

Monday, September 13, 2021
5:15-5:45 PM Director's social time
5:45-7:00 PM Board Meeting

**Marys River Grange in Philomath
24707 Grange Hall Road**

(Outdoor, in-person meeting, with Covid precautions in place; No Zoom option)



BOARD OF DIRECTORS MEETING MINUTES

In Attendance

Board Members Present: Faye Yoshihara, Bob Morris, Jerry Paul, Kerry Hastings, Eliza Mason, Henry Storch (arrived 6:00 pm)

Board Members Absent: Graham Trask

Associate Directors Present: Nate Johnson, Rana Foster

Staff Present: Teresa Matteson

Others Present:

Call to Order

[Yoshihara] 5:45 pm

Introductions, Public Comments, Announcements, Additions/Changes to Agenda.

Decision regarding October board meeting was moved to end of meeting.

CONSENT AGENDA

- **Approve draft board meeting Minutes – July 12, 2021** (no board meeting held in August 2021); Discussion: none
- **Approve Financials (6/30/21 and 7/31/21)**; Discussion: none
- **Approve letter in support of including carbon sequestration in Community Climate Investment section of DEQ Climate Protection Program Draft Rule** (in packet): Discussion: In her capacity as a member of the public, Teresa spoke about the larger context of this ruling and its potential impact on farmers. It was clarified that the letter of support is only related to carbon sequestration. On balance, it was decided to leave this item in the consent agenda.

MOTION to approve Consent Agenda: Kerry / Bob (unanimous 5/5)

REGULAR AGENDA

Director Strategic Planning session

Directors reviewed the results of the survey, added comments, raised discussion topics, and clarified perspectives on survey results that appeared as paradoxes. Priority (5 dot) voting then identified key topics the board would like to put forward to the Strategic Planning Committee. Complete details will be provided to the Committee. What follows are summarized priorities.

Vision/Mission. Overall, there was alignment on our vision and mission. Suggestions are not intended as 'wordsmithing', but rather concepts to inspire, educate, and support residents in taking action on climate change. To avoid mission creep, the mission statement should be highlighted on written materials, including in board packets.

Strategic Goals. The Work Plan approved annually by the Board, should be matched/aligned with and evaluated against the Strategic Goals. Deliver Programs and Strengthen our Capacity are doing well with some areas for improvement. Spread our Message should be elevated by increasing outreach to the public via post-card mailings, surveys, tabling, pop-ups sign up on website for e-news, and other ways to increase engagement and awareness of our services and understanding of public priorities. Diversity, Equity & Inclusion (DEI) should not be a stand-alone goal, but rather incorporated as an important element of other goals.

All documents referenced in these minutes are a part of the official record and can be distributed upon request.

Programs. We should have broader themes, under which the current eight program areas can be moved on/off as they go through their funding cycles. Propose an overarching Climate Resilience framework, with broad themes of practices and people under which multiple areas can nest. For example, Regenerative Practices can be the umbrella theme for soil health/conservation, water conservation, habitat restoration, native plants, pollinator support, invasive species, etc. Education and Awareness as a theme for youth education, adult awareness and action to address climate change, bridging urban-rural ecosystems, etc. Need to conduct program evaluation and feedback to ensure we are meeting stakeholders needs and priorities and to address perceived paradoxes, for example:

- Organic/No Chemicals vs. IPM (Integrated Pest Management) vs. Traditional/Legal Chemicals. Take a deeper look at how we are presenting chemical treatment as an option (e.g., for control of invasive species). IPM needs to be explained as a holistic approach, along with thresholds. IPM has a place in outreach and is used by our contractors. However, treatment options need to be explained so that landowners do not think chemicals should be their first (easy) option. Can we encourage people to move from chemical use toward IPM? Can we provide more information for organic, non-chemical methods?
- Urban ---- Rural. We should address urban landscapes, however our focus should continue to be on rural landscapes, especially bridging the urban-rural divide and the importance of supporting rural economies and the ecosystems upon which everyone depends.

Priorities. Our unique value proposition is our tax-based, flexible funding (vs. grant-dependent funding) and our long history and experience in direct outreach and grants to landowners. We need to increase outreach. Keep our outstanding programs and services and support for watershed councils while better understanding and adapting to our stakeholders' needs and priorities.

Board Role in delivering the strategic plan. The Board has a supervisory role which requires interactive reporting and feedback mechanisms with staff. Directors should provide guidance and support outreach based on individual knowledge, skills, experiences, and networks. Need to find ways for greater board-staff engagement and to ensure any outreach by directors is aligned with and can be followed-up by staff.

Reminder about Tuesday, October 12th meeting (Oct. 11 is a holiday). The October meeting will be held virtually via Zoom. Tonight's meeting reinforced the benefits of meeting in-person when possible. Future meetings may be hybrid (in-person and virtual options) and will be decided on a month-to-month basis based on risk factors related to the pandemic and ensuring everyone feels safe while participating.

Meeting Adjourned
[Yoshihara] 7:00 pm