

Approved 11/21/24

Oregon Conservation Education & Assistance Network Board Meeting Minutes October 17, 2024



Oregon Conservation Education
& Assistance Network

PRESENT: Cynthia Warnock (Wallowa SWCD), Morgan Neil (Polk SWCD), Cathy McQueeney (Clackamas SWCD), Cassi Newton (Wheeler SWCD), Jodi Johnson (Malheur SWCD), Jeremy Baker (Multnomah SWCD), Jill Smedstad (Jackson SWCD), Kyle Waggoner (Umatilla SWCD), Jason Faucera (Clackamas SWCD, OCEAN Contractor), Alexandria Scott (OCEAN Contractor)

1) CALL TO ORDER & REVIEW AGENDA - Cynthia Warnock, called the meeting to order at 1:08 p.m. No additions were made to the agenda.

2) MEETING MINUTE APPROVAL - *Cathy McQueeney moved to the September 2024 meeting minutes as amended, Cassi Newton seconded. All approved unanimously.*

3) TREASURER REPORT - There was no Treasurer's report for this month.

4) OCEAN WEBSITE CONTRACT WITH HOOPLA CREATIVE - Last meeting the board discussed price upgrade plugins for the OCEAN website that had been recommended by Hoopla Creative. One was an accessibility plugin and the other would need to be maintained in order to keep the existing editing functions for the site. After some discussion it was decided that the accessibility plugin was not necessary at this time as the site is still ADA accessible it just doesn't have added functions like a text magnifier. Also talking with Hoopla, they have been charging \$100 per month for minute uploads but Julie was amenable to changing the contract to bill for actual hours worked rather than a flat monthly fee.

Jill Smedstad moved to approve the Beaver Builder Plugin + Beaver Theme cost of \$89/yr and the PowerPack for Beaver Builder cost of \$59/yr to be paid to Hoopla Creative for the OCEAN Website, Cassi Newton seconded. All approved unanimously.

5) CONTRACTOR UPDATES - On the communications front, Eric Steen has been moving quickly the Instagram account is already up to 100 followers already. There is a good flow of content about 2-3 posts per week. He puts together the posts and then Jason Faucera proof reads and approves them before they are posted. The target is landowners and getting information to them about NRCS program signups. Next step is Jason Faucera will reach out to Claire Tachella via email about developing messaging for NRCS and districts interface on conservation planning certification. Meeting scheduled next Tuesday with NRCS and Eric Steen to start doing targeted ads to do this. He highlighted the importance of sending interesting stories to Eric for potential use on social media. Cynthia Warnock brought up the overdue performance report for the Connect Grant, which she had emailed Kelly Dawes about.

5) CONNECT 2025 CONFERENCE - Cynthia Warnock, Cathy McQueeney, and Jeremy Baker discussed the planning for the Connect 2025 conference. Cathy McQueeney reported on the first planning committee meeting, which was attended by 8 out of 16 members. The committee agreed to focus on having 5 tracks, with NRCs potentially needing their own dedicated space due to their large number of meetings. However, Jeremy Baker clarified that NRCS usually just use one spot, and this year's venue might not accommodate this. The group also discussed the possibility of another meeting next week, but it might not happen until their next scheduled meeting two weeks from the previous meeting. The group discussed the upcoming conference and its logistics. They discussed the possibility of having a dedicated room for the conference, with Jeremy Baker expressing uncertainty due to the limited space. They also

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discussed the potential for a field trip, with Seth from Siuslaw SWCD offering seven different sites for a tour. A call for abstracts should be sent out by Daphne Plump soon.

6) STRATEGIC PLANNING MEETING FOR 2024 - Alexandria Scott expressed concerns about the availability of board members in November for a strategic planning meeting in-person for 2 days. She suggested that the meeting could be virtual to increase flexibility, but acknowledged the value of in-person meetings. Cynthia Warnock and Cassi Newton discussed the challenges of in-person meetings due to travel and childcare issues. Jeremy Baker emphasized the need for a clear agenda to determine the required time for the meeting. Jason Faucera proposed scheduling an executive committee meeting to outline topics and decide on the meeting format, suggesting a virtual meeting in January or February. Cathy McQueeney agreed with Jason Faucera and Cassi Newton, mentioning the budget constraints for in-person meetings. The team agreed to follow up with Kelly Dawes about the budget.

7) ADJOURN - *Jill Smedstad moved to adjourn the meeting, Cathy McQueeney seconded. All approved unanimously.* The meeting was adjourned at 1:52 p.m.

Meeting Minutes Submitted By: Alexandria Scott, OCEAN Administrative Support Contractor