

Network of Oregon Watershed Councils

July 13, 2017, 1-2 p.m.
The Ford Family Foundation

Call to order: 1:15pm

Attending: Shawn Morford, Cindy Thieman, Dana Dedrick, Melyssa Graeper, Bill Lehman, Eric Riley, Debbie Bunch, Kristen Larson, Jon Souder, John Speece, Felicity Dyll (intern), Deb Merchant (Business Committee), Amy Stiner, Emily Jane Davis (facilitator), Karen Moon (joined at 1:23pm)

Summary of Action Items:

- A. Review & Approval of May 2017 Meeting draft minutes – *Attachment*
 - a. *Debbie Bunch moved to approve May 2017 meeting minutes, Amy Stiner second, approved by consensus*
- B. Board affirmation – director position vacancy
 - a. *Jon Souder moved to appoint Dana Dedrick to fill vacant position for Willamette Region, Eric Riley second, approved by consensus*
- C. Review & Approval of FY17 (through June 30) Financials– *Attachment*
 - a. *John Speece motioned to approve financials, Dana Dedrick second, motion carries by consensus*
- G. Extending NOWC – OACD MOA
 - a. *Jon Souder moved to extend the MOA between OACD and NOWC through December 1, 2017 and remove the clause regarding OACD contracting for Shawn's time. Bill Lehman second. Approve by consensus.*

Full Meeting Notes

- A. Review & Approval of May 2017 Meeting draft minutes – *Attachment*
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- C. Review & Approval of FY17 (through June 30) Financials– *Attachment*
 - a. Shawn and Shannon reviewed prior fiscal year and context for financials. Change from last FY to upcoming FY (FY '18) is that OACD contracted for 0.25 FTE of Shawn's time – was extra revenue for NOWC.
 - b. Because of OACD funding last FY and careful spending from prior FY – have carryover of \$32. If achieve doubling of membership, bring in \$15,000 in external grants and \$10,000 in contracts, can estimate an \$18,000 carryover into next FY
 - c. Model that is at least break even if meeting above targets.
 - d. Have contracts in development with WCs that could fill the gap and achieve goals.
 - e. Benefit of buy back from OACD in FY 17 was useful in having ability to have savings in FY 17
 - f. **But – we have to get membership up – need to show value to councils – important to talk to regional councils and ask what services need or expectations of NOWC they have to get them to support NOWC. Need to convey funding reality to WCs that NOWC is not fully supported and their membership is really valuable**
 - g. Reviewed FY Budget to Actual
 - h. **Shawn will check in with Shannon re: P&L and if full FY or not. What is total anticipated carryover after June 30 (not just net for the FY)**

- i. Review and discussion of financials
 - i. *John Speece motioned to approve financials, Dana Dedrick second, motion carries by consensus*
- D. Strategic planning writing team/process- recruiting members
 - a. See NOWC Strategic Planning Flow 2017 diagram
 - b. Retreat July 13 – 14
 - c. Then phase of reaching out to coordinators, interview coordinators in region and provide written summary to help writing team in drafting
 - d. Discuss draft at October Board meeting
 - e. Vote on it at January 2018 meeting
 - f. EC minimum on writing team, Kelly T not on writing team , leaves Jon Souder, Cindy Thieman, Kristen L. on drafting writing, South and Eastern reps to help; Melylssa G. ; additional
 - i. **Bill Leyman, John Speece, Amy Stiner, Karen Moon, Eric Riley available to be reviewers in Sept.**
- E. ED updates
 - a. Already provided earlier in joint meeting
- F. Committee Reports (reports by chairperson)
 - Membership Committee - recruit new member
 - Membership Committee lost chair (with Luke resigning)
 - Kelly Timchak, Rob Russell members
 - **Dana Dedrick, Bill Lehman and John Speece to join membership committee**
 - Shawn will be convener to get meeting
 - Update – 18 members paying, heard at least 4 or 5 councils intending to sign up after new FY – not yet followed up with them
 - \$8,000 come in so far from memberships, goal is \$15K
 - **Shawn will send updates from prior materials and start getting new members caught up or try to get Kelly Timchak to give them an update prior to having her baby**
 - Business Development Committee
 - Deb Merchant interim Chair
 - Update (Deb) – NOWC has a small niche and serves specific group of people; what is the value that NOWC brings to wider group of people and potential donors
 - Deb reached out to Kim Klein, a top-notch fundraising expert, to ask her about nature of NOWC, constituents we serve and what are the best possible options for raising money; Kim really focused on members
 - Members have vested interest in the organization, receive benefits that have value, and way to increase own capacity are to invest in NOWC
 - If you are a membership organization and members don't value you – why are you in business?
 - Didn't really think type of organization that lends itself to individual donors
 - Think about NOWC, what it offers, and how can express it in one sentence / 20 seconds
 - Ideas from experience at River Network for how to offer incentives for members. **Need to cross work with Membership committee**

- Cindy – EC discussion – some of businesses that benefit from WCs but don't donate to specific watershed councils – like River Design Group, Interfluves, etc. to request contribution. Blue Ridge Timber Company, David Evans, Jon Runyon, Steve Trask, etc. to NOWC
 - **Could also do member benefit that get free consultation from certain contractors and that is contribution that the consultant provides in free consult to dues paying member**
 - Incentive structure
- Information gathering, strategizing, and implementation plan
- **Need for joint membership / business development committee meeting soon**
- **Could survey WCs about businesses they use – insurance, banking, etc. and collect frequent hits**
- Outreach and Education Committee
 - Melyssa G. chair
 - Annual Conference Organizational Chart
 - 4 EDs meeting and talking about planning conference moving forward. Conference will look different moving forward – so how structure planning to get input from organizations
 - 4 EDs as EC for conference planning and the conference planning committee made up of reps from different organizations – standing committee
 - OE committee reps participate in the conference planning standing committee
 - **Cindy wants time to think about and reflect on what conference looks like moving forward and what members needs for training moving forward**
 - **OE role in conference planning**
 - **Making sure there is WC specific track**
 - **Some part of a day for WC only time**
 - Discussion of still alternating between “Broader” audience and targeted audience from year to year
 - Deliverables for OWEB grant and where OE committee fits in
 - Communicating with constituents through email updates
 - Web site updates
 - NOWC is lead for webinars for training and info sharing – to help NOWC continue to come up with content and webinars
 - What about OE needs for NOWC specific
 - Annual Report
 - NOWC web site
- Bylaws sub-committee
 - Change of “appoint/affirm” to nominate, elect, re-elect
 - Addressing historical language regarding “statewide representation” – inserted bullet in “Core Values and Organizing Principles” and removed from all other references throughout that created confusion re: decision making and quorum see section 7 -
 - Clarify quorum and decision making (voting) language – simplified
 - All other references to decisions making via a different method or threshold removed

- Clarified process for nominating and electing and re-electing regional and especially at-large directors
- Add clause re: decisions b/w board meetings – via email
- Add who can call a special meeting – board members
- Remove clause of holding annual meeting at conference when possible?
- Clause to review bylaws minimum of every 3 years.
- Remove section 3 of goals for policies. Not needed or appropriate for bylaws.
- Debbie – proposed regional shifts / clustering
 - **North Coast Watershed Association is the umbrella – need to fix**
 - **Debbi / Kristen will email draft edits and maps / list to Board with deadline for feedback. Review list- make sure her list of umbrella councils is correct**
 - **Review edits- see if okay. Especially proposed language of quorum and decision-making (Section 7)**
- Government Relations Committee
 - Shawn – walk through flow chart for gov’t relations committee
 - In session – did walk through some parts of flow chart – Option 2 and 3; never took anything to the full board
 - NOWC took lead from OACD and COLT
 - Not Shawn’s strength, following their lead
 - Would like to improve communications with Councils on process in legislature
 - Shawn doesn’t know how important of a function that is

G. Extending NOWC – OACD MOA

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2 PM

Adjourn 2:49