



## **Board Meeting Minutes**

**Puyallup River Watershed Council Board of Directors  
Puyallup City Hall  
March 28, 2013  
3:30 p.m.**

### In Attendance:

Lorin Reinelt, Russ Ladley, Mark Palmer, Teresa Lewis, Linda Burgess, Tom Kantz, Barbara Skinner, Bill Anderson, Kurt Fremont, Mark Lavergne, Jason Jordon, Alan Zulaf

### Board Members Absent:

Bob Meeks, Cheryl Greengrove, Ryan Mello, Shelly Schlumpf.

#### **I. Call To Order and Review Agenda**

Add to Agenda: Social Media Outlets.

Decision; active social medial accounts will be closed, pending the completion of the new website.

#### **II. Review and Accept Minutes of February 28, 2013 Meeting**

Minutes approved.

#### **III. Treasurer's Report**

Same as last report, a little over \$1,800.

#### **IV. Old Business**

None noted.

#### **V. New Business**

##### **A. Report from Watershed Assessment Committee (Lorin)**

Recently met and went over the water quality chapter. Will be adding elements like barriers to implementation, and adding water budget analysis and figuring out how to combine that in with the water supply/use discussions.

Question: Some creeks outlined in Water Quality, will more be added?

Answer: Information is limited and sometimes there just is no data. More can be added later if there is data. Check with Friends of the Park in Edgewood for more information.

The Committee is meeting monthly, before the Board meeting. Timeframe for draft is dependent on TRFF funding flexibility. Deadline not specified yet.

Lorin will follow up with Christina Arnold, TRFF, to check about funding flexibility.

**B. Report from Education and Stewardship Committee (Bill/Teresa)**

Salmon Homecoming is anticipated to be Sept 21 at Inglun Farm. Starts with a fun run and will include a planting event, salmon bake and vendors.

Teresa will attempt to engage with South Prairie to compare their "salmon homecoming" with ours. It appears they plan a similar event and maybe we could coordinate with them.

Shelly Salomon film showing will be coming up in November.

**C. Report from Citizen Committee (Linda)**

No problems for resolution from last month's meeting.

**D. Report from Finance Committee (Mark)**

Working to establish a database for member tracking, renewals and mailers. Theresa will send an Excel file to Mark of the email listserve for building the database.

A draft budget skeleton is being developed for people to understand what type of projects will require what type of funding so revenue sources can be tapped appropriately. Should also show in-kind investment we utilize (staff time).

See Finance & Budget Committee handout (attached)

A lot hinges on the development of our new website to solicit membership and issue domain names.

**E. Potential Award Program (Bill)**

Nomination forms created- handout (attached). The Board decided to add "Groups" to the list. Also, make the list more flexible to recognize not just the past year (strike that from the form), but just recognize good work that took place over a longer period of time.

Bill will update the Award Program nominee form and send out to the Board. Board members must make a pledge for at least one nominee and submit their nominee form on, or before, the next Board meeting.

**F. Requests for Support**

- **Matlock Farm Conservation Futures Application – Forterra**  
A request was made for PRWC's support for support of purchasing conservation futures for Matlock Farm. Bill proposes writing a general letter noting our support of the preservation of farmland and that this project fits within the PRWC mission and goals. Good way to advocate that the project is a good idea. Idea supported by Board, Bill will draft.
- **Knotweed Control SRFB Project – Pierce Conservation District**  
The PCD is continuing its knotweed removal program and will follow up work to eliminate knotweed in South Prairie Creek.

#### G. 2013 Program of Work

Theresa presented the annual report to the Board. Theresa needs feedback for 2013 Priorities. Suggestion to add "Citizen Participation" under Monthly Meetings.

#### H. Guiding Document Development

Theresa presented the Chambers/Clover Watershed Action Agenda document for discussion about the future formatting of the Council's Watershed Action Plan.

#### VI. **Other Business and Announcements**

Alan Zulaf presented "I am Clarks Creek" a creative guide by Puyallup School Children. Has 70 extra copies for us to use, plus brochures and other historically produced documents used for education in the Watershed.

#### VII. **Adjourn**

#### **Decisions/Action Items**

1. Social media accounts will be closed until the new website is up and running. At that time a social media plan will be considered. Accounts to be closed are Facebook, Twitter, Gmail, Scribd, and EcoNet.
2. Bill will update the Award Program nominee form and send out to the Board. Board members must make a pledge for at least one nominee and submit their nominee form on, or before, the next Board meeting.
3. Bill will draft a general letter of support for the Matlock Farm Conservation Futures project to communicate the PRWC's support of such projects that fit within the Council's mission and goals.



March 26, 2013

3:30 pm

Room 325  
Puyallup City Hall

## FINANCE & BUDGET COMMITTEE

<b>Meeting called by:</b> Mark Palmer	<b>Type of meeting:</b>	<b>Finance &amp; Budget Committee</b>
<b>Facilitator:</b> N/A	<b>Note taker:</b>	Mark Palmer
<b>Timekeeper:</b> Bill Anderson		
<b>Attendees:</b> Mark Palmer, Bill Anderson, Barbara Skinner, Lorin Reinelt (via phone)		
<b>Please read:</b> N/A		
<b>Please bring:</b> N/A		

### AGENDA ITEMS

Topic	Presenter	Time allotted
<ul style="list-style-type: none"> <li>✓ <u>Create a database of members, date of membership, date of renewal, email address, mailing address, phone #</u> <ul style="list-style-type: none"> <li>○ Concept was presented as maintaining a simple spreadsheet or database of members of the PRWC. The list would be used in reminding members when annual renewals are due, and for an annual solicitation for contributions.</li> <li>○ Members weren't sure who had the current email list for members, but thought it was Teresa Lewis. Bill agreed to check with Teresa and have the mailing list forwarded if so. Suggestion was made that Teresa could send the membership requests out, but there was some concern that Pierce County wouldn't want solicitations to be made from their email addresses or by their employees. Bill said he will get clarification of that as well. If not, someone else will be responsible for keeping the list, to be determined.</li> <li>○ Some discussion on email vs. USPS. USPS is a cost, whereas email is basically free. With limited budget and staff time, email would be best contact for membership solicitations.</li> </ul> </li> </ul>	Mark Palmer	
<ul style="list-style-type: none"> <li>✓ <u>Draft Budget Skeleton</u> <ul style="list-style-type: none"> <li>○ Concept of creating an outline of a draft budget was presented, both from an organizational standpoint, but also as a way to get people thinking about that kind of revenue sources could be developed, and what kind of projects we would want to do. Associating a budget with projects would also develop a defined need that we could solicit for.</li> <li>○ Revenue               <ul style="list-style-type: none"> <li>▪ Events</li> </ul> </li> </ul> </li> </ul>	Mark Palmer	

- Salmon Homecoming
- Auctions
- Donations
- Membership Dues
- Grants
  - TRFF Watershed Assessment Grant
- Personnel
  - Pierce County contributed staff time
- Expenses
  - Administrative
    - PO Box (\$67/year)
    - Corporate License (\$10/year)
    - Web Site Hosting
    - Tax Accountant
  - Membership Incentive Gifts
  - Watershed Assessment
  - Events
    - Annual Retreat (~\$500/year)
    - Salmon Homecoming
    - Auctions
  - Programs
    - Small Project Grant Program
    - Forum
  - Projects
- Some discussion centered on TRFF grant, consensus was that it would be directly paid by TRFF and not pass through PRWC books. If it would go through PRWC books, would put us at income level where we would need to file tax returns, may necessitate hiring an accountant for tax returns and officially setting up corporate books. We would likely want to obtain a program like Quickbooks in that case.
- We discussed Pierce County's contribution of staff (Teresa Lewis) and that we should account for that as a contribution. Some grant applications look favorably on a "more robust" budget as showing more capacity, having this item would be beneficial in that regard. Bill agreed to check with Teresa on hours committed to PRWC in her current role.

✓ **Status of Web Site and On Line Payment Capabllity**

Bill Anderson

- Bill had tried to check on status with Shelly but hadn't heard back. He will check on status at board meeting.

✓ **Recommendation of mass mailing solicitation time line**

Mark Palmer

- Mark asked for suggested timing for a mass emailing of the membership asking for members to join and contribute to the PRWC.
- Mark stated that he felt that the new annual report would make a great enclosure for the solicitation, along with the membership form.
- It was suggested that it might be better for the first solicitation to be imbedded in the regular email notifying members of the forum meeting. Again, this would have to be cleared by Pierce County for soliciting using their resources.
- All agreed that when the new annual report is final, the website is up with functioning payment capabllity, and the mailing list is ready, the solicitation could occur.



Membership Form

I want to join the Puyallup River Watershed Council and support its efforts to restore, protect, and enhance the environmental, economic, and cultural health of our watershed from Mount Rainier to Commencement Bay.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

The Puyallup River Watershed Council offers a variety of annual membership levels. Please check the level that is appropriate for you.

**PRWC MEMBER LEVELS**

- |                |                     |     |
|----------------|---------------------|-----|
| \$500 TO \$999 | Watershed Protector | ___ |
| \$250 to \$499 | Watershed Supporter | ___ |
| \$100          | Watershed Advocate  | ___ |
| \$50           | Watershed Citizen   | ___ |
| \$25           | Watershed Member    | ___ |

**PRWC SPONSOR LEVELS**

- |                    |                    |     |
|--------------------|--------------------|-----|
| \$10,000           | Watershed Guardian | ___ |
| \$5,000 to \$9,999 | Watershed Keeper   | ___ |
| \$2,500 to \$4,999 | Watershed Steward  | ___ |
| \$1,000 to \$2,499 | Watershed Defender | ___ |

Personal Check Enclosed ( )

Please fill out this form, enclose your check and mail it to: Puyallup River Watershed Council, PO Box 543, Sumner, WA 98390 or pay securely online at our website at [PuyallupRiverWatershed.com](http://PuyallupRiverWatershed.com). For questions about membership, please call (253) 798-6158.

**Puyallup River Watershed Council is a registered 501(c)(3) nonprofit charitable organization. *Your contribution is tax deductible.***

## PRWC Sponsorship Levels

\$10,000

### Watershed Guardian

- Large Banner ad on Puyallupwatershedcouncil.org homepage
- Logo and name scrolling on Puyallupwatershedcouncil.org Events page
- Named sponsor of a major PRWC event
- Listing by level on PRWC member web page
- Listing by level in PRWC State of the Watershed report
- Name and logo on back cover of PRWC State of the Watershed report
- 10 Individual memberships for employees
- 10 PRWC Tee Shirts

\$5,000-\$9,999

### Watershed Keeper

- Large Banner ad on Puyallupwatershedcouncil.org homepage
- Logo and name scrolling on Puyallupwatershedcouncil.org Events page
- Named sponsor of a major PRWC event
- Listing by level on PRWC member web page
- Listing by level in PRWC State of the Watershed report
- 5 Individual memberships for employees
- 5 PRWC Tee Shirts

\$2,500-\$4,999

### Watershed Steward

- Medium Banner ad on Puyallupwatershedcouncil.org homepage
- Named sponsor of a major PRWC event
- Listing by level on PRWC member web page
- 5 individual memberships for employees
- 5 PRWC Tee Shirts

\$1,000 to \$2,499

### Watershed Defender

- Small Banner ad on Puyallupwatershedcouncil.org homepage
- Named sponsor of a major PRWC event
- Listing by level on PRWC member web page
- 3 individual memberships for employees
- 3 PRWC Tee Shirts

\$500 TO \$999

### Watershed Protector

- Listing by level on PRWC member web page
- 2 individual memberships
- 2 PRWC Tee Shirts

\$25 to \$499

### Watershed Supporter, Watershed Advocate, Watershed Citizen, Watershed Member

- Listing by level on PRWC member web page
- 1 Individual membership
- 1 PRWC Tee Shirt(\$100 or more)



**Nomination Form**  
**Annual Watershed Steward Awards**

The Puyallup River Watershed Council (PRWC) wants to recognize people, businesses and local governments that have made significant contributions to the health of the Puyallup River watershed during the past year. Please use this form to provide the Council with information about your nominee(s).

Nomination Category:

Individual    small business    large business    local government

Nominee Name: \_\_\_\_\_

Name of Contact Person \_\_\_\_\_  
(for business or government)

Nominee email address (if available) \_\_\_\_\_

Nominee phone number (if available) \_\_\_\_\_

Your Name \_\_\_\_\_

Your email address \_\_\_\_\_

Brief Description of Reasons for Nomination (use back of form if additional space is needed)

Please submit completed nomination form via mail or email by June 30, 2013 to Teresa Lewis, Pierce County Surface Water Management, 2702 South 42<sup>nd</sup> Street, Suite 201, Tacoma, WA 98409-7322  
tlewis1@co.pierce.wa.us