



**Tualatin River Watershed Council
Meeting Minutes
April 3, 2019**

Stakeholders Present

Stephen Cruise	County Primary Representative, Washington County
Jan Miller	Citizen at Large
Ashley Short	Environmental Organizations Primary Representative, Tualatin Riverkeepers
Jon Pampush	Fisheries Primary Representative, Trout Unlimited
Simon Christensen	Drinking Water Provider Primary Representative (shared position), City of Hillsboro Water Department
Ross Van Loo	Citizen-at-Large
Erin Poor	Citizen at Large Primary Representative
Tom Nygren	Small Woodland Owners Primary Representative, Washington County Small Woodlands Association
Lacey Townsend	Soil and Water Conservation District Primary Representative, Tualatin SWCD

Staff Present

Scott McEwen	TRWC Executive Director
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Guests Present

Tim Sautter	Washington County LUT Operations Department
Kellyn Baez	Clean Water Services personnel
Wade Peerman	Oregon Department of Environmental Quality, Tualatin Basin Coordinator
Michael Ahr	West Multnomah SWCD
Melissa Rowe Soll	Ash Creek Forest Management
Cynthia Winters	Solid Ground Consulting

Welcome and Introductions

Erin Poor, Vice Chair, opened the meeting at 7:00 pm. Stakeholders, staff, and guests introduced themselves.

February and March 2019 TRWC Minutes

Jan Miller moved to adopt the February and March minutes. Tom Nygren seconded. Adopted by consensus.

January 2019 TRWC Minutes

Strategic Discussion – Cynthia Winters, Solid Ground Consulting

Cynthia introduced herself and went through format for strategic planning session:

- Recap of recent transition from past 3-4 years
- Create a from-to statement
- Discuss goals (no activities) – will stay at higher goal and vision level for this meeting

Recap of recent transition from past 3-4 years

Cynthia recently interviewed a handful of Council members to begin the strategic planning process.

Recurrent themes included:

- Hiring Scott as Executive Director is a very positive first step.
- There is a strong desire to grow the organization and be viewed as a leader among watershed councils.
- Challenges ahead:
 - need to clarify who you are – your value proposition
 - need for role as community convener and neutral forum
 - need for more inclusion and diversity (board, partners, community engagement, funding)
 - need to be a viable/stable organization (staff and board)
- Opportunities:
 - members need to be more engaged, take responsibility, and be more accountable
 - economy is growing, high tech is willing to engage employees in watershed activities
 - tualatin basin is economic heart for the state of Oregon
 - many partners interested in collaborating with TRWC
- What's the gap?
 - Limited funding sources
 - Lack of name recognition and brand clarity
 - Previous projects were small/one-off
 - One employee
 - Board functions on an old “stakeholder” model – very few councils now operate this way (e.g. Johnson Creek has a more nonprofit board structure and governance role)
 - Lots of discussion about stakeholder model vs. governance model and what exactly is governance. What about our steering committee? Don't want to lose representation of all types of organizations.

From-To Assignment

- Write down the overall strategic transformation you believe TRWC needs to make. What's your vision?
- Group did this individually first, then came together in groups of two-three to put statements together. Next, moved into a group of five.
- Ended with three groups sharing out their visions and compiling all three into a vision statement. Scott and Cynthia will wordsmith and write the final draft vision.

Goals

Four goal categories

- Leadership
- Culture
- Brand
- Strategy

Scott and Cynthia went through interviews and past documents to draft some goals as a starting point. Goals 1 and 2 are “mission” goals (what we’re doing to drive our mission). Goals 3 and 4 are internal.

Goal #1 (Brand Category): TRWC is a respected, trusted and relied upon convener of diverse perspectives around complex issues for the advancement of programs and policies that improve water quality in the basin.

- Discussion around changing water quality to watershed health. At strategy level, we could use water quality as a measurement.
- Possible strategy topics:
 - Neutral forum
 - Voice for water health
 - Strong stakeholder membership
 - Educator
 - Marketing/communication
 - Strategic collaborations

Goal #2 (Brand Category): TRWC is a leader in improving fish and wildlife habitat and clean water in the Basin.

- Discussion about how to expand this goal to include community benefit. Does everyone know what fish and wildlife habitat means? Or clean water? Are there other words we could use?
- Possible strategy topics:
 - Self-supporting restoration programs
 - Updated action plan for the basin
 - Source water protection
 - Corporate partnerships

Goal #3 (Culture Category): TRWC is a strong, vibrant, sustainable organization.

- Possible strategy topics:
 - Diversified funding
 - Corporate sponsorships
 - Volunteers
 - Staffing
 - Policies, procedures, systems

Goal #4 (Leadership Category): TRWC’s board shifts from a “stakeholder” model to a traditional nonprofit board that provides leadership, guidance and community connections.

- Discussion ensued on the two different models.
- Possible strategy topics:
 - Recruitment and onboarding
 - Meeting process and procedures
 - Budget process and oversight
 - Succession
 - Bylaw update
 - Diversity, Equity, and Inclusion (DEI)

Next Steps

- Strategies will be the focus of the May strategic planning session
- Scott will draft strategies as a starting point
- At its April 17th meeting, the Steering Committee will provide feedback and edits to what we worked on today.
- At the May 1st Council meeting the board will review and approve the vision statement and goals. Draft of strategies will be presented and discussed.

Adjournment

The meeting adjourned at 9:00 pm.

Respectfully submitted,

Lacey Townsend
Secretary