educating people on the precautions but not policing. Karen Hans reported ODFW kept all wildlife areas open this whole time; ODFW staff monitoring public use said most people complied with guidelines. All we can do is state the guidelines for engaging in the event and ask people to comply. Kristen will check with insurance agent on the question of liability / risk.

EnO will be doing an online survey to LWC's email list to ask them what they are interested in during these social distancing times. Would they participate in person events with precautions? What content are they interested in? In what format? How are they getting information or what types of virtual content are they viewing? Trying to gauge if our audience is interested in virtual content and if it is worth the investment.

All - send EnO committee members questions ASAP that could be helpful in their survey. Suzanne will compile a draft survey and send to the Board for feedback prior to distribution.

Treasurer and Finance Committee

George Grosch, Treasurer

February and March 2020 Monthly Report – See Attachment B. Reviewed financial statements. QuickBooks is now set to a calendar-year fiscal year. Change does not affect bottom line of financial reports, it does affect how equity is broken out on the Statement of Financial Position. Finance Committee did not have any concerns with current financial position or reports. Question if the financial reports are posted on the LWC web site. Not typically – agendas are posted and meeting minutes once approved. Discussion that board packets can be posted after the meeting. LWC also has annual reports on its web site available for the public.

Preparing for scenario planning for potential COVID-19 financial impacts – There is a lot of uncertainty moving forward on what the financial impacts from COVID-19 and the stay-home order will be for the LWC, in 2020, 2021 and beyond. State agencies will receive updated revenue information on May 20. OWEB has its special board meeting on June 11 and their board will rebalance its budget and make funding decisions regarding the fall grant cycle and plan future grant cycles. Once we learn more, the Finance Committee will take stock and assess potential scenarios and any actions or precautions we can take to minimize financial impacts.

As a heads up, Kristen invited Liz Redon, OWEB Willamette regional grants program representative, to LWC's June 11 Board meeting. Will follow the OWEB discussion and decisions from earlier in the day. LWC staff and PM will attend, Board will meet new Asst. PM and Liz can help debrief the day and answer questions.

Paycheck Protection Program (PPP) loan approval – See Attachment C. Given the uncertainties, reduced revenue for OWEB, potential impacts to LWC fundraising efforts, and shifting of some



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fundress to redirect grant funds to COVID-19 response funds, LWC Board President researched PPP funding option for the LWC in early May. The LWC's bank, Oregon State Credit Union, encouraged LWC to act quickly. Staff discussed the program with the Finance Committee on May 6, Finance Committee supported proceeding if Wendy would help facilitate the process to help reduce the time burden on staff. LWC submitted an application on May 11 and was approved on May 12. LWC Financial policies require Board action to accept a loan. Discussion of the program, pros and cons, are there any down sides to this? The loan is forgivable if used correctly (at least 75% on payroll costs, use only on eligible costs). Interest (1% rate) is also forgiven. Is considered a low-risk program. Loan funds can be returned and loan paid off early with no penalty. Based on 2019 payroll values, LWC is eligible for \$22,846.

Action: *Approve acceptance of PPP Loan funding for eligible loan amount. Approved by consensus.*

Rhythm Administrative Services Contract Extension – The LWC Board approved a contract in March for up to \$1200 (48 hours at \$25 / hour) through the end of May. Services were mostly to help Suzanne with event planning and implementation, some administrative tasks. Due to pandemic, many events were cancelled, so Suzanne has not needed the help anticipated. Now that EnO is adjusting to virtual and online activities, Suzanne can use the help. Hours remaining in contract scope. Proposed to extend current contract through June 30. After June 30, the EC and FC can review and make recommendations if Suzanne still has a need for services.

Action: *Approve extended Rhythm Administrative Services contract through June 30 and keep total not to exceed amount at \$1200. Approved by consensus.*

Fundraising Committee (FRC)

Wendy Hudson, FRC Chair

Committee Profile – See Attachment D. In an effort to keep Board members updated with committee activities, and to introduce new Board members to LWC's committees, one committee will be profiled at each meeting. First up, FRC. Chair to cover how committee is supporting the LWC's strategic plan, accomplishments so far in 2020 and plans for the rest of 2020. Include any challenges to accomplishing committee work. Attachment D can be a template. Next month, PRC to be profiled.

2020 Fundraising planning and adjustments - FRC decided to cancel the June 14 Major Donor event that was intended to seed and kickoff the Love Your Watershed campaign for 2020. Will be conducted via mailing in July with public portion to follow in August via email, using the fish gauge graphic from last year.

FRC has not officially cancelled the Annual Theme event for Sept. 12, 2020, to celebrate 1 Million Plants. Thinking it's likely will have to do some kind of modified event, postponed, or virtual. Agreement that LWC should make every effort to commemorate the accomplishment and get publicity for this milestone, even if postponing the celebration. FRC and staff are thinking of alternative ideas. Okay to postpone to closer to actual planting season. Discussion of ideas for grabbing people's attention – how do we hook people's interest in an online event if

that is what we need to do? Ideas - a video of the planting of the 1 millionth plant, generate hype leading up to the planting – which species should it be? Can profile different native species, have people vote, win prizes by voting, put money on guessing which species it will be (Kristen will need to check in on rules for this). If LWC has actual value of number plants planted, can we have a counter – ticking up on our web site until we hit 1M? For FRC and staff to consider and develop a plan for alternative.

2019 End-of-Year (EOY) Return on Investment (ROI) review - Kristen reviewed staff and other costs for 2019 EOY mail-out versus funds raised. Over \$2 raised for each dollar spent. ROI not completed for 2018, but more funds raised in 2019 than 2018. Is a relatively simple assessment that can be done to compare efforts year over year and across types of fundraising activities (e.g. events vs. mailings). Is there a standard metric for this? Quick search shows target should be at least \$3 raised for each \$1 spent.

Executive Committee (EC)

Wendy Hudson

Project Management Services Contract – See Attachment E. Draft contract available for April 2020 – March 2021 Project Management Services to be provided by Bonneville Environmental Foundation (BEF). Hourly rate raised from \$41 / hour to \$43.87 per hour. Slight updates to scope of work. \$53,000 not to exceed. Target is to reduce overall portion of Jean-Paul’s FTE that he spends on LWC Projects from about 0.6 to about 0.5. New Assistant PM staff position at LWC will help with this once oriented. Otherwise, no changes from prior contract. There is some delay with BEF internal processing, Kristen is waiting for final contract. If there are any substantive changes, it will come before the board again for approval.

Action: *Approve Project Management Services contract with Bonneville Environmental Foundation for April 1, 2020 – March 31, 2021 as presented. Approved by consensus.*

Strategic Plan Review, Part 2 – See Attachment F. Review of Strategic Plan process and discussion from the March 12, 2020 LWC Board meeting. Kristen provide updates to the Board since the March meeting, including OWEB postponing the April grant cycle to late July. LWC staff will still submit TA application for beginning work on the Beaver activity area. Focus for this discussion on draft Recommended Actions (RAs) for new stormwater activity area. Attachment F outlines why Ash Creek is the focus geography. Kristen reviewed the updates, rationale, and key points resulting from the LWC Team (staff and PM) retreat in December 2019. Staff and PM think this is a great program, but do not have the capacity or expertise to lead it. Draft RAs focus on engaging with relevant stakeholders and potential partners to define priorities for a program in Ash Creek, what LWC’s role might be, and help define what a job might be to lead this program. Target would be to have a program lead in place in 2022 to prepare for 2023 “year of stormwater”. Discussion of annual themes – they help unify programs, outreach, and fundraising, but do not mean that once the year is past, LWC is no longer working on those activities (e.g. 2022 is the year of beaver, but does not mean LWC is working on beaver in 2022 only).

When the strategic plan was developed, most of the focus was on promoting low-impact development (LID). Based on Kristen’s discussions with staff from some cities and other groups



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in the Willamette that work on stormwater issues, an important and easier first step is potentially education and outreach. This may be a better role for the LWC, especially early on, to work with partners, find our niche, and engage the Ash Creek community. Discussion that it would be important to assess “the landscape” – who else is working on this topic? Is LWC more of a convener / facilitator? Apart from the cities and Ash Creek Water Control District (ACWCD), not known that any other groups are focused on this topic.

Where does this intersect with ACWCD? Dan is on both boards. ACWCD is interested in more natural flood mitigation strategies but has no staff and most of their work is on ag lands while cities work in their boundaries. All volunteer board – they are interested in the discussion and willing to engage but would need direction and proposed actions.

Discussion – the draft RAs include a lot of work. LWC can’t do this alone. Gizell commented that she works on the city’s TMDL (Total Maximum Daily Load) plan with Oregon DEQ. She thinks the city would be interested in a partnership and asked for a copy of the draft RAs. Kristen will provide and happy to discuss ideas. Example – Gizell was working with a 4th grade class to add more “Drains to Stream” medallions to storm drains before the shutdown. City is doing EnO work in this area; interested to see where partnership makes sense.

Board and staff have a lot to learn about the topic. How does the Board meaningfully review these RAs and engage in discussion on this topic? Is there an existing LWC committee this would live with to be more involved in the program as it develops? If existing committee is not the right “home”, another idea is a potential steering committee composed of some LWC Board members and some stakeholder reps to guide development of the program. To discuss at the EC meeting.

Discussion of example of Long Tom Watershed Council (LTWC) stormwater program. They launched in 2011 with a focus on pesticides, water quality, and landscaping but program has evolved now to focus on retrofits of LID facilities on business properties that were built before current stormwater standards were in place. Is different situation b/c city of Eugene must meet more strict regulations and has more resources to provide the LTWC in support of the program. Key for LWC is to find right niche that serves our mission and helps our partners.

Executive Director Update – See Attachment G. April and May were very busy with adjusting to COVID-19, submitting LSNA Phase V grant proposal, and recruiting, hiring, orienting new Asst PM. No questions, no discussion.

Executive Session: Major Donor and Volunteer Contacts (“COVID-care”) - Board discussed reaching out and contacting some LWC donors during this time. Checking in, saying thank you, LWC is moving along with our work. Board reviewed list and volunteered for contacts.

End Executive Session.

Meeting Adjourned at 8:05pm.