



Luckiamute Watershed Council Board Meeting Minutes

April 8, 2021

Via web conference

Call to Order:

The meeting was called to order at 6:01 PM by Wendy Hudson.

Introductions:

Board Members: Wendy Hudson, Dave Ehlers, George Grosch, Britton Castor

Staff: Kristen Larson

Guests: Judy Walrod Maule, Andrea Berkley, Maya Cook, Jerry Paul

Approval of Minutes:

Wendy Hudson, President

The March 11, 2021 minutes were distributed prior to the meeting (**Attachment A**).

The board approved the March 11, 2021 meeting minutes unanimously.

Committee Announcements:

Dave is hosting a birding tour the day before Mother's Day on his property. Tim Johnson from Salem Audubon is leading the tour.

Public Comments:

Maya Cook introduced herself. She recently relocated to Monmouth and is studying Env. Science at OSU. Interested in learning about the different organizations in the community. Welcome Maya!

Mission Moments:

Someone had purchased items from LWC's Amazon wishlist, which was a pleasant surprise. Thank you!

Board Trainings/Discussions

Kristen Larsen, Executive Director

Equity, Diversity, and Inclusion (EDI) topic: Environmental Justice, ATTACHMENT B

- Terminology – EDI centers Equity at the top of the pyramid with Diversity and Inclusion below.
- Article reinforced how addressing environmental issues can bring communities together. LWC can help build community around environmental issues.
- Article pointed out the importance of having diverse staff and leadership in the organizations that are helping communities address environmental issues.
- This is a racial as well as a class issue.
- "Climate justice" reflects the fact that marginalized communities will be more burdened by effects of climate change than privileged communities.

Nonprofit Association of Oregon (NAO) Guiding More Good

- Scott and Kristen attended.
- "Internal Control Basics" – Was geared toward larger organizations.
- "Nonprofit Boards" – speaker is same person who is providing EDI training for LWC.
- "Recruiting and Engaging Emerging Leaders (EL)" focused on recruiting younger adults (40 and younger). Tips: communicate to potential EL hires what their impact will be; professional / personal development opportunities are important to ELs; ELs desire a balance of structure and flexibility. In recruitment, highlight what the job can accomplish and why they want to work

there. To reach new audiences, you need to advertise in non-traditional ways and places. Could offer mentoring or shadowing opportunities as a start, such as for college students.

- “Donor Stewardship” session was scaled down to smaller organizations. Kristen takeaway is that LWC doing pretty well in donor stewardship for an organization of its size, for example: thanking, keeping donors updated regularly, two appeals a year, acknowledging donors publicly, and larger donors get more personal investment and opportunities. LWC could do better at impact reporting. Other ideas: call people and say “hi”, especially during COVID-19. Opportunities to engage with the work on the ground. Incorporate digital interactions.
- Keynote was fantastic. Recording is available if folks are interested in watching it. Scott can share thoughts upon request.

Executive Committee

Wendy Hudson, President

Board Member Term Renewal - Elect Wendy Hudson for a new three-year board term

- Wendy is up for a three year term renewal. George nominated Wendy for renewing for another term on the Board. All in favor.

Board unanimously approved Wendy for a three year board term renewal.

Finance Committee

George Grosch

February 2021 Financial Report, ATTACHMENT C

- FC met last week and reviewed financial documents. Found nothing of note.
- Unremarkable month. Did see some income from One Tree Planted and The Nature Conservancy (TNC manages the grants for the PGE Habitat Fund).
- \$10,000 added to Operating Reserve, will see this on the March statement.

Fundraising Committee

2020 End-of-year (EOY) Campaign Return on Investment (ROI)

Kristen Larson, Executive Director

- Renewal of “Friends of the LWC” program, which is a young program.
- Industry standard (which is skewed by larger conservation organizations) is 4:1 ROI
- In 2020 there was \$0.23 spent for every dollar raised. Kristen reviewed additional data.

Planned Giving and Giving in Retirement docs, **ATTACHMENTS D & E**

Wendy Hudson, President

- Winnowed strategic plan goals to a handful to focus on in 2021. The FRC developed a Modified Business Plan which included development of a planned giving program.
- Two approaches presented in attachments.
- We need to update the donor section of the website. These documents will go there if the documents are approved.
- Some nonprofits partner with a financial planners to offer retirement planning workshops. LWC would need to find someone trustworthy. The information would need to be presented in easy-to-understand language. Often you need already interested donors lined up to make it worthwhile. There could be an opportunity to partner with other similar non-profits. There could be a tie in to the larger conversation in Oregon about farmland secession planning. Dave pointed out that many of those farming or small woodland owners are land rich and cash poor so could be of limited value. Discussed effort vs. potential to draw even one large donor.
- Documents approved with no changes.



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Governance Committee

George Grosch

Draft Revised Board Member Position Description, ATTACHMENT E, ACTION

- We may have revisions to make later after EDI training.

Board unanimously approved the revised Board Member Position Description.

Draft Statement of Agreement, ATTACHMENT G, ACTION

Board unanimously approved the draft Statement of Agreement.

Kristen will send the Statement of Agreement to each Board member for signature via DocuSign soon.

Board and committee recruitment, ATTACHMENT H

- Discussion of putting active board member recruitment on the back burner to focus on committee members. There can be two types - active members and advisor members (pulled in only for specific targeted questions). This could lower the bar to entry for new people, and help the learning curve for these potential future board members. If we have more people, what could we be doing differently? How do we invest in those people? Can we meet some EDI goals?
- Wendy asked each person to think about people they know who might fit into one of these two committee member types (active and advisor).
- This item will be moved to next meeting when more board members are present.

Executive Director Update

Kristen Larson, Executive Director

- Recent planting work completed. Plant establishment is happening with ring sprays and weed control. 2022 plant orders are being refined. Logs staged for Upper Luckiamute project.
- LWC is splitting costs for Aubrey's position with the Marys River WC, but without an admin charge (associated with Fee for Service Policy), and with costs split 50/50. Will check back in in a few months to see what needs to be tweaked. Was reviewed by a lawyer and committees.
- Medical insurance renewal rates are not going up.
- "Love Your Watershed" spring fundraising campaign will begin soon.
- Photo contest launched and some submissions have been posted. The public will vote on the top 3. Board members can submit.
- Under the Members login for board members, there is a new board orientation section. Reference documents will be located here and not included in future board meeting packets.
- An OWEB monitoring grant will be submitted in late April.

Topics for Future Consideration

- George would like to see more people on the Governance Committee in the future. Maya expressed interest in reviewing documents.
- There is a need to discuss criteria for how we return to in-person meetings and site visits.
- Committee meeting zoom info is available on request; all are welcome to attend.
- Annexation of land north of Monmouth might be kick-starting riparian work and trail. Maya will provide Kristen more info in case there's an opportunity for City and LWC coordination.

Meeting Adjourned 7:56pm