

North Coast Watershed Association
Board of Directors Meeting
August 12, 2015
NCWA offices
Astoria, Oregon

Members Present: Carla Cole, Tessa Scheller, Mark Garrigues, Mike Seppa, Chris Farrar, Scott Rekate, and Katie Volke. Jon Tillotson is absent and excused

Staff Present: Brooke Duling

Carla called the meeting to order and asked for introductions and announcements. Chris Farrar noted the DEQ meeting in Astoria and we discussed water quality monitoring, wetlandia, resilience and outreach opportunities to lobby for.

Katie noted two upcoming events. A house party at Janet Nybakke's home Sept 25th and "Wild Edge" a photo essay at the Red Building in Astoria, October 23rd. Scott noted an event "Beyond Toxics" at KALA tonight.

The agenda was "approved as presented" by motion; Tessa/Mike, all.
The minutes were "approved as presented" by motion; Mike/Chris, all.

Brooke noted Peggy is unable to join us and gave an update on our fiscal matters detailing the remaining funds to be expended for this biennium. She also provided an update on her work with Janet Marberry to rebuild the website and noted she needs photos of board members.

Coordinator Report: Brooke detailed progress on the Walooskie project. She also noted an opportunity to do a road decommissioning project with Hampton LLC. Chris asked about a meeting with Hampton and ODFD&W relative to that road project. Brooke is seeking help to write the grant.

Scott noted fencing remains on a tree planting project and inquired about a work party to remove them. Brooke discussed our annual gathering plans and we discussed assistance for set up and acknowledgement for Jerome, musicians and microphones. Brooke also asked for assistance with a grant application process.

FIPS, Focused Investment Partnerships were discussed with three projects we are sending letters of intent and support for: Coastal Coho riparian planting, Ocean acidification and Lower Columbia Chum. Carla provided further details about the reintroduction of Chum salmon. Another potential project is focused on habitat, refugia and climate change. We discussed the assistance Brooke might provide.

Arbitration vs litigation: Mike Manzuli is writing a contract template and inquired about our preference for resolving conflicts. We agreed that arbitration is a preferred alternative.

Nature matters: We agreed to continue our support for this forum and suggested improved outreach options, speakers and sign in ideas. Mike suggested Wayne Carmichael for a lakes presentation. Carla reviewed our relationship with the Fort George folks and the growth of this forum.

Katie presented a program on Fundraising basics for our non profit. We have all been asked for funding support. She noted that people with less means often give a higher proportion of their income. She led discussions about how we feel about fundraising and the challenges we face as would be donors and fundraisers. We recognize that people will say no while we still share goals and can encourage engagement about projects people care about. Asking for money from individuals is different from grant funding and includes believing in the mission we share.

We communicate about the need, the percentage raised and ask for advice. We get to meet people who have shared values and care about our organization and projects. We want people to get to know about us, be introduced and for us to know them too. We can engage them at pleasant events and cultivate their interest with follow up. Then "the ask" is organic, expressed by noting what we need and is part of an established (sort of like dating) relationship. Tracking and saying thank you are strongly suggested as is being respectful. Three "touches" are critical before the asking.

People attending our Nature Matters series is a source for creating lists we can utilize. Board Members are critical to this process and set the tone by 100% participation in giving. The ask is to those who have the Ability to give, Believe in our mission and have a Connection with us (Ability Belief Connection). Katie shared some personal success stories and noted the importance of sharing our stories. Honor the relationships created and stay in touch. OK to ask friends and family to share this opportunity. We agreed this was a very valuable session and were given a homework assignment.

Good of the order: We shared ideas.

Respectfully submitted,

Tessa J Scheller, Secretary
North Coast Watershed Association