



Engaging the community to sustain our watershed

Synopsis and Ideas from April 3, 2013 Council meeting on Capacity Building:

- 1) Developing a strategy for the Tualatin River Watershed Council:
 - a) Defines the needs of both the watershed and the council;
 - b) Identifies opportunities focusing on that that have common interest and funding base;
 - c) Develop and participate in venues so that the opportunities come into maturity.

Ideas Suggested:

1. Use of volunteers for project and planning, such as connections with INTEL employees (Intel matches \$ for volunteer hours up to \$7000 or \$10,000); other groups looking for opportunities to volunteer, such as Starbucks; Coke employees
2. PSU non-profit management degree that includes fundraising plans, business models; interns could work on fundraising plan, etc; (Dave Waffle to follow through on this)
3. PSU Master of Public Administration; interns possibly work on marketing plan
4. PSU Environmental Studies, students looking for projects, gathering baseline data, etc. Opportunity for students to present, have experience for resume (Mutual benefits).
5. Possible project that would involve Xmas trees to be placed in streams to provide smaller wood/bank stability in urban streams; partnership with City of Tigard, Trout Unlimited; Clean Water Services (provide storage for trees), TRWC (to coordinate tree pickup & receive donations); student interns to design and monitor project;
- 6) Tap into industries that need “compliances” , avenues/catalysts; untapped source
- 7) Source of water quality
- 8) Restoration Project groups, i.e., Ducks Unlimited focus on wetland restoration

Full Council Discussion Text: Capacity Building Strategy

April introduced the discussion by reminding us of the directive from OWEB that councils should diversify their base of funding. April noted that the steering committee has been brainstorming on how to build capacity. April turned the discussion over to Tom N., who walked us through a handout he had prepared for this discussion

Tom noted that we should be looking at several aspects of diversification and thinking of resources, sweat equity, as well as cash. Tom laid out ideas that may be helpful for the watershed council and walked us through the handout. Some of the discussion points included

- We need more than an event, perhaps we should step back to look at the bigger picture
- We should look to our mission and if we have the capacity to meet our goals
- Can we identify our needs, and do we have the staff capacity to achieve those needs
- How can we increase participation by partners
- How do we develop a strategy?

Tom N., lead the group through a discussion of what a strategy could be. A three point strategy was outlined:

1. The strategy should define the needs of the watershed and the council
2. Identify opportunities, examples included grants, agencies with similar goals, understanding of forum and function, how to overlap agencies goals and find common interest and funding base, education was cited as a broad goal with extensive common interest.
3. Develop and participate in venues to bring opportunities into maturity

Tom noted that getting started was the key, and pointed to the last two (2) points (A and B) and observed that there was nothing there, need to get started (A) and then develop the business plan (B).

Jan Curry noted that she (and Jackson Bottom) has experience as a volunteer coordinator and we could work to get volunteers involved. Jan noted that if we can harness the energy of young people that would be helpful, to get them involved. To do so we would need coordination, and good planning. The discussion agreed that volunteer outreach would provide one way to the council more visibility. Jan C., provided examples with teachers and service learning credits.

Dave noted that Portland State University (PSU) has a program tract for nonprofit programs; we could get their help to find a champion Cap Stone student to develop a business model. A student may be interested and very helpful with the outreach, letters, and details associated with fund raising.

Carla described a project that she would be interested in championing. Carla noted a highly urbanized creek would benefit from Christmas trees project and that she felt the project could be coordinated with the Council. Carla observed that she has had positive encouragement from Trout Unlimited and believed there would be others willing to participate. Carla reviewed the potential project as getting a student in marketing, engineering, somebody who could do the survey work to provide the basis for demonstrating the benefit of placing Christmas trees in the stream channel. Carla felt the

project would provide good partnering and exposure opportunities, and perhaps be the basis for a couple master's thesis.

Kristel, noted she has an PSU student as an intern to do marketing in partial fulfillment of a master's thesis, (200 hours)

Kristel, Jan, and Bob noted that they believe opportunity exist to reaching out to the business community and industries in the basin. Ducks Unlimited was also identified as a potential partner

Tom N. noted that he was pleased with the conversation and identified 3 points:

1. We need to continue to talk about our goals, what are the key things we as a Council want to achieve
2. How are we going to do the diversification, there has to be mutual benefit and we need to understand what our partners would get out of interaction with the Council
3. Marketing, how do people know about us, and what do we want them to know about us

Continued discussion by the steering committee following Tom N's., three points is warranted.