



UPPER WILLAMETTE

SOIL & WATER CONSERVATION DISTRICT

BOARD OF DIRECTORS MEETING MINUTES

Tuesday June 9, 2020 3 pm

Public Meeting Notice was sent to the Register Guard

ATTENDANCE:

DIRECTORS:

Al Hyrnyshyn, Chair
Ralph Perkins, Co-Chair
Gary Jensen, Treasurer
Abel Kloster, Director
Chuck Arrera, Director
Malcolm Wilson, Director
Mary Durfee, Director
Eric Nusbaum, Associate Director

UWSWCD STAFF:

Dave Downing, Manager/Tech Specialist
Lily Leitermann, Conservation Specialist
Clarissa Berndt, Admin Specialist

NRCS Staff:

Tom Snyder, District Conservationist

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1. The meeting was called to order at 3:00 pm by Al Hyrnyshyn

Agenda was reviewed. Malcolm moved to approve agenda as presented / Ralph seconded the motion / no additional discussion / motion unanimously carried.

2. ***Call for Public Comment:***

- A. None present.

3. ***Action Items:***

- A. **Review BOD Minutes – May 2020:** Ralph moved to approve the May 2020 Minutes as presented / Malcolm seconded / no further discussion / motion unanimously carried.

- B. **Review Financial Reports – May 2020:** Eric mentioned that he is working with Clarissa to create a fund balance sheet that will give a quick, simple overview of all funds. Should be available by August board meeting. Chuck moved to accept the financial reports as presented / Al seconded the motion / discussion regarding current standing of finances / motion carried unanimously.

- C. **Digital Marketing Proposal:** Clarissa shared the marketing subcommittee's recommendation of working with Funk/Levis for the district's digital marketing and public awareness campaign. Mary made a motion to authorize Dave to



UPPER WILLAMETTE

SOIL & WATER CONSERVATION DISTRICT

negotiate and sign a contract with Funk/Levis up to \$25,000 / Abel seconded / discussion regarding budget and deliverables / motion carried unanimously.

4. **Director Reports:**

- A. **Al Hrynyshyn:** Encouraged board of directors to report on what they are doing for the district, or other information related to the business of the district. Reported that he has been gathering lists of names of people who may be willing to sponsor or endorse a district tax base.
- B. **Ralph Perkins:** Hasn't done much due to the current restrictions on activities. He would like a list of tasks for the board members to give more of an idea of ways they can get involved.
- C. **Gary Jensen:** Has had some communications with fellow tree farmers on their view of the district and a possible tax base. Feels strongly that we need a campaign of publicity; lack of awareness is a big problem right now. Feels we need to have a variety of advertising venues, not just on the internet.
- D. **Abel Kloster:** In talking to individuals in the community, he has noticed that there is overall strong individual support for the district. Is thinking about reaching out to neighborhood groups within the Eugene area. Feels that the district could really fill a niche in the urban sector, with urban agroforestry and similar projects. Is willing to do what needs to be done to promote the district, but is unsure of what to do – would like a list of tasks as well. With regards to social media, he noted that the more people you can get to share your posts the better. We want to think about producing something that has value to a wide audience (ie: list of cost share opportunities available, etc.).
- E. **Mary Durfee:** Wrote elevator speech and passed on to staff. Discussed state and county voting guides.
- F. **Chuck Arrera:** Currently making lists of contacts. Discussed his feelings on going for a tax base and feels that those who may not have voted in the past, may be more likely to vote in current climate.
- G. **Malcolm Wilson:** Agrees that he would like a list of tasks as well. He has some connections he can contact, but wants to wait for list of names to divvy up contacts in an orderly fashion. Discussed social media posts and types of information to contribute.
- H. **Eric Nusbaum:** Not present. Left at 3:30 for required ODA meeting.

5. **Staff Reports:**

- A. **Dave Downing:** See attached report. He wanted to mention that the format of brainstorming during these meetings is great for staff and board, and enjoyed today's director reports in this respect.
- B. **Lily Leitermann:** See attached report.
- C. **Clarissa Berndt:** See attached report.
- D. **Tom Snyder:** See attached report.

6. **Announcements/Correspondence:**

- A. None



UPPER WILLAMETTE

SOIL & WATER CONSERVATION DISTRICT

7. New Business:

- A. Poster Contest:** Clarissa shared with the board the poster entry received from a Kindergarten student from Laurel Elementary in Junction City. He will be receiving the first place prize of a \$50 Visa gift card for his age group. His teacher, Heather Stafford, will also be receiving the first place prize for student participation in the form of a \$100 Office Depot gift card for use in her classroom.
- B. Work Plan & Board Tasks:** Discussion. Board decided to hold a special work session in one week to focus on work plan and board tasks; meeting will be held June 16th at 3 pm on Zoom.

8. Unfinished Business:

- A. REC Update / Tax Base Discussion:** Noted the largely positive response from not only partners, but also the board & staff who attended the REC meeting. Discussion regarding forming a PAC and the requirements for it.

9. Items for Next Month's Agenda- July 14, 2020:

- A.** REC update & Tax Base discussion

10. With no further business the meeting was adjourned at 4:57 pm.

APPROVED