

WMSWCD Notes 08/26/08

1. Meeting location and time

- a. Location: Montgomery Park
- b. Time: 6:00 pm

2. Introductions/Agenda Approval

- a. Those present:
 - i. Directors: Lightcap, Peterson, Sowder
 - ii. Staff: Dick Springer (District Manager); Erica Stokes (Executive Assistant); Mary Logalbo (Conservation Planner/Technician); Scott Gall (Conservation Planner/Technician)
 - iii. Agency: Steve Fedje (NRCS)

The meeting began at 6:10 PM without a quorum present.

3. Minutes and Treasurers Report

- a. Minutes were not put forth for approval as there was not a quorum present.
- b. Treasurer's Reports were made available, but not presented due to lack of quorum.
 - i. *WMSWCD –Unpaid Bills Detail-As of August 20, 2008*¹
 - ii. *WMSWCD-Balance Sheet- As of August 20, 2008*²
 - iii. *WMSWCD-General Fund Budget vs. Actual-July 2007 through August 2008*³
 - iv. *WMSWCD-Journal- July 16- August 20, 2008*⁴

4. Directors and Staff Reports

- a. **KOIN Presentation:** Lynn Bailie, Vice President and Director of Sales for KOIN, presented a 5 year marketing opportunity to the board entitled "Do the Right Thing". This campaign has the backing of 10 other conservation agencies in the region and focuses on water quality and conservation. These 10 agencies voted on a steering committee of 4 folks who created the top issues that the marketing campaign i.e. commercials will address. The attached PowerPoint document provides a complete description of the presentation given to the board. Director Lightcap asked if the agencies are mentioned in the commercials. Ms. Bailie said that that is up to the steering committee, but yes, logos are featured on the website. Seasons will dictate what is presented in the commercials and on the website. The commercials should motivate viewers to the website where agencies' documents and contact information will be housed.
 - v. *Do the Right Thing- PowerPoint slide presentation*⁵

¹WMSWCD –Unpaid Bills Detail-As of August 20, 2008

²WMSWCD-Balance Sheet- As of August 20, 2008

³WMSWCD-General Fund Budget vs. Actual-July 2007- August 2008

⁴WMSWCD-Journal-July 16- August 20, 2008

⁵Do the Right Thing- PowerPoint slide presentation

- b. Staff Hiring and Introductions:** Introduction of new Conservation Planners/Technicians, Mary Logalbo and Scott Gall. Manager Springer discussed their various work experiences that will further enrich WMSWCD. He further discussed the breakdown of their work assignments going forward. Mary will be responsible for McCarthy Creek, Three Rivers Land Conservancy/Forest Park Conservancy, Christmas tree growers and nurseries, invasive species, and a manure exchange program. Scott will be responsible for livestock and pasture management, small woodland areas, Sturgeon Lake, OWEB and ODA grants, and Clackamas and Tualatin Valley relationships. Director Lightcap mentioned that he was going to attend a meeting on Friday, August 29, 2008 with Kate Holleran of METRO, to which he invited Mary Logalbo. The focus of the meeting will address best practices for working with partner organizations i.e. creating a model for which organization does what, when, and how.

Jane Hartline was also introduced. Jane was proposed by Brian Lightcap to fill Jeff Joslin's vacancy. The subject of her nomination will be discussed at the next board meeting. Jane has a 3 acre restoration project on Sauvie Island and was a board member in the past.

Associate Director John Eccles also submitted his resignation letter to Director Lightcap effective as of 8/26/08.

Steve Fedje, NRCS District Conservationist, noted that as NRCS, our partner, largely owns the land around McCarthy Creek (for which Mary Logalbo will be the lead project manager) it should be a great project for the District to manage.

- c. Staff Reports:** Dick Springer submitted a written Manager's Report⁶. AmeriCorps staff, Kate McQuillan, also submitted a written Report⁷. Staff members Kammy Kern-Korot⁸, Mary Logalbo⁹, and Scott Gall¹⁰ also submitted reports.

6. Discussion:

- a. KOIN:** Director Sowder asked if this opportunity was a green wash for KOIN and that perhaps rather than giving them approximately \$8,500 the District could use that money to have a better website designed. In Director Sowder's estimation the KOIN opportunity is really just a great website for hosting documents which we might be able to independently at the District rather than in partnership with others. Director Springer also mentioned that it appears that two organizations in Clackamas County have decided to join- the CSWCD and the public water/sewage district, and that WMSWCD was invited to the table late in the game.

⁶ July Director's Report to WMSWCD Board

⁷ Kate McQuillan's Staff Report for Board

⁸ Kammy Kern-Korot's Staff Report for Board

⁹ Mary Logalbo's Staff Report for Board

¹⁰ Scott Gall's Staff Report for Board

- b. Board Retreat:** The annual retreat will take place ideally on October 25th and will be a full day. Potentially, half of the day will be comprised of a meeting with both the staff and the board, and the other half of the day will be comprised of a meeting by the board alone. Director Lightcap wants to further connect board and staff and to create clear boundaries between the board's function, policy, and staff's role, program management. Director Lightcap suggested, for example, being able to give staff \$50,000 to carry out programs rather than micromanaging every expense. Jane Hartline, in support, said that she for one didn't need to see the Journal of checks written for the month as we have a treasurer who can manage that level of oversight. Director Lightcap wants to give staff the trust of the board to do their jobs. Director Sowder further endorsed this idea by noting that the board should not hobble staff via micromanaging.
- c. Riverfest:** District Manager Springer invited the board to assist with a tabling opportunity this weekend at Riverfest on Sunday, September 1, 2008. Directors Lightcap and Sowder said they would try and attend at some point during the day. Manager Springer will email the board about this volunteer opportunity.
- d. Quarterly Meeting between WMSWCD and neighboring Districts:** District Manager Springer would like to reestablish the connection between neighborhood districts, to form a "consortium" (Director Lightcap) to allow us to see what one another are doing in our respective Districts e.g. what isn't working and what is. Ms. Hartline asked if these meetings would be staff and board, and Manager Springer said that yes, all could attend. Director Sowder further said Directors who want more information can attend. These meetings could also give us the chance to find out how programs, that WMSWCD does not currently offer, work e.g. equipment rentals, coupon incentive programs, etc. Manager Springer mentioned finding out how other Districts work with nurseries; Director Lightcap proposed the possibility of Districts sharing staff, as they do with Dave Bowman, as a potential way to further increase our effectiveness.
- e. Joint Lunches between WMSWCD and EMSWCD:** Manager Springer would like to re-establish joint all staff lunches between East Multnomah and West Multnomah SWCDs. This was an informal tradition before EMSWCD moved to their new space, and was beneficial in strengthening our partnership with one another. Director Sowder asked who would attend the quarterly meetings versus the lunches, and Manager Springer responded that the quarterly meetings would be for senior level staff versus the lunches which would be informal and for all staff. His intention is to have WMSWCD host the lunch one month and EMSWCD host the next month's lunch, and so on.
- f. WMSWCD Open House:** Manager Springer suggested hosting an Open House in October to show the District's partners, board, and constituents our new space and give them an opportunity to meet new staff. He is proud of what has been accomplished and thinks that the board and the District should be proud to share it with the community as a whole. We will

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advertise in our local papers e.g. Skyline Ridge, Northwest Examiner, Southwest Neighborhoods, Inc., etc. and will mail to folks in our database. We will also invite elected officials. He proposes hosting the open house in October, but not on October 20-22nd per Director Peterson's reminder that there would be a conflict at that time. Director Sowder asked if District Springer needed the board's approval on the luncheons and quarterly meeting, and the open house. Manager Springer said he only needs the board's help and approval on the open house.

7. New Business

- a. There was no new business conducted because there was not a quorum in attendance.**

Confirm next meeting date and location and adjourn.

Next meeting will take place on September 23, 2008 at 6 PM at Montgomery Park.

The meeting ended at 7:40 pm.