



UPPER WILLAMETTE

SOIL & WATER CONSERVATION DISTRICT

SPECIAL BOARD OF DIRECTORS BUDGET MEETING MINUTES

Monday Sept 21, 2020 2:30 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
Malcolm Wilson, Director
Mary Durfee, Director
Eric Nusbaum, Assoc. Director

UWSWCD STAFF:

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

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1. The meeting was called to order at 2:30 pm by Al Hyrnyshyn

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

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

- A. None present.

3. ***New Business:***

- A. **Budget allocation for informational mailers:** The quote received from Funk/Levis was screen shared & discussed. These are informational mailers sent out to residents of Eugene. Question asked: What percentage of people are we able to reach with 20k? There are 150k households in all of Lane County. Why are we being selective with the mailers, why not send out to all? This quote is based on the estimated ballpark budget that was given to Funk/Levis. Budget won't accommodate sending to all households. Suggestion was made that, based on the current financial standing of the district, we should have \$25k as a max budget for mailers. It was suggested to change the previous \$8k that was allotted to promotional products (before the pandemic) down to \$1k and put the rest of that toward the \$25k for mailers. It was also suggested to purchase magnetic car logos to identify vehicles driving up to producer's homes.
Another suggestion made to send 1 mailer, not 2.



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Discussion followed regarding where to send mailers to proportionately send mailers to areas, since our budget does not allow for all households to receive mailers.

Suggestion made to decide on a budget for the mailers and then have Funk/Levis determine where to send the mailers.

Question regarding how much of our funds is unrestricted at this time.

Another suggestion was made that we should make yard signs with the district name, logo and website on it for district awareness.

Malcolm made a motion to approve up to \$30,000 for marketing, with \$25k going to mailers and the rest for other district marketing strategies, including but not limited to car magnets, yard signs, and digital ad boosts / Mary seconded / Gary mentioned that he was concerned with spending so much for the marketing, also wants to keep some control of marketing decisions and not leave it all up to F/L / motion unanimously carried.

4. With no further business the meeting was adjourned at 3:29 pm.

APPROVED