



LWC Board Meeting Minutes

September 10, 2020

Via web conference

6:00 Call to order

Wendy Hudson, President

Introductions

Board Members: Wendy Hudson, Dan Farnworth, Dave Ehlers, George Grosch, Scott Youngblood, Jackson Stalley (joined about 6:10pm)

Staff: Kristen Larson

Guest: Amy Pinkley-Wernz

Zoom Meeting Etiquette: Wendy noted we are all adjusting to having Board and committee meetings via Zoom. Please try to adhere to some basic ground rules: minimize using the chat feature, it's hard for Wendy and Kristen to pay attention to the chat while running the meeting and taking notes; please don't interrupt, if you want to speak, raise your real or virtual hand.

Action: August 13, 2020 minutes approved as presented (Attachment A). Approved by consensus.

Mission Moment – Kristen thanked all the LYW Campaign donors! Of note – a couple people donated twice as they saw the progress of the campaign, they gave again. The final donor is anonymous, but after the last email appeal, donated just over \$1,200 to get us to the finish line. Wendy noted the recent Project Activities report provided to the PRC in lieu of the Sept. 3 meeting is one of the best Projects Report she's seen (included in the Board packet). Thanks to Jean-Paul, Aubrey, and Caleb for updating us on all their good work! And it is a great reminder of how much restoration and monitoring work is happening during the age of COVID-19. Dave had contractor crews out to J2E Tree Farm last week to work on the NRCS / J2E portion of activities (non-OWEB grant). Juan is a crew-lead for D Franco Contracting, Inc. – he and the crews worked very hard and are very conscientious. Juan is incredibly knowledgeable about the plants and dedicated to the work. Dave is looking forward to the project work!

Questions / Comments on Committee Minutes / Activities – None.

Public Comments – None.

Fundraising Committee

Wendy Hudson, Chair

Love Your Watershed (LYW) Campaign Updates – Everyone has probably seen by now that we met our goal! Thank you to donors, staff, especially Suzanne, and the EnO Committee for creative LYW activities in response to COVID-19 restrictions. Dave noted it was a true team effort and thanked Wendy for leading the FRC and campaign. Kristen thanked Wendy for helping write so many thank you notes while she was on vacation!

Other FRC updates: Jackson is going to join the FRC and has agreed to take the lead on the Business Circle which has been on hold since Pat left the FRC and Board. Thank you, Jackson! Due to the fires we are postponing hanging the 1,000,000 Plants banner until next Friday, Sept. 18. The impact is the banner is displayed one less week in Monmouth, but given the poor air

quality and tragedies in our neighboring communities, we decided it was more appropriate to pause on this. Banner will circulate until 10/21 and then be at the 10/22 planting at LSNA.

Treasurer and Finance Committee

George Grosch, Treasurer

July 2020 Monthly Report – See Attachment B. In general, LWC is in a good position. July saw increased donation revenue with kickoff of LYW campaign, high spending on project activities, and payment of annual insurance premiums. LWC spent out its PPP loan funds. Guidance right now is for groups to wait on applying for forgiveness to see if Congress passes anything that provides for auto-forgiveness or if SBA provides any additional guidance.

Operating Reserve Policy – See Attachment C. George reviewed the draft Operating Reserve (OR) Policy. With a few edits / clarifications necessary, the FC will revise the draft and it will come back to the Board in October for approval.

Dan noted, given the historic fires and devastation in Oregon on top of the impacts from COVID-19, LWC should monitor the state's finances and keep in mind the state's resources could be even more limited in the future.

Governance Committee (GC)

Kristen Larson

Governance Committee Profile – See Attachment D. Kristen reviewed the GC profile. Wendy has stepped down from the GC and George will now lead. Review of recent activities. Upcoming – need to update the committee description document and potentially GC will take lead on DEI, pending results of the Internal Goals discussion later in the meeting.

Executive Committee (EC)

Wendy Hudson

Recognize Kathy Farnworth Board Service – Kathy Farnworth's term ended and she is not renewing for another term. Thank you, Kathy, for your volunteer service to the LWC! We are grateful for your contributions. We miss you and wish you well!

Executive Director Annual Review Introduction – Kristen is wrapping up her 8th year at the LWC; LWC policy is to conduct annual reviews at date of hire. Kristen will send out a link to an online form for Board members to complete the review online; please complete by Friday, Sept. 18 so Wendy can bring results to the EC meeting or let Kristen and Wendy know when you can complete the review. Kristen provided the Board her job description and a summary of accomplishments from October 2019 – September 2020. Board will review the results of the review at the October 2020 meeting. Discussion of setting up an Executive Session via Zoom for the Board to have an opportunity to discuss results in private. EC will discuss this at its next meeting to sort out logistics of a virtual Executive Session.

Strategic Plan Review – Internal Goals - See Attachment E. The Board reviewed the results of the rankings each Board member submitted. Discussion around strategies proposed to retain and assignment of leads for each. Recommendation that all leads report back to the December Board on draft plans for implementation beginning in 2021.



LWC Board Meeting Minutes

September 10, 2020

Via web conference

Goal 1: Increase annual revenue and diversity of Funding Resources – Discussion around developing a Business Plan, some propose to drop and others to put on back burner for now. This is a potentially time and labor-intensive effort, do we really need this and do we need it now? Appears people have different ideas of what a business plan is. What do we gain by doing this? We are doing well, let's stay focused on the future, vision what we are doing and where going. Important to have goal of increasing revenue and diversifying funding sources, but don't need to invest in plan at this time. Eventually, would be nice to have someone focused on finding and writing grants, but not something we can do now. Conclusion to take a modified approach to this. Discussion to retain Legacy Fund as part of this Goal. Potential for people to include LWC in their planned giving, bequests, life insurance beneficiaries. Can be low-investment for LWC but result in significant impact at some point. Keep these as part of activities for FRC when have capacity to pursue this. **Assigned to FRC as lead.**

Goal 2: Increase operational efficiencies – These strategies ranked low. Drop for now. We seek operational efficiencies as a matter of doing business, will respond to opportunities as they arise. Not investing extra energy or capacity into this goal at this point.

Goal 3: Increase staff capacity – Discussion if this should be kept or not. Is this under ED purview or should it stay in the plan? Discussion that a succession plan for ED is important for Board to work on and be prepared for. Sudden changes can happen and will be impactful. Proposal to hire Assistant ED can mitigate impact of ED transitions in the future. For staff, ED should work on succession plans, procedures, and cross-training among staff. **Assigned Governance Committee and ED as leads.**

Goal 4: Increase Board capacity – Board recruitment is everyone's job but need a lead to be accountable. Board trainings (innovative and nonprofit) can be combined into one item of "Board Trainings." Scott volunteered to be lead to arrange trainings. Scott will also bring a proposal for how to meaningfully engage Board members in Board recruitment by the end of the year. Discussion of working to get LWC's name out into the community. Work to "brand" the LWC as *the* organization for people to engage in locally and support watershed / environmental issues. The EC recommends LWC join the M-I Chamber of Commerce to help promote LWC and get more name recognition. Want to be known as an org. that does good work and is fun! **Board (recruitment), Scott (trainings) and Staff (Chamber of Commerce participation) assigned.**

Goal 5: DEI training/local research – Assigned to Governance Committee as lead.

Executive Director Update

Kristen Larson, Executive Director

Monthly Activity Report - See Attachment F. Discussion of IT needs at LWC office. Kristen seeking alternative service provider. Not many options locally. Kristen sent needs to Jackson; he might be able to refer someone. Staffing update that Caleb is trimming his hours a little during

COVID-19 and Aubrey is increasing his to 0.4 FTE; Aubrey will help Caleb in some monitoring work, especially the field tasks. Cross-training already beginning among staff!

New Business – None

Meeting Adjourned at 7:30pm.