

# OCEAN Quarterly Board Meeting December 8<sup>th</sup>, 2011 @ 10:00 a.m. Teleconference

## Attendance

Jeremy Baker-President  
Walt Burton  
TJ Woodly

Jason Faucera-Vice President  
Malyssa Page  
Shilah Olson

Lisa Mahon-Secretary  
Josh Uriarte

The meeting was called to order at 10:02AM.

## Minutes

- Jason motioned to approve the November 7<sup>th</sup>, 2011 minutes. TJ seconded. Unanimously passed.

## Strategic Planning Session Reminder

- The next planning session will be held on January 26th in The Dalles.
- An informal dinner for people to hang out will be at Spooky's Pizza at 7:00PM on the 25th. Any board members that need a hotel room please contact Lisa M by January 11<sup>th</sup> so she can let Cousins know. OCEAN will be paying for the hotel rooms. If circumstances require, OCEAN will pay for board members to stay the night of the 26<sup>th</sup>.

## Progress on Assignments

### *Business Plan*

Jeremy is meeting with someone who has their own business to get assistance on developing a business plan. TJ and Jeremy will continue to work on a business plan so it will be available to the board by January 13<sup>th</sup>.

### *Marketing Plan*

Jason reported the marketing plan is well in the works. The plan is broken into four main target areas, one being Regional Marketing which will focus on a plan for Reps to market more in their representative areas. They are looking to have it finished in 2 weeks, then it will go to committee for their input.

*People are welcome to look over the plans as they go through the draft process and make suggestions to the plan chair, but the board asks that no one edit someone else's document.*

## OCEAN Committee Updates

### *Communications/Outreach*

- The committee stated the discussion of changing the OCEAN name needs to be officially decided so the group can move forward. Though it was voted on two years ago, OCEAN now has a better idea on their focus so the outreach committee suggested adapting the name to more appropriately represent the organization. The Communications & Outreach Committee recommended to the board to change the name to "Oregon Conservation Education & Assistance Network".
- The board discussed the hesitation to change the name but overall felt the focus on Education and Assistance accurately represented OCEAN. The name change would help relieve some of the confusion people have thinking "Employee Association" means a union. This also will make people aware that the organization is open to non-employee members.

- Jason motioned to move forward in the process of presenting an OCEAN name change to be voted on by the full membership at the Annual Meeting at Connect, changing the name to “Oregon Conservation Education & Assistance Network”. TJ seconded. The motion passed unanimously.
- The board discussed if Tammy would be able to change the wording on the logo after it goes to vote in April. Shilah will talk to her. Jeremy brought up the idea to put the explanation behind all the elements of the logo on our website. He will see if Lisa K has the description on file.
- Jason said that he posted an example committee blue print that the communications committee is looking at and suggested that all committees think of following this plan. This will help when recruiting people to join committees because it shows the purpose and structure of the committee. All committee chairs need to look at this. The topic will be discussed at the January planning session.

#### *Budget/Finance*

Lisa and Janet are working on a Financial Plan & 2012 budget combining all the Connect information with the OCEAN information. Lisa will continue to look at the other plans to make sure to include that in the financial plan.

#### *Education*

- Shilah has been focusing on Connect planning which is well underway. Because of the time spent on Connect the committee has not started an education plan. The board agreed it would be important to have one since that is the focus of the organization. If someone would like to step up and help with the planning process for the education committee that would be great.
- Shilah pointed out ideas for the education plan will include offering regional training, webinars, new employee notebooks, and more.
- Walt suggested working with Eric Nusbaum in his new position because he likes to focus on capacity building so he would be good to work with. He is approaching SWCD’s about a survey he has to help acquire ideas from districts. It would also be good to connect with him so efforts aren’t repeated and we can use the work that he’s doing.
- Jeremy is working on an end of the year letter so he will make a plug in it that we can use help on these committees.

#### **OCEAN Awards**

- Some awards will be handed out at Connect this year. They include Length of Service and Employee of the Year.
- A new award suggested was an OCEAN assistance award which will be handed out to someone that has helped OCEAN in the previous year. This can be any person with no stipulation on who they work for whether it be districts or partners. Lisa will work on criteria for this award for the board to vote on.
- Spotlight on Districts will take ideas from districts of things that should be spotlighted and select two or three to present a 10 minute presentation at Connect. The Communications committee will work on the description for this award.

#### **Financial Report/Update**

- Lisa reported for Janet that there is \$6,109.33 in the bank account. The last planning session cost approximately \$1300. TJ approved the financial statement and Lisa seconded the motion. The motion passed unanimously.

**Area Reps Update**

- Jeremy got a call from *OUR Ocean* to see if they could come to Connect to talk to districts about working on marine reservations. Jeremy is going to connect them with the coastal SWCDs.
- Walt sent out an email asking for input from the basin about training needs and did not get any response.

**Updates/Issues/Concerns/Comments/Kudos**

- Jeremy said thanks to all the board members as they are all putting in extra time working on the Strategic plan and Shilah for all her work with Connect!

**ODA - SOW's and CONNECT**

- After some communication issues the board agreed someone should meet with ODA to make sure we are all on the same understanding for what ODA SOW's will pay for when planning Connect and when attending Connect. This also will help ODA know what OCEAN needs to know involving people asking for funds to plan Connect.

Meeting was adjourned at 11:14AM.