



**Tualatin River Watershed Council
Meeting Minutes
3 July 2019**

Stakeholders Present

Ashley Short	Tualatin Riverkeepers
Victoria Saager	Citizen at large
Joel Cary	Tualatin Valley Water District
Bob Baumgartner	Clean Water Services
Wade Peerman	Oregon DEQ
Ross Van Loo	Citizen at large
Jon Pampush	Trout Unlimited
Rich Van Buskirk	Pacific University
Tom Nygren	Small Woodlands

Staff Present

Scott McEwen	Executive Director
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Guests Present

Kieran Sikdar	Holistic Engineering & Land Management
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Welcome and Introductions

Bob Baumgartner, Chair, opened the meeting at 7:01 pm and welcomed the attendees. Stakeholders, staff, and guests introduced themselves.

June 2019 Minutes

Motion to Approve: Victoria Saager; Second: Jon Pampush
Minutes approved unanimously.

Action Item 1:

Discussion of draft FY 2019-20 budget (Scott): Small changes in attached draft budget indicated by hatch marks, which is the \$500/month health benefit for the Project Manager position.

Motion to approve: Ross Van Loo; Second: Ashley Short

Motion: "Move to adopt budget as described." Motion approved unanimously.

Discussion Item 1:

2019-20 Funding Plan (Scott McEwen)

Strategies (from PowerPoint)

- Increase donor pool: Lean on members to identify potential donors.
- Develop & Deepen Local Partnerships: Use Strategic Partnership Agreements to outline shared objectives.
- Pursue federal and state funding:
- Corporate Giving: Washington County is wealthy. We should be able to partner with corporate sector. We need to present programming that fits with corporate sustainability goals.
- Partner with Bonneville Environmental Foundation: Water Restoration Certificates provide an opportunity for partnership
- Diversify Giving from Private Foundations: Identify foundations based on funding criteria and look for potential matches.
- Investigate EathShare Oregon: Known as the United Way of the environment. Are there still openings for new organizations to join? What are the annual fees? What funding could be available?

Would like to grow the contributions obtained through these groups to about 25% of the budget. The majority will continue to come from our local partners and sources such as OWEB. The pace of growth in developing these other funders will depend on results from early inquiries.

Discussion Item 2:

Draft Communication Plan

Themes: TRWC as a Leader, Convener and Champion.

Strategy 1: Update website. This will be accomplished by hiring a contractor. Would like to contract with a local filmmaker to make short films. See Siuslaw Watershed Council for examples.

Strategy 2: Expand social media presence. Would like to be active on four platforms: Facebook, Instagram, Twitter and LinkedIn. Council will also investigate email options such as Constant contact, Mail Chimp, Robly and Drip.

Strategy 3: Host high-profile public forums. Council has identified topics: climate, demography, pesticides, watershed wide issues, etc.

Strategy 4: Tours with key decision makers. Use half-day tours to bring leaders together and host opportunities for problem solving.

Strategy 5: Serve as a watershed information clearinghouse. Would like to make information more accessible.

Discussion: Tom N. notes that other conservation organizations have newsletters that we could submit information to in order to leverage their existing distribution network. Bob B. noted the

success that CWS has had with small film production and distribution on the web. Rich V. noted that press releases can be an effective means of generating publicity. Jon P. asked about the composition of the Steering Committee in terms of discussing planning for these events and getting members involved. Scott would like the SC to “tee up” issues for engagement by the full Council.

Discussion Item 3:

Council Meeting Schedule

Scott: Should we change our meeting schedule? What if Council were to meet every other month, alternating with Steering Committee meetings? This would drop the current 24 meetings (Council and Steering) to 12. We would also add in about four public forums.

Discussion: Bob B. highlighted the goal to get members more engaged with the Council. Will we reduce our energy too much and jeopardize our ability to make this transition? We could try this new schedule for a year to see how people respond. Will need to use the subcommittees to keep people engaged with the Council. There is concern that if we adopt a reduced meeting schedule too quickly, we will lose momentum. Ashley S. suggested that we have a board training session before electing to change the meeting schedule. Other councils have adopted more of a Board structure where participation on subcommittees is required. Sentiment is that we still need monthly meetings to refine structure, bylaws and planning for the future before we can make a change to meeting every other month.

Member announcements:

20 July: Tree farmer of the year/Meet your neighbor day – WaCoSWA. (Details at www.wcswa.com). Please register so that there's an accurate tally for lunch (no cost).