



## Board of Directors Meeting Agenda

East Multnomah Soil and Water Conservation District

Wednesday, January 3, 2024, 6:00 – 8:00 PM

To be the EMSWCD Office (5211 N Williams Ave. Portland, OR, 97217) or

Join online via GoToMeetings: <https://meet.goto.com/EastMultSWCD/boardmeeting>

or call in: United States (Toll Free):1 (866) 899-4679 Access Code:578-282-301

### **AGENDA**

Item #	Time	Board Meeting Agenda Item	Purpose	Presenter	Packet
1	<b>6:00</b> 5 min	<b>Welcome and meeting called to order:</b> <ul style="list-style-type: none"><li>• Introductions</li><li>• Review/revise agenda</li><li>• Review previous action items</li><li>• Review/approve November Special Board Meeting &amp; FY 22-23 Annual/ December Board Meetings Minutes</li></ul>	Information/ <b>Decision</b>	Zimmer- Stucky	a) <a href="#">11/30/23 Special Board Meeting Minutes</a> b) <a href="#">12/4/23 FY 22-23 Annual &amp; Board Meeting Minutes</a>  <a href="#">Previous Action Items</a>
2	<b>6:05</b> 5 min	Time reserved for public comment and introductions <sup>1</sup>	Information	Public	N/A
<b>DISTRICT BUSINESS</b>					
3	<b>6:10</b> 5 min	<b>Hamilton Change in Employment</b> <ul style="list-style-type: none"><li>• 1 FTE to <math>\frac{3}{4}</math> FTE</li></ul>	<b>Decision</b>	Hamilton	N/A
4	<b>6:15</b> 15 min	<b>Executive Director and Leadership Team Updates &amp; Something to Celebrate</b>	Discussion	Leadership Team	a) <a href="#">ED &amp; L-Team Updates</a>
5	<b>6:30</b> 10 min	<b>Summary of PIC Grants Applications</b>	Information	Kent	a) <a href="#">PIC Grants Applications Summary</a>
6	<b>6:40</b> 15 min	<b>Communications Plan Overview</b>	Information	Kent	a) <a href="#">Communications &amp; Outreach Plan</a>

<sup>1</sup> Each member of the public who wishes to speak shall be given approximately 3 minutes.

Packet materials referenced above available in hardcopy by request or electronically at: <http://emswcd.org/about/board/meetings/>



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7	<b>6:55</b> 10 min	<b>Personnel Committee Recommendations</b>	Discussion/ <b>Decision</b>	DiLeone	a) CO&E Communications Assistant Job Description b) Headwaters Farm Operations Specialist Job Description
8	<b>7:05</b> 10 min	<b>Land Legacy Committee Recommendations</b>	Discussion/ <b>Decision</b>	Shipkey	a) Resolution 2024-01-01
9	<b>7:15</b> 20 min	<b>OSU Extension Next Steps</b>	Discussion	DiLeone	Sent Separately
<b>FINANCE AND OPERATIONS</b>					
10	<b>7:35</b> 10 min	<b>Monthly Financial Report:</b> November	Information	Mitten	a) November 2023 Financial Report
<b>CLOSING ITEMS</b>					
11	<b>7:45</b> 5 min	<ul style="list-style-type: none"><li>• Announcements and reminders</li><li>• Action items</li><li>• Adjourn meeting</li></ul>	Information	Zimmer-Stucky	N/A



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### EMSWCD Board Members, Committees and Meeting Dates

EMSWCD Board			EMSWCD Committees		
Members	Positions	Officers	Budget	Land Legacy	Personnel
Joe Rossi	Director - Zone 1		X	X	
Laura Masterson	Director - Zone 2	Secretary	X	X	X
Mike Guebert	Director - Zone 3	Vice Chair	X	X	X
Jim Carlson	Director - At-Large 1	Treasurer	X	X	X
Jasmine Zimmer-Stucky	Director - At-Large 2	Chair	X	X	X
Upcoming Schedule					
FY23-24	2023	July	5		31
		August	16		
		September	6		25
		October	2		x
		November	6		x
		December	4		13
	2024	January	3		22
		February	5		
		March	4	4	25
		April	1	1	15
		May	6	6	29
		June	3		

**EMSWCD prohibits discrimination in all of its programs and activities** on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisals, because all or part of an individual's income is derived from any public assistance program or based on any other group or affiliation. EMSWCD will not condone or tolerate prejudicial remarks, actions, slurs, or jokes expressed and directed at or to any person. Any employee who behaves in such a manner while conducting EMSWCD's business will be subject to disciplinary action including possible termination. EMSWCD is an equal opportunity provider and employer.

Meeting attendees requiring Americans with Disabilities Act accommodations should call (503) 222-7645 x 100 as soon as possible. To better serve you, five (5) business days prior to the event is preferred.

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**East Multnomah Soil and Water Conservation District**  
**Special Board of Directors *FINAL* Meeting Minutes**

Thursday, November 30, 2023

**3:30pm- Call to Order**

**Zimmer-Stucky**, called to order the special meeting of the EMSWCD Board of Directors at 3:30pm on Thursday, November 30, 2023, at TaborSpace in SE Portland.

**3:30pm- Introductions, Review/revise agenda, Review previous action items.**

**The following persons were present:**

**Board of Directors:** Jasmine Zimmer-Stucky (At-Large 2 Director, Chair), Mike Guebert (Zone 3 Director, Vice-Chair), Laura Masterson (Zone 2 Director, Secretary), Jim Carlson (At-Large 1 Director, Treasurer), Joe Rossi (Zone 1 Director)

**Staff:** Nancy Hamilton (Executive Director), Dan Mitten (Chief of Finance & Operations), Heather Nelson Kent (Community Outreach & Engagement Program Supervisor), Julie DiLeone (Rural Lands Program Supervisor), Kathy Shearin (Urban Lands Supervisor), Matt Shipkey (Land Legacy Program Manager), Alex Woolery (IT and Analytics Specialist), Scot Wood (Facilities Manager), Rowan Steele (Headwaters Farm Program Manager), Nick Pfiel (Headwaters Farm Operations Assistant), Monica McAllister (Community Connection Liaison), Katie Meckes (Senior Outreach and Engagement Coordinator), Chelsea White-Brainard (Senior Outreach and Engagement Coordinator), Tiffany Mancillas (Urban Lands Education & Outreach Coordinator), Jeremy Baker (Senior Rural Conservationist), Chris Aldassy (Senior Rural Conservationist), Jon Wagner (Senior Rural Conservationist), Sasha Schwenk (Operations Administrative Assistant), Asianna Fernandez (Executive Assistant)

**Guests:** Dreshawn Vance (Motus)

**Changes to the agenda:** N/A

**Time reserved for public comment:** N/A

**Previous action items:** N/A

**3:35pm- Executive Session under ORS 192.660(2)(a) for the employment of a public officer**

Entered 3:35pm

Exited 5:15pm

**5:15pm- Dinner Break**

**5:50pm- Executive Session under ORS 192.660(2)(a) for the employment of a public officer**

Entered 5:50pm

Exited 8:38pm

**Staff besides Hamilton, Mitten, and Fernandez left at 7:45pm.**

**Motion:** Guebert moved to authorize Zimmer-Stucky to make an offer of employment to the candidate selected in Executive Session. Carlson seconded the motion. Motion passed unanimously (5-0).

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**Motion:** Guebert moved to authorize Zimmer-Stucky to negotiate benefits and to negotiate salary within the brackets determined by Compensation Connections, with the selected candidate. Carlson seconded the motion. Motion passed unanimously (5-0).

**8:39pm- Announcements, Action Items, and Adjournment**

**Action Items:** N/A

Zimmer-Stucky adjourned the meeting at 8:39pm.

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**East Multnomah Soil and Water Conservation District  
FY 22-23 Annual *FINAL* Meeting Minutes**

Monday, December 4, 2023

**6:00pm- Call to Order**

**Zimmer-Stucky** called to order the FY 22-23 Annual Meeting at 6:00pm on Monday, December 4, 2023, at Leach Botanical Garden.

**6:02pm- Introductions, Review/revise agenda, Review previous action items.**

**Zimmer-Stucky conducted introductions for the record. The following persons were present:**

**Board of Directors:** Jasmine Zimmer-Stucky (At-Large 2 Director, Chair), Mike Guebert (Zone 3 Director, Vice-Chair), Laura Masterson (Zone 2 Director, Secretary), Jim Carlson (At-Large 1 Director, Treasurer) (6:46pm telephone), Joe Rossi (Zone 1 Director)

**Staff:** Nancy Hamilton (Executive Director), Dan Mitten (Chief of Finance & Operations), Heather Nelson Kent (Community Outreach & Engagement Program Supervisor), Julie DiLeone (Rural Lands Program Supervisor), Kathy Shearin (Urban Lands Supervisor), Matt Shipkey (Land Legacy Program Manager), Alex Woolery (IT and Analytics Specialist), Scot Wood (Facilities Manager), Monica McAllister (Community Connection Liaison), Katie Meckes (Senior Outreach and Engagement Coordinator), Tiffany Mancillas (Urban Lands Education & Outreach Coordinator), Jeremy Baker (Senior Rural Conservationist), Chris Aldassy (Senior Rural Conservationist), Jon Wagner (Senior Rural Conservationist), Sasha Schwenk (Operations Administrative Assistant), Asianna Fernandez (Executive Assistant)

**Guests:** Micah Meskel (Portland Audubon Society)

**Changes to the agenda:**

- Add scheduling time at the end of the meeting.

**6:03pm- Recognition Awards**

**Employee of the Year**

**Hamilton** announced Asianna Fernandez as the Employee of the Year and presented her with a commemorative plaque and appreciation certificate. With the award, she also received two extra days of vacation and attendance at a national conference of her choice.

**Service Awards**

Dan Mitten – 5 years

Alex Woolery – 10 years

Chris Aldassy – 15 years

Katie Meckes – 15 years

Nancy Hamilton – Appreciation Award

**Zimmer-Stucky** presented Hamilton with an appreciation award for her tenure with EMSWCD. She wished she could read all of the nice words that colleagues have said about her over the years, as they're great. On behalf of the Board, thank you. Hamilton joined the District during one of its most tumultuous times, and for months virtually during Covid-19 with compassion and love, without meeting many of the staff. Hamilton led the District through Strategic planning, and steered the Board in the right direction, and is largely the reason why we're sailing on smoother waters, under sunnier skies now. It should also be noted that none of these skills and dedication happened overnight. For decades, Hamilton led a life of public

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service, from City Hall to the State Capitol, and many places in between and beyond, Hamilton has left a lasting impact on this city and state.

**Hamilton** read the award she received. She also received a commemorative plaque, a Lifetime Pass to any U.S. National Park, and an EMSWCD branded Leatherman. She thanked everyone and said how much she was going to miss everyone.

#### **6:32pm- Audit Presentation and Approval**

**Mitten** presented the FY22-23 Audit to the Board for review and approval. The full audit report was included in the Annual Meeting packet and Mitten provided a summary of the report highlights. These included:

- All “fieldwork” and requested materials were digital and uploaded to Auditor portal. Smoothest process yet with clear communications and collaboration between audit staff, EMSWCD, and bookkeeper.
- The audit shows a good, clean report with no material issues or problems. EMSWCD is in complete compliance with all aspects and provisions of laws and regulations.
- Revenues (total) were \$5,960,087 in 22-23, an increase of \$260,964 from previous fiscal. The majority of this is related to property tax revenue increased by \$221,254 and interest of \$297,269. However, these revenues were offset by the planned easement land sale.
- Total expenditures were \$6,201,128 an increase of \$1,116,346 over 2022, primarily related to increases in conservation spending of \$797,537 throughout all programs, specifically in materials & services, capital outlay, and grants (nestled in materials & services, including the \$1.2M Nestwood Grant Agreement transaction).
- As a result, EMSWCD’s net position decreased by \$241,041 in the year ended lined on page 5 of the report as well.
- The General Fund and Grants Fund increased their balances by \$677,294 and \$191,061 respectively and the Land Conservation Fund’s fund balance decreased by \$420,543.
- EMSWCD’s total net position is \$18,205,391.

**Zimmer-Stucky** has a question about the amount left unspent for FY22-23 versus the previous fiscal year. **Mitten** explained that the amount unspent in 22-23 was less than 21-22 yet there were contributing factors leading to the \$1.2M underspend as compared to the \$1.4M in 21-22. Some factors were projects not started or completed, such as the website redesign and some other initiatives.

**Zimmer-Stucky and Masterson** inquired about what amount or percentage unspent would be the best practice.

**Mitten** explained that a 95% spend-rate overall would be a good space to be.

**Carlson** joined via phone at 6:46pm.

**Motion:** Guebert moved to approve the FY 2022-2023 Audit Report, Masterson 2nd. Motion passes unanimously (4-0, Jim absent).

#### **6:48pm – FY 22-23 Annual Report Presentation and Approval**

**Fernandez and Kent** presented the FY 2022-2023 Annual Report via Prezi, and explained the process for creating it this year and how they plan on improving it for next year.

**Motion:** Guebert moved to approve the FY 2022-2023 Annual Report, Masterson 2nd. Motion passes unanimously (4-0, Jim absent).

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**Announcements and Action Items: N/A**

**Zimmer-Stucky** adjourned the meeting at 7:08pm.

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**East Multnomah Soil and Water Conservation District**  
**Board of Directors *FINAL* Meeting Minutes**

Monday, December 4, 2023

**7:09pm- Call to Order**

**Zimmer-Stucky** called to order the regular meeting of the EMSWCD Board of Directors at 7:09pm on Monday, December 4, 2023, at Leach Botanical Garden.

**7:09pm- Introductions, Review/revise agenda, Review previous action items.**

**Zimmer-Stucky conducted introductions for the record. The following persons were present:**

**Board of Directors:** Jasmine Zimmer-Stucky (At-Large 2 Director, Chair), Mike Guebert (Zone 3 Director, Vice-Chair), Laura Masterson (Zone 2 Director, Secretary), Jim Carlson (At-Large 1 Director, Treasurer) (telephone), Joe Rossi (Zone 1 Director)

**Staff:** Nancy Hamilton (Executive Director), Dan Mitten (Chief of Finance & Operations), Heather Nelson Kent (Community Outreach & Engagement Program Supervisor), Julie DiLeone (Rural Lands Program Supervisor), Kathy Shearin (Urban Lands Supervisor), Katie Meckes (Senior Outreach and Engagement Coordinator), Matt Shipkey (Land Legacy Program Manager), Alex Woolery (IT and Analytics Specialist), Asianna Fernandez (Executive Assistant)

**Guests:** Micah Meskel (Portland Audubon Society)

**Changes to the agenda:**

- Remove Agenda Item 4
- Add discussion of OSU Extension Next Steps to Agenda Item 9.

**Time reserved for public comment:** N/A

**Previous action items:**

- **Fernandez** to send out the link to the *Ask This Old House* episode. -Done
- **Steele** to include timeline and maps for the HIP weeds mitigation in the next Board meeting packet. – In Progress
- **Fernandez** to add a discussion on what to do with current easements to a future Board meeting. -Done
- **Fernandez** to work with the Board to reschedule and notify staff that the November 16th Meet & Greet is postponed. -Done
- **Fernandez** to work with Rossi in getting the Farm Bureau event invite out to Board and Staff. -Done

**7:10pm- Approval of minutes**

**MOTION:** Guebert moved to approve the November 6<sup>th</sup> Board meeting, November 6<sup>th</sup> Special Board meeting, November 7<sup>th</sup> Special Board Meeting, and November 8<sup>th</sup> Special Board Meeting Minutes, Masterson 2<sup>nd</sup>. Motion passed unanimously (5-0).

**7:12pm- ED and L-Team Updates**

**Hamilton** shared her Executive Director Updates:

Hamilton met with her colleagues from several nearby SWCDs (meets quarterly) to hear a presentation from Leo Preston of USDA/NRCS and Tom Miewald of RCPP, on IRA and RCPP money. If we can come up with some ideas around climate change mitigation in the next few months, the District can apply for those funds. The RCPP program is similar to our CLIP program, and we've never applied for it before. They usually put in 75% of the funds and require a 25% match.

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The District received a needs proposal from OSU Extension: \$85,000 ask for their reps to speak with farmers (hobby and commercial mostly, but we plan on coming up with plans for nursery farmers). The Board is to discuss further during allocated time at the end of the meeting when they will decide if they want to make any amendments, decline, or include the money in the next fiscal. OSU has about a 30% overhead rate, which is why it's a little more expensive than if we had a third party conduct the needs assessment. We're also discussing pooling money together with West Multnomah SWCD.

The Leadership Team worked on program goals for the next Fiscal Year, stemming from the Strategic Plan. It's more focused on the programs instead of Districtwide.

In December, Hamilton is looking forward to:

- Working on bringing in the new Executive Director
- Planning the Land Legacy Committee and Personnel Committee meetings, which are now both on December 13<sup>th</sup> at TaborSpace in SE Portland.
- Creating a 30-60-90-day list for the new Executive Director to get her up to speed.

**Shearin** shared her Urban Lands Team Updates:

- Plant Sale: We're sending a Save-the-Date postcard to two additional target zip codes in the Eastern part of Portland, as well as the two we focused on last year. These zip codes have low canopy cover, resulting in a higher rate of mortality during heat events.
- Mount Hood Community College: The tree trenches on the South end of the campus have been finished, and we'll be having a planting event on December 13<sup>th</sup>. We'll be planting 38 trees with volunteers.
- **Action Item: Shearin to send an invite for the MHCC planting to the Board.**
- *Ask This Old House* Raingardens episode: We did a social media push, posted it to the website, and have been getting a lot of feedback about infiltration rain, which she wanted people to learn the most from the episode.

**Mitten** shared his Finance & Operations Team Updates:

- Building construction: He sent out the latest update to the Board this past week. The carpet is now finished in the conference room, they're doing the final coats of paint, the old kitchen is now a meeting space with carpet, the necessary doors are up, and this next week he will send more pictures and it'll look almost finished. F&O is starting to talk more about bringing furniture and staff back in. No change orders, no delays! Should be ready for the January Board Meeting to be held in the new conference room.
- Audit Report, Annual Report, Continued to work with auditor on finalization of the FY22-23 audit as it nears completion and preparation for the Audit Report at the Annual Meeting.
  - Strategic Plan program goals: F&O provided support and input on the FY22-23 Annual Report and assisted with organizational and operational input on the Strategic Plan Goals being developed.
  - F&O staff have also been preparing for the FY22-23 Annual Meeting and the logistics to be held on December 4<sup>th</sup>. Included in the Annual Meeting are presentation of the FY22-23 Financial Audit; Announcement of Employee of the Year; Presentation of Service & Milestone Anniversary Awards & Certificates; and Celebration & Appreciation of Nancy Hamilton as outgoing Executive Director.
- CRM: data has been offloaded to Pacific Point today. They're going to finish the project at no additional cost, including things they didn't need to do to get us through some hiccups that have happened. This should be finished by December for staff to begin using.
- HIP invoicing process improvements: We had a deliverable meeting this week with Rowan Steele.
- Plant Sale: F&O has been helping the Urban Lands Team with preparation.

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**DiLeone** shared her Rural Lands Team Updates:

- Jeremy Baker is working with NRCS on this year's meetings (planning for January, but nothing set in stone yet). There will be separate meetings for urban agriculture, and a general agriculture one. Advises the Board to attend as they're looking for opinions for Farmers about where the EQIP money should be focused. It might not be an immediate fix, but the input might be used in the future.
- There has been less knotweed found along the Sandy river (outside of the District, permission granted by the Board to treat it) than we expected. No new infestations.
  - Found out from Clackamas SWCD that they found someone to focus on the Mount Hood National Forest weeds using Portland Water Bureau money that we have been using so we don't have to do it ourselves anymore.
- On Friday, she sent the Board updated Headwaters Incubator Program plans and timelines, Steele still has to send the maps.
- **Action Item: DiLeone to send Steele's HIP maps to the Board.**

**Kent** shared her Communications, Outreach, & Education Team and Grants Program Updates:

- White-Brainard has been working on a couple design projects:
  - FY 2022-2023 Annual Report mailer
  - 2024 Plant Sale mailer
- White-Brainard finished the Communications Plan, and Meckes will take it from here to "hit it with the pretty stick," or give it final touches.
  - We've shared it with all Staff at a Staff Meeting.
  - **Action Item: Kent to give highlights on the Communication Plan to the Board at a future Board Meeting- especially language on how to talk about the District.**
  - The idea is to make the District's communications language and tactics more cohesive.
- Meckes is now Equity Team Coordinator- updated the Equity Team Charter and is moving a few projects forward that we haven't been able to get off the floor before.
- PIC deadline: December 14<sup>th</sup>. Will go over the details in the Agenda item for it.

#### **7:32pm – New ED Introduction – Removed from Agenda**

#### **7:32pm- Strategic Program Goals**

**Hamilton** No Decision Needed. The Leadership Team had a retreat where each supervisor brought input from their teams and spent time putting together these goals. Under each goal, you'll find actions that we are doing or could be doing to achieve each goal. Anything with an asterisk is a new idea.

- Five goals under Ag & Working Lands
- Four goals under Natural Spaces
- Four goals under Urban & Built Environment
- We also added specifics about how we're focused on being an equitable organization, and what our operations look like, as you'll see in the Annual Report as well, even though they're woven throughout our program work.
  - Public awareness: Community Outreach & Education Team
  - How our internal systems focus on equity and sustainability.
    - Highlight: the office remodeling using sustainable materials and a Black and Woman-owned contracting company.
  - "walk our talk."
- This will be a great tool for our next Executive Director.

**Guebert** For the new ideas, what are the strategies for getting those implemented?

**Hamilton** You'll see them show up in Budget recommendations and Annual Plans. We wanted to show this to you now in case there's something in these goals the Board doesn't want us to focus on or if there's something we're missing that the Board would like for us to consider now, so the Teams can start planning, in terms of staff time and District budget.

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#### **7:38 pm- 2024 PIC Grants Review Committee**

**Kent** presented information about the PIC Grants Review Committee: This committee functions as a committee of the Board, and these meetings are open to the public.

- Previous committee members are referring their colleagues to join this year.
- Carlos Garcia is a new committee member, referred by one of last year's committee members.
- Belinda Nhundu was a PIC applicant last year.
- Jared Pruch is a program officer at Upper Willamette SWCD.
- Plans on breaking everyone up into about three groups again.
- Anticipating around 50 applications.

**Zimmer-Stucky** Will there be more committee members presented next month, or is this the final group?

**Kent** This is the final group so far.

**Motion:** Guebert moved to approve the PIC Review Committee as presented, Masterson 2<sup>nd</sup>. Motion passed unanimously (5-0).

#### **7:28 pm- Land Legacy Committee Recommendations**

**DiLeone** presented the Land Legacy Committee's previous recommendations around existing Agricultural Management Plans (AMPs):

Since each AMP is specific to its farm; in the type of cropping/operations, water quality concerns, and the language around natural area protections (riparian areas), and the definition of productive ag use that is required by the easement; we'd like the Board's permission to tell the farmers with these existing AMPs that they aren't going to be required going forward, but for their current AMP, there are certain parts that need to be kept in a document (not called an AMP) that talks about farm specifics, instead of amending the easements themselves.

**Guebert** When will you come back with an update?

**DiLeone** We would want to postpone presenting the Board with a formal plan until the January LLC Meeting, or we can move forward with speaking to individual farmers after Board's OK tonight and then give the Board an update after.

**Zimmer-Stucky** clarified that DiLeone and Shipkey are going to speak with individual farmers, doing everything they can to remove the requirements in the AMPs without amending the easements with these five farmers who already have easements with us.

**Action Item:** DiLeone and Shipkey to speak to the five farmers with easements about the updated AMPs requirements removal.

**The Board** agreed to this course of action.

#### **7:48 pm- Monthly Financial Reports:**

**Mitten** Both September and October financial reports look great and in-line.

September: The balance sheet is healthy, showing \$18 million in Assets and Liabilities, which is 3.17% above where we were last September.

October: There was \$17.6 million on the Balance Sheet, 2% higher than last October. The State Treasury has once again increased our interest rates to 5%. At worst part of the Covid pandemic time, it was 0.45%. When we talked about it in the audit, we incurred a lot of interest in our accounts. We have such a large amount of interest coming in that we didn't budget for, so we'll want to appropriate the extra amount (it will sit in the General Fund until then). That will be mentioned in the February Board Meeting. We generally split interest into three funds (unless otherwise requested by the Board): General Fund (25%), Grants Fund (10%), and Land Conservation Fund (65%). Since we didn't receive the USDA grant funding this Fiscal Year, any increased revenue that we can appropriate would be helpful.

Profit & Loss for both months is under where we've projected them for. All programs are under appropriation of spending for the year to date.

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Kent, Meckes, Shipkey left at 7:50pm

**7:54pm- Board of Directors Discussion – OSU Extension**

**Zimmer-Stucky** We met with Ivory Lyles this summer at the Farm Bureau meeting to talk about bringing services back to the County. We got a substantive proposal from his team, but decided we needed a needs assessment first. They requested payment of \$85,000 for a needs assessment to see what the rep would do for the District and what the district's needs are.

**Hamilton** This is a significant fee for a needs assessment. However, there's value in OSU doing the assessment instead of a third party, so it might be worth the investment given the OSU Extension brand. We've been having a difficult time getting farmers to come to us, but if OSU Extension goes to the farmers themselves, they might get a better outcome.

There isn't \$85,000 already allocated for this in our Budget, but we could allocate it through a budget amendment. There are sufficient funds in the contingency fund if the board chooses this route. The good thing about doing the needs assessment this fiscal year is that we can get our needs listed this year and then put placeholder language and numbers in for next year during the upcoming budget process. We discussed focusing this more on the farming community, and not the nursery community, but we can include nurseries, although the more diversified the Extension services are, the more expensive they become. We're thinking the needs assessment will show what exactly we want in terms of programs but will likely have to focus on the highest needs because of likely financial constraints. Clackamas County passed a tax to fund Extension, which is why they are able to provide so many services there. The needs assessment may come back with ideas that we aren't able to fund through Extension, but then we'd have data for ourselves to use for internal technical assistance opportunities.

Question for the board: Do we amend the budget to bring the money in now and think of next steps during the next fiscal year, or do we try to negotiate the \$85,000 for next fiscal year and then look at next steps during the following fiscal year?

**DiLeone** It's unlikely they're going to lower the price.

**Zimmer-Stucky** It is important to include nurseries in the needs assessment. They have such strong soil and water demands that it feels like a missed opportunity to bring in a neutral party, but not reach out to them.

**DiLeone** At the North Willamette Extension station, they have three to four faculty who are focused on the nursery industry, and Oregon Association of Nurseries (OAN) has worked with Extension in the past to fund those positions. There's less of a need there, but it would be good to have OSU Extension talk to those folks so those farmers can go forward to those faculty for help.

**Zimmer-Stucky** would be comfortable approving up to \$85,000, and perhaps we can get other entities to help financially, as well as West Multnomah SWCD. We could go to Multnomah Farm Bureau and OAN to see if they're open to contributing a few hundred dollars to help fund. That could also be an avenue for farmer outreach.

**Carlson** likes this idea. From his own experience, his family did utilize Extension's services before. It could be a valuable tool.

**Rossi** When Extension was available to vegetable farmers, it was helpful to hear what other people were doing to solve the problems they also had. If we do use them in some capacity, Clackamas has so much data and knowledge, so if we have one staff person who could tap into that knowledge, that will also help since Clackamas county farmers have similar problems to Multnomah County farmers. Proposed sitting down with Dr. Lyles to negotiate and get a full scope of the needs assessment.

**Zimmer-Stucky** would air on the side of expediency, as she isn't sure if sitting down with Dr. Lyles will change the price at all.

**Hamilton** Dr. Lyles has also already handed this project off to his team.

**Masterson** Did we ask for extension to come in with a specific focus?

**DiLeone** Agriculture was our focus.

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**Hamilton and the Board** confirmed that the Board does want this needs assessment to include nurseries.

**Guebert** proposed to do a budget amendment in February.

**Action Item: Hamilton to send OSU Extension proposal to the Board.**

**Hamilton** If some of the Board would like to have a conversation with the Extension team, she suggests meeting with the team instead of Dr. Lyles as they're more in the know about the details at this point. If we approve this, they'll work with us to identify specifics about what we see are some needs.

**Zimmer-Stucky** We'd be looking at a budget amendment of up to \$85,000 in February, and if staff want to take the idea of trying to get buy-in (on a smaller level) from partners, that would be helpful.

**Masterson** Partner buy-in seems to be key because, if we pay for the needs assessment and the farmers we need don't show up, that would be a fail. How can the Board help in getting buy-in from membership level, organization level, staff level, etc.

**Action Item: DiLeone to reach out to potential financial partners to gauge interest.**

**Meskel (Portland Audubon)** has found in conversations with nurseries that they're looking for help with climate resiliency around trees. There's going to be a huge local demand for programs from organizations like EMSWCD, Metro, and Portland Clean Energy Fund. It's smart to see nurseries as partners as many of them are looking for that kind of guidance. Thinks the Portland Audubon partnership would be willing to share their partnership with those nurseries for the needs assessment, and some staff would be interested in partnership as well.

**8:15pm- Announcements, Action Items, and Adjournment**

**Rossi** thanked the Board and Staff for past Farm Bureau Meeting attendance.

**Action Item: Fernandez to send future Farm Bureau meeting invites to Board and Staff.**

**Hamilton** will likely be at the next Board meeting but wanted to take the time to thank everyone for their kind words. She also reminded everyone that she'll be out of office for the rest of the week and will be back at least part time by Monday.

**Action Items**

- **Shearin** to send an invite for the MHCC planting to the Board.
- **DiLeone** to send Steele's HIP maps to the Board.
- **Kent** to give highlights on the Communication Plan to the Board at a future Board Meeting- especially language on how to talk about the District.
- **Hamilton** to send OSU Extension proposal to the Board.
- **DiLeone** to reach out to potential financial partners to gauge interest.
- **Fernandez** to send future Farm Bureau meeting invites to Board and Staff.

**Zimmer-Stucky** adjourned the meeting at 8:19pm.



## Executive Director Update – January 3<sup>rd</sup>, 2024

### Looking Back at December:

- Got onboarding document for new ED completed.
- Ensured the LLC and Personnel meetings included any near-term issues so that the new ED doesn't have to figure out anything too urgent upon arrival.
- Had knee surgery.
- Got next steps on OSU Extension proposal underway with Julie.
- Getting Building upgrades over the finish line w/Dan and GC.

### Looking forward to January (moving to ¾ time):

- Budget process
- 1x1's with Kelley prior to her start date
- Emails introducing Kelley to key stakeholders who I work with closely.
- Final clean-up of laptop and phone

## Leadership Team Updates – January 3<sup>rd</sup>, 2024

### Kathy Shearin – Urban Lands Program –December 2023

- **Plant Sale** – will open on January 17<sup>th</sup> at 6pm. Pick-up day will be Saturday, February 17<sup>th</sup>.
- **Urban CLIP project** – 4.5-acre lot on Hogan Creek, a tributary to Johnson Creek. The project will focus on removing blackberries and other invasives, restoring a native forested landscape, restoring stream shading, and improving water quality in the creek.
- **Something to celebrate – Tree planting at MHCC.**
  - Planting was postponed from the 8<sup>th</sup> to the 13<sup>th</sup> due to rain.
  - 38 trees, 12 different species, bisecting 4 parking lots.
  - EMSWCD cancelled the staff meeting scheduled for that day and invited staff who could attend – 11 staff attended – reps from every team (RL, UL, COE, F&O)!
  - 6 MHCC facilities/maintenance crew, 1 admin staff, 1 rep from multi-cultural center, 1 head baseball coach, 5 students came between their finals!



**Prepping tree and hole for planting**



**Representatives from every EMSWCD team!**



**Group Planting Photo**



**Trees now bisect each parking lot!**

**Dan Mitten – Finance and Operations – December 2023**

- **FY24-25 Budget Prep** – Began budget process and preparations for the 24-25 Budget cycle.
- **CRM** – Data cleanup and importation is completed on CRM, setup of admin user, and subsequent end-user training has been completed.
- **Building construction** – Continued to monitor and oversee project work and progress. Ran into some obstacles and delays but the project is back on track and being finalized by this meeting.
- **Hiring Processes** – F&O staff began assisting Rural Lands and CO&E as needed with the upcoming hiring of the Weeds position and part-time Outreach & Engagement Coordinator positions. F&O, along with all other programs, assisted with development of the Executive Director transition document.

**Julie DiLeone – Rural Lands Program – December 2023**

- Hired a consultant to convince Multnomah County to allow us to put an office along Orient Drive in the Rural Center zoning rather than on EFU acreage.



- Advertising the weed control position that Jon Wagner vacated when he took over the StreamCare program. Applications will be due January 22<sup>nd</sup>.
- Assessed the 5 applications submitted for a spot at Headwaters. Will be interviewing 3 of them, and plan to offer spots to 2.

### **Heather Nelson Kent – Community Outreach & Engagement and Grants – December 2023**

#### **CO&E Team Outreach and Engagement:**

- Outreach about the FY 22-23 Annual Report – email blast, social media, and direct mail postcard – all out the door. Team effort from our “CO&E Super Group” members including Asianna, Alex, Chelsea, Tiffany, and me.
- Chelsea, Rowan, and I met after the initial HIP selection committee meeting to discuss the outreach results, lessons learned, and the recommendations from HIP Recruitment contractor, Susan Laarman. We’re developing a year-round Headwaters marketing/visibility plan that will position us well for the 2024 HIP application period.
- Finalized EMSWCD’s Communications and Outreach Plan (included in the board packet). Kicking off projects recommended by the plan in January.

#### **Grants:**

- 2024 PIC Grant application closed Dec. 14. We received 48 eligible applications requesting \$2.3M. Currently reviewing all submissions for completeness and any missing information or errors.
- SPACE Grants Awarded in December
  - Portland Food Forest Initiative
  - St. Johns Center for Opportunity Naturescaping Project

### **Katie Meckes – Equity Team – December 2023**

OOO – sick. Will have more updates next month.

2024 Partners in Conservation Grant Summary

Column1	Organization Name	Application Title	Project Description	Requested Amount	Total Project Cost	Watershed(s) - Check all	Natural resource issue(s)
1	Audubon Society of Portland / Portland Audubon	Green Leaders Program	The Green Leaders program provides meaningful, paid training and work experience in environmental education for youth of color that elevates them as leaders and mentors where they live. Leveraging feedback from fellow community members, Green Leaders co-develop and implement a combination of watershed-focused after-school programs, family days, and stewardship opportunities with guidance from program staff. Green Leaders also lead summertime nature camps for children in grades K-8, gaining practical experience and readying them to take up career-track positions as environmental educators or in related professions while inspiring the next generation through nature-based learning. This program is a collaborative effort managed by Hacienda CDC, Portland Audubon, and Verde.	\$70,000	\$472,600	Columbia Slough Johnson Creek	Habitat restoration or conservation
2	Ecology in Classrooms and Outdoors	Ecology Education for Spanish Immersion Students	The Ecology Education for Spanish Immersion Students program aims to enrich science education at Lent and Alder Elementary in Southeast Portland. Focused on 3rd-5th grade in Title I Spanish Immersion classrooms, we offer a curriculum that merges local ecology lessons with global and cultural perspectives, engaging students in hands-on experiential learning about watershed health, habitat restoration and climate action. Furthermore, the project aims to enhance schoolyard habitats, transforming them into vibrant, living classrooms. These outdoor spaces serve as practical settings for our environmental education lessons and as areas where students can directly engage in habitat improvement activities, fostering environmental stewardship and global understanding among young learners.	\$33,550	\$86,120	Columbia Slough Columbia River Johnson Creek Willamette River	Habitat restoration or conservation
3	Green Lents	Building Climate Resilient Community and Urban Environment of Lents Neighborhood	Green Lents will engage the Johnson Creek community in the Lents neighborhood in planting and maintenance of neighborhood green spaces, reducing urban heat island effects, improving water filtration and drainage, and reducing air and noise pollution around our local Lent Elementary school and public right of ways. Green Lents will also educate the community on climate change, and encourage action towards preparedness, mitigation, and adaptation to its hazards, particularly heat and drought. The project will foster community connections and build individual and collective resilience. Local activities will include hands-on education in English and Spanish, and languages tailored to the specific community and partnership engaged.	\$70,000	\$140,000	Johnson Creek	Habitat restoration or conservation
4	Grow Portland	Expand Native Plantings in School Gardens	Grow Portland will expand our native plant program to include native planting areas at several of our current partner school gardens, adding corresponding signage and curriculum. Plants and signs will be incorporated into curriculum, events, and work parties, in partnership with Indigenous communities. We will partner with an Indigenous farmer to implement planting and signage and develop new lessons and activities to engage with these areas. This project will expand our thriving gardens while prioritizing ecological health and water conservation to create healthier, more biodiverse garden ecosystems. It will also provide new opportunities for students and their families to engage with the garden and learn about Indigenous plants, uses, and culture.	\$22,425	\$46,842	Johnson Creek Willamette River	Habitat restoration or conservation
5	Leach Garden Friends/Leach Botanical Garden	Back 5 Community Habitat Enhancement Project	The Back 5 Habitat Enhancement Project is a collaboration to restore a 5-acre portion of Leach Garden adjacent to the 12-acre main campus. The "Back 5" was acquired in 1999 as an educational/community science site. Active restoration and monitoring began in 2016, in partnership with organizations primarily serving underserved and BIPOC youth. In addition to working in the field, students participate in workshops about topics including macroinvertebrates, pollinators, traditional ecological knowledge, ornithology, plant identification/propagation, and health in nature. Monthly meetings with partner organizations help refine plans and programming. The first 2 acres of the Back 5 will open to the public in Spring 2025; student restoration and monitoring will continue through at least Spring 2026.	\$70,000	\$342,282	Johnson Creek	Habitat restoration or conservation
6	People of Color Outdoors	Bring Nature to the BIPOC Community	POCO, in partnership with the Backyard Habitat Certification Program (BHCP) will create opportunities for BIPOC residents to change the narrative of who belongs in habitat restoration. In POCO's Habitat Restoration Project, 32 volunteers will transform 32 yards into habitats. Outcomes include benefits to 200 POCO members; improving water and soil quality; and increasing urban tree canopy, habitats for local wildlife, access to greenspaces, and climate resiliency. 66 POCO leaders will receive training in BHCP, growing them as BIPOC leaders in nature conservation. Lastly, the project will integrate habitat restoration education into scheduled outings so that all POCO members can learn about potential actions that they can take without enrollment in the project.	\$70,000	\$71,000	Columbia Slough Johnson Creek	Habitat restoration or conservation
7	Portland Opportunities Industrialization Center Inc.	Natural Resource Pathways (NRP): The Green Team Program	The POIC+RAHS Green Team is an environmental leadership program that works with a team of high school students on outdoor environmental projects throughout the summer. The program places youth in charge of projects including tree pruning, maintenance, surveying and mapping tree health and mortality. It also supports student interest in pursuing living-wage careers in the natural resource field. The Green Team supports and offers guidance to low-income students and students of color to help them play an active role in their community's environmental health. This grant would support the Green Team over the 2024 and 2025 summers, allowing us to expand capacity by hiring a staff position to lead the program in place of the current volunteer position.	\$36,694	\$179,284	Columbia Slough Johnson Creek Willamette River	Habitat restoration or conservation
8	Soul River Inc.	ECO Youth Leadership Lab	The Soul River Inc. (SRI) program will expand its transformative impact on youth, veterans, and their community by offering year-round programming. The goal is to empower youth to become leaders, increase access to nature, increase environmental education opportunities, and create experiences to support future leadership and vocational opportunities in conservation. The program also provides opportunities for BIPOC veterans to meaningfully engage with youth. SRI will create an ECO Lab at Roosevelt High School where veterans will mentor youth in environmental education, conservation, outdoor leadership skills and advocacy. SRI will partner with local conservation groups to support the program. SRI is meeting the increasing need for programs that benefit inner-city youth and veterans.	\$35,000	\$117,251	Columbia Slough Columbia River Willamette River	Habitat restoration or conservation
9	Wisdom of the Elders Inc.	Wisdom Workforce Development: Traditional Ecological Knowledge Environmental Internship	Wisdom Workforce Development's paid internship provides education and job skill training for the Environmental and Conservation sector. The curriculum focuses on Indigenous Traditional Ecological Knowledge. Field classes are held for 12 weeks. Wisdom provides hands-on experience with Portland Metro partner organizations, cultural practitioners, and environmental scientists. Field classes take place at various locations while Wednesday classroom days are held at our office. Topics include Traditional Ecological Knowledge, Science, Technology, Engineering, Arts and Math (STEAM) concepts as well as Indigenous cultural arts, plant identification, uses, habitat restoration and conservation, biocultural restoration, and environmental career pathways.	\$70,000	\$336,189	Columbia Slough Columbia River Johnson Creek Sandy River	Habitat restoration or conservation
10	World Salmon Council	Salmon Watch	This grant would expand the Salmon Watch Program, which has reached more than 80,000 students in Oregon over 20 years. Salmon Watch provides comprehensive, multidisciplinary education focused on salmon through classroom instruction, in-stream study, and community service projects. Each year, the Salmon Watch program trains volunteers and mentors to guide up to 1,000 students and creates the next stewards of our watersheds and environment. Salmon Watch's science-based field stations teach students about salmon biology, macroinvertebrate identification, water quality testing, and riparian ecosystems. Committed to equity and inclusion, WSC provides field trips at no cost and provides culturally-relevant learning experiences.	\$28,000	\$179,000	Columbia River Johnson Creek	Habitat restoration or conservation
11	1000 Friends of Oregon	Land Use Leadership Initiative 2024	This grant will support 1000 Friends 2024 Land Use Leadership Initiative (LULI) in the Portland Metro region. LULI broadens and diversifies support for and participation in land use decisions that shape our cities, our natural working lands, and our community resilience. Focusing on a specific geographic area, LULI brings together 20-25 community leaders for 9 sessions over 5 months to gain technical knowledge about land use decisions, learn about the most pressing land conservation and development issues in their community, and equip participants with resources and relationships to engage in land use issues that matter to them. A major goal of the program is to build power among a diverse, grassroots network of advocates who continue working together after the cohort has ended.	\$29,275	\$44,854	Columbia Slough Columbia River Johnson Creek Sandy River Willamette River	Soil health
12	AfroVillage PDX	AfroFuturism Oasis: Bridging Communities for Environmental Equity	The AfroFuturism Oasis is a sanctuary space that harmoniously integrates nature, culture, art, and technology to create an oasis for Black and Brown communities in Portland to rest, collaborate, innovate, and access pathways to economic empowerment, carving space to hold the past and sculpt the future. The idea was developed for Trimet's Max Reuse Design Challenge in 2020 and won the People's Choice Award. AfroVillage continued developing the idea and searching for a site to make this project a reality. The site will host MAX cars with therapeutic spaces, hygiene resources, and places for local BIPOC farmers to sell their produce, as well as community and healing gardens, a nature trail, and regenerative landscape and soil care.	\$70,000	\$163,500	Willamette River	Soil health
13	Birch Community Services	Teaching Garden: Empowering families through sustainable gardening	In 2012, Birch opened the Sunderland Teaching Garden in Gresham, serving as a space for families facing hardship to learn valuable, sustainable gardening skills through hands-on learning, classes, and community-building. However, the increasingly hot Portland summers and years of use have resulted in an inefficient and outdated irrigation system, straining water resources and impacting the garden's output. To address these challenges, Birch proposes installing a new drip irrigation system and adding rain barrels to help conserve water, reduce the garden's environmental impact, and support sustainable agriculture. Families will work together to create a more sustainable garden, instill a sense of accomplishment, and connect with others.	\$28,400	\$35,650	Columbia Slough	Sustainable agriculture / Urban food gardening
14	Bridgeport UCC	Bridgeport Village Community Garden	The Bridgeport Village Community Garden is a place to grow food, create connections between neighbors and transitional houseless residents and strengthen people's connection to healthy food and land. People need and crave community connection. Two years ago, these transitional housing pods were built and 10 recently houseless residents live on the property. In the first year of operation, relationships grew through gardening together. The Garden not only grows food, but provides gardening support and education for new gardeners. With immigrants, refugees, houseless and housed neighbors gardening side by side, the garden creates a safe healthy place for neighbors to rest and connect in a green space in a neighborhood with few of these places.	\$14,250	\$30,000	Columbia River Willamette River	Sustainable agriculture / Urban food gardening
15	Build Soil	Build Soil Chestnut Education Project	Build Soil's initiative focuses on enhancing landscape literacy by cultivating (edible) chestnuts, a project that combines community engagement with environmental education. The goal for 2024 is to plant and nurture 8,000 chestnut trees in Build Soil's urban nursery, distributing them to foster local biodiversity and food resilience. The chestnuts serve as a foundation for hands-on learning, involving the community in tree care and ecological observation. Through a series of online and in-person workshops, participants develop skills in landscape design, site analysis, and urban agroecology. The learning materials from these workshops will be accessible on the chestnut GIS hub, a digital platform for knowledge sharing and community participation in sustainable practices.	\$30,000	\$60,000	Columbia Slough Columbia River Johnson Creek Sandy River Willamette River	Sustainable agriculture / Urban food gardening
16	Depave	Morning Star Church Nature Space	Depave will partner with the African-American Morning Star Church in the Cully neighborhood of Northeast Portland to transform 18,000 square feet of pavement into a verdant, nature space with the support of volunteers and area residents. The new nature space will feature an ADA-accessible food garden, shade trees, native landscaping, a nature playground for Pequeñitos Childcare, and outdoor seating and gathering areas. The nature space will include 30 trees, 2630 native or edible plants, 14 raised garden beds, and more than 5,500 square feet of area dedicated to food growing. Altogether the project will redirect 482,000 gallons of runoff per year to rebuild soil, sequester carbon, and reduce flooding.	\$70,000	\$345,298	Columbia Slough	Sustainable agriculture / Urban food gardening

2024 Partners in Conservation Grant Summary

17	Ethiopian and Eritrean Cultural and Resource Center (EECRC)	EECR Sustainability Project	This project will provide crucial support to the ongoing environmental initiatives of the Ethiopian and Eritrean Cultural and Resource Center (EECRC). The primary objectives include sustaining and maintaining the EECRC community garden, fostering environmental education, and promoting habitat restoration through hands-on experiences and garden education. A key aspect involves the selection of Garden Ambassadors from passionate individuals who will be responsible for the regular care of the garden plots. The cultivation of culturally specific foods to ensure access to fresh and culturally relevant food. Additionally, the grant will support tree planting events, designed to contribute to environmental restoration, mitigate carbon emissions, and promote environmental stewardship.	\$70,000	\$70,000	Johnson Creek	Sustainable agriculture / Urban food gardening
18	Feed'em Freedom Foundation	The Liberation Project	The project focuses on enhancing community gardens, fortifying food security, and nurturing regenerative agricultural education. Rooted in principles of climate resilience and the cultivation of culturally specific crops, this project, guided by Feed'em Freedom, prioritizes uplifting Black Agriculturalists and fostering cultural food connections. The mission at its core revolves around empowering communities towards self-sustainability while fostering care and reciprocity. Funding supports advancing health, bolstering food sovereignty, and strengthening BIPOC agriculture across farms and gardens within EMSWCD's district. Activities include regenerative agricultural workshops, technical guidance for gardeners, and the provisioning of essential resources.	\$57,000	\$57,000	Willamette River	Sustainable agriculture / Urban food gardening
19	Folk-Time, INC	Inclusive & Accessible Community Garden	FolkTime operates a Peer Connection Center in NE Portland, providing free mental health care for individuals facing mental health or substance use challenges. Our services include peer support, workforce development, technology assistance, a weekly food bank, daily free hot meals, resource navigation, and the FolkTime Bliss Garden. We will renovate the current garden by creating accessible tall, raised beds and opening it to the community as a shared garden space. Community gardeners will be selected by prioritizing those confronting systemic challenges such as disabilities, discrimination, economic barriers, lack of land, and food insecurity. This project will significantly impact community well-being, foster inclusivity, and broaden access to both gardening and mental health services.	\$36,303	\$96,529	Willamette River	Sustainable agriculture / Urban food gardening
20	Friends of Zenger Farm	Zenger Farm - Building Pathways to Farming	Zenger Farm seeks to increase the number of diverse farmers by training the next generation of local food producers and by providing accessible educational programming for youth and families to build pathways for future BIPOC, women, and non-binary farmers in the Portland Metropolitan area. Across programs, our curriculum will provide a comprehensive, culturally responsive, climate action-focused learning environment for four (4) beginning farmers apprentices, six (6) farm interns, 600 David Douglas School District 5th graders, and 1,200 folks participating in our family programming.	\$70,000	\$141,070	Johnson Creek	Sustainable agriculture / Urban food gardening
21	Growing Gardens	Horticulture Education and Workforce Development at Columbia River Correctional Institute	This grant would help sustain Growing Garden's Lettuce Grow program at Columbia River Correctional Institution (CRCI) in NE Portland. Lettuce Grow uses garden education to support the health and agency of incarcerated individuals while developing workforce skills in greenhouse management, sustainable gardening, and other horticultural fields. Our program puts incarcerated individuals on a pathway to post-release work and successful reintegration into their communities while promoting the use of sustainable agricultural methods which have a significant impact on the local environment.	\$56,067	\$116,434	Columbia Slough Columbia River	Sustainable agriculture / Urban food gardening
22	Kindness Farm	Kindness Farm: Environmental Stewardship and Education for Youth, Immigrants & Refugees, & Underserved Communities	This program works to address health and wellness disparities in youth, adults, and seniors from underrepresented communities by providing access to: - Ongoing, experiential education of regenerative, holistic practices (including understanding of the interconnectedness between our actions, the environment's health, and our own health) - a safe, inclusive natural space for communal gathering and this learning - the experience of growing food - the tools needed to build food security and sovereignty. Through partnerships with schools and various immigrant and refugee groups, and experiential community learning days, we aim to work with our community to build an equitable and resilient foundation that will serve all of us for years to come.	\$59,000	\$521,192	Johnson Creek	Sustainable agriculture / Urban food gardening
23	Latino Network	Sustaining SUN Gardens	Latino Network's Sustaining SUN Gardens project will enliven six (6) school garden programs to nourish the minds and bodies of students and families facing climate change. Funds will support garden infrastructure and related programming at Schools Uniting Neighborhoods (SUN) Community Schools: Scott, Cesar Chavez, Kelly, Hartley, Rigler, and Kellogg. Each school's comprehensive garden program will collaborate with program partners Growing Gardens & FoodCorps volunteers, PTAs, Garden Committees, teachers, administrators, and students to experience the power of growing food and staying happy and healthy.	\$20,000	N/A	Columbia Slough Columbia River Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening
24	Montavilla Farmers Market	Local Food For All	Local Food for All will increase access to fresh, local food for food-insecure community members in the Montavilla and adjoining neighborhoods. This program supports culturally relevant seasonal recipe demonstrations and classes, Market Bucks, and produce distribution and will make Montavilla Farmers Market more welcoming and accessible to low-income neighbors.	\$21,375	\$25,216	Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening
25	Nutrition Garden Rx (fiscal sponsor - YWCA of Greater Portland)	Optimizing and Amplifying Ecosystem Vitality	We are building a culturally-relevant, ecologically-aligned, and vibrantly healthy food system and learning lab to improve human-nature interconnectedness, awareness, curiosity, and balance. Our hub is at the CareOregon Boys & Girls Club at Rockwood (BGC), where we engage and inspire youth and young adults to explore fresh, local, nutritious, food systems that help prevent costly, chronic health conditions and support vibrant human health. In addition to sustainable food systems, we explore sustainable lifestyles for optimal health and well-being in alignment with other types of restoration and conservation efforts, share and implement these solutions with and for the surrounding community, and highlight and create bridges into climate just, "green" professional pathways.	\$70,000	\$70,000	Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening
26	Oregon State University	Advancing Water Resilience in East Multnomah County through Dry Farming Outreach and Education	Climate change has adversely affected Oregon vegetable growers. Climate-smart farming practices and resilient cultivars are essential for Oregon's agricultural future, but consumers need a better understanding of these practices, their benefits, and specific varieties. The project purpose is to increase awareness and provide education about dry farming and its benefits - for the environment, the farmer, and the consumer. This project will engage, connect and educate EMSWCD consumers, gardeners, farmers and culinary professionals through large public events including Variety Showcase, Sagra, and two festivals; a dry farming zine; recipes; retail plant starts; and social media. The project will support current and recruit new dry farmers in creating a market for dry-farmed products.	\$69,290	\$69,290	Columbia Slough Columbia River Johnson Creek Sandy River Willamette River	Sustainable agriculture / Urban food gardening
27	Our Village Gardens	Building Food Resilience Through Community Garden & Growing Projects	This grant will support the impact and reach of OVG's Growing Projects, which include our Seeds of Harmony Community Garden, our Fruits of Diversity Community Orchard, and our Neighbor-to-Nighbor Veggie Share Box initiative. These programs are designed to build community resilience, provide natural green spaces, and increase access to fresh, healthy, and culturally relevant food. This year's priorities of capacity building, enhancing growing spaces, and promoting culturally-diverse practices are efforts that amplify our growing projects and community organizing initiatives in Oregon's largest affordable housing neighborhood, New Columbia.	\$69,047	\$160,753	Columbia Slough	Sustainable agriculture / Urban food gardening
28	Outgrowing Hunger	East County Community Gardens Support	This project will provide for the continuing operation and expansion of a network of independent, community-led urban agriculture facilities in east Multnomah County (Gresham, Rockwood, Fairview, Wood Village, and Happy Valley) which serves low-income Immigrant and Refugee clients from Africa, Burma, Mexico, Nepal, and Ukraine.	\$24,925	\$159,524	Columbia Slough Johnson Creek	Sustainable agriculture / Urban food gardening
29	Peace Village Global	Cully Community Revitalization and Climate Resilience	The Portland Placemaking Coalition seeks to create replicable neighborhood-scale models of urban revitalization through a network of ecological regeneration projects. Our project will train local BIPOC youth in placemaking and permaculture, and create multigenerational community engagement with food forests, pollinator habitats, and deep mulch gardens. Youth will be paid to participate in a range of activities, from organizing listening sessions and strategic planning to site preparation, planting, mulching, maintenance, and harvest. Other positive outcomes of this project are: improved neighborhood cohesion and health, violence reduction, increased soil quality, carbon sequestration, food sovereignty, stormwater runoff reduction, increased urban canopy and climate resilience.	\$70,000	\$170,000	Columbia Slough	Sustainable agriculture / Urban food gardening
30	Play Grow Learn	Agricultural Mentoring Program 2024	Play Grow Learn is continuing previous environmental education, workforce development, and conservation-oriented agricultural and nature programming throughout east Multnomah County including: 1) paid youth stewardship, conservation and restoration internships at Nadaka Park, 2) organizing and hosting partner-led environmental and ag internships, 3) operation of a farmers market and logistics, and, 4) outreach and engagement of low-income and communities of color to develop more self-sufficiency through agricultural skill building.	\$70,000	\$259,473	Columbia Slough	Sustainable agriculture / Urban food gardening
31	Portland Food Forest Initiative	Educational Food Forests for Community Empowerment	We convert Portland homeowners' lawns into rich, perennial food forests, including design, preparation, planting, harvest, and steward training. These sites serve as demonstration learning gardens where classes, workshops, and hands-on volunteer opportunities happen throughout the year for youth and adults. Harvests from these gardens benefit homeowners, volunteer stewards, and local food banks for five years minimum. Outreach and education efforts aim to raise awareness of regenerative ag practices and food security issues. We are also working to install public food forests and expand our nursery and urban canopy plantings, especially in heat-island-affected areas. Grant funds will support seeds, plants, construction, tools, volunteer training, outreach, admin, and staff wages.	\$30,000	\$56,898	Columbia Slough Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening
32	Portland Fruit Tree Project	Reinvigorating Community Orchards	This project is intended to deeply invest in the Parkrose and Sabin Community Orchards, to build community, educate participants about sustainable agriculture, and empower neighbors to grow and care for fruit trees, vines, and shrubs. Through volunteer work parties, stewardship workshops, mason bee education, native plant swaps, potential cider presses, and more, we are excited to help these spaces be meaningful gathering places for fruit enthusiasts.	\$9,954	\$20,000	Willamette River	Sustainable agriculture / Urban food gardening
33	Rocky Butte Farmers Market	Rocky Butte Farmers Market New Farmer Pipeline	This grant will help us establish a formal vendor pipeline aimed at lowering barriers to participation for emerging and under-represented farmers. We will develop and manage a 3-track participation pipeline: Community Table: The lowest barrier entry point is for emerging farmers and backyard gardeners. The table provides equipment and staffing and is covered by the market's insurance eliminating all barriers to entry. Subsidized Vendors: This tier will support emerging and underrepresented farmers to access the market through reduced booth fees, a market supply/equipment fund, and assistance with insurance requirements. Established Vendors: The traditional model of farmers markets; however, we provide support and flexible payment options for our already low booth fee.	\$22,710	N/A	Willamette River	Sustainable agriculture / Urban food gardening
34	Rogue Farm Corps	Building Resilient Communities through Regenerative Agriculture	Rogue Farm Corps is building an equity-informed regenerative agricultural workforce to address farmland loss, environmental degradation, and racial inequity. Our Beginning Farmer Training Programs equip aspiring and beginning farmers from all backgrounds with the hands-on experience, knowledge, skills, and relationships they need to obtain successful careers in sustainable agriculture while simultaneously bringing ecological benefits to the communities most deeply touched by the negative impacts of climate change and industrial farming. We are seeking funding support for the Portland Chapter's Beginning Farmer Training programs which serves aspiring farmers in the East Multnomah Soil and Water Conservation District.	\$40,000	\$99,670	Columbia Slough Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening

2024 Partners in Conservation Grant Summary

35	Sauvie Island Center	Empowering the Next Generation of Stewards through Farm Education	This project offers students, parent chaperones and educators from low-income schools engaging, hands-on, outdoor environmental education that reinforces Next Generation Science Standards. In the fall and spring, as many as 450 students (each student will visit twice) from Title 1 schools will visit a working farm, where children are introduced to a broader natural resource curriculum through culturally relevant lessons about plant life cycles, healthy soil, and pollination. Students also plant, tend to, and taste fresh vegetables from their farm row, the Grow Lunch Garden. In winter months, classroom visits provide a bridge between seasonal visits and aid retention as participants explore the journey different foods take from farms to our tables.	\$35,440	\$123,907	Columbia River	Sustainable agriculture / Urban food gardening
36	Serendipity Center, Inc.	Growing Minds Garden and Wellness Program	This grant would support Serendipity's Growing Minds Garden (GMG) and Wellness Programs, which provide learning and exposure to nature, sustainable agriculture, and nutrition for young people who are living with disability and trauma. The garden is located on a half-acre of land owned by the school. Every season, over a ton of fruit and vegetables are grown, harvested, processed and enjoyed by students, staff, volunteers, and the wider community through local food pantries. Serendipity's Wellness Program includes the GMG, our school meals and experiential nutrition programs. Students participate in preparing school meals that are primarily scratch-made, include a daily salad bar and incorporate fresh, sustainably grown produce from the school garden and small, local farms.	\$62,807	\$125,614	Johnson Creek	Sustainable agriculture / Urban food gardening
37	The Immigrant and Refugee Community Organization - IRCO	IRCO Africa House Elder Garden	IRCO's Africa House is a unique one-stop center providing Oregon's African immigrants and refugees with culturally and linguistically specific services. This grant will revive a vital community asset: the Africa House Elder Garden. Organic garden plots begun by African elders now lie fallow due to the pandemic. With EMSWCD support, African elders will be empowered to co-create a sustainable calendar of care for this site and grow drought-resistant crops native to their home countries, as well as salad greens and tomatoes for senior group meals. We will also partner with other immigrant and refugee partners to provide hands-on learning opportunities and field trips to learn about organic gardening, conservation benefits, land and water stewardship, and sustainable agriculture.	\$70,000	\$140,000	Johnson Creek Willamette River	Sustainable agriculture / Urban food gardening
38	Thimbleberry Collaborative Farm	Thimbleberry Collaborative Farm School Partnered Education	Thimbleberry Collaborative Farm will use grant funds to support our school-partnered programs for the 2024/2025 and 2025/2026 school years. We are partnering with East Multnomah County schools and extracurricular programs, including Reynolds and Gresham-Barlow school districts and Camp Fire Columbia, to provide educational, farm-based field trips and classroom visits to students in grades K-12. During these field trips and classroom visits, participants learn about how to grow food and cook with seasonal produce, as well as engage in discussions about complex food systems issues like the pollution caused by industrial farming practices. Our programs are tailored to the participant's grade level and are intended to supplement and enhance classroom curriculum using experiential learning.	\$70,000	\$160,000	Johnson Creek Sandy River	Sustainable agriculture / Urban food gardening
39	Trash for Peace	Co-Created Community Gardening	Trash for Peace has been providing sustainability-themed youth services in the form of weekly after-school programming on supportive multifamily housing sites for over a decade. At two of the sites (both operated by Home Forward) where we provide services, there has been a great deal of interest and involvement on behalf of residents in gardening, and two community gardens have been built with support from residents, Trash for Peace, and Home Forward staff. Both of the gardens, although doing well, need more support. This grant will provide staffing and resident stipend support at both of these community gardens, improve opportunities for resident education, and create a sustainable maintenance plan so that they can thrive and serve the community to their potential.	\$54,165	\$162,220	Columbia Slough	Sustainable agriculture / Urban food gardening
40	Tucker Maxon School	Garden Teacher at Tucker Maxon School	Tucker Maxon School had an organic gardening program at the school as part of our science curriculum before COVID-19. Each class had their own raised garden bed in our back schoolyard, amongst the resident goats. The raised beds were funded by the Portland Garden Club several years ago. In 2018, we built a new greenhouse thanks to funding by the Swindell's Trust. Students learned how to propagate plants from seeds in the greenhouse. Unfortunately, the gardens program has taken a back seat during the pandemic, so we are seeking funds to hire a new part-time gardening teacher to resuscitate the program. The garden teacher will collaborate with our part-time science teacher.	\$9,960	\$9,960	Willamette River	Sustainable agriculture / Urban food gardening
41	Unite Oregon 1390 SE 122nd Avenue, Portland, OR. 97233	Unite Oregon Community Garden Initiative	This grant award would support two Unite Oregon community garden projects one in North Portland and one in Southeast Portland. North Portland Garden: In its first year of development, this initiative is transforming underutilized green space at the Cathedral Gardens Apartment Complex into a sustainable community garden. It benefits apartment residents and participants in Unite Oregon's Building Undergraduates through Inclusive Leadership Development (BUILD) Program. Knott Park Garden: This garden was established two years ago and prioritizes plots for immigrants and refugees, Black, Indigenous, and people of color (IR-BIPOC), empowering them to grow culturally specific foods, learn about local ecosystems, pursue entrepreneurship opportunities, and promote sustainability. The garden includes native plantings and pollinator habitats.	\$30,000	N/A	Columbia Slough Willamette River	Sustainable agriculture / Urban food gardening
42	VetREST	Bybee Lakes Victory Garden Workforce & Stewardship Project	The Workforce & Stewardship Project builds upon ongoing agriculture and sustainable efforts to revitalize, maintain, and grow the Bybee Lakes Victory Garden. We will educate, promote, and advance sustainable garden efforts and environmental stewardship at Bybee Lakes Hope Center while improving soil health and advancing conservation outcomes. During this multi-phase project, we will inclusively offer a Horticulture for Life curriculum to train and educate participants, onboard a part-time Garden Manager, and expand community engagement and stewardship efforts within the EMSWCD boundary. Efforts will address and support needed agriculture and sustainability work and education in the unhoused community, which many times is overlooked and experiences disparities in environmental efforts.	\$47,500	\$100,910	Columbia Slough Columbia River	Sustainable agriculture / Urban food gardening
43	Ka Aha Lahui O Olekona	Piko to Piko	Piko to Piko brings the Native Hawaiian community together to promote food sovereignty and access to traditional foods through the creation of community gardens to grow kalo on the continent. Volunteers across the lifespan are invited to participate in weekly maintenance and workdays at least twice per month during the growing season. At each workday, volunteers learn about Hawaiian cultural practices and language, have time to talkstory, work together in the dirt, and enjoy a traditional meal. Most workdays, volunteers are able to take leaves (used in food preparation) and small plants to take home. This program includes a community-research hui who work together and diverse interdisciplinary trainees.	\$70,000	\$100,000	Columbia River Willamette River	Sustainable agriculture / Urban food gardening
44	Columbia Riverkeeper	Columbia River Environmental Justice & Monitoring Project	The grant will fund two of Riverkeeper's programs: Stopping Pollution and Engaging Communities. The project consists of three main parts: Working with Yakama Nation to engage diverse communities fishing near Bradford Island, the Pacific Northwest's newest proposed Superfund Site; monitoring harmful algal blooms and E. coli at nine popular beaches, sharing results in English and Spanish; and offering job-skills training to paid interns. The projects tap into The Riverkeeper's experience working with Tribal Nations, public engagement, toxic pollution, applying DEI practices in recruitment, hiring and outreach, and water sampling.	\$60,000	\$120,056	Columbia River Sandy River	Water quality/toxics reduction
45	Human Access Project	Ross Island Lagoon - Harmful Cyanobacteria Bloom Cost Engineering	A harmful cyanobacterial bloom (HCB) in Ross Island Lagoon on the Willamette River threatens environmental and human health. Since 2017, Human Access Project has partnered with Oregon State University (OSU) to identify a feasible and effective solution for suppressing the HCB. Constructing a flushing channel has emerged as the most promising and sustainable solution. Funds would support developing the 30% design and cost estimate for a flushing channel. Tasks to be funded involve experimenting with channel dimensions and locations within the existing hydrodynamic/water quality model, estimating the effect of channel configurations on measures of algal activity, producing an engineer's cost estimate, and developing a monitoring and evaluation plan.	\$49,000	\$337,500	Willamette River	Water quality/toxics reduction
46	Lower Columbia Estuary Partnership	STEAM Paddle Project	The STEAM Paddle Project will provide eight (8) Willamette River-based, educational paddles for 208 individuals from community organizations and schools within the EMSWCD boundaries in 2024-25. Using Estuary Partnership's 29-foot, 14-passenger, bright orange Big Canoes, the Paddle Project will prioritize engaging low-income and under-resourced groups through strategic partnerships. Participants conduct water quality monitoring while exploring the wonders of a local waterway. Public school student participants also receive 2-3 class lessons on watershed health impacts. This program provides participants unique opportunities to local access of the Willamette River, nature exploration, the benefits of citizen science, and fosters knowledge and curiosity about environmental impacts in our watershed.	\$25,571	\$53,185	Columbia River Willamette River	Water quality/toxics reduction
47	Padres Unidos de Rigler	Rigler: Creating an Ecological and Equitable Schoolyard	The Rigler ecological and equitable schoolyard project will transform designated areas of the Rigler School property. The vision calls for transforming multiple small areas from asphalt to a living natural area delivering multiple conservation gains. We will begin revitalizing this area by removing thousands of square feet of pavement and then planting trees for both climate mitigation through carbon capture, and climate resiliency by strategically placing certain tree species to cast shade on individual classrooms. The plan also calls for creating bioswales to capture rainfall runoff from the school parking lot and Prescott Street. New meeting and recreational opportunities are planned to be built into this new school environment.	\$47,000	\$297,237	Columbia Slough	Water quality/toxics reduction
48	SOLVE	Urgent Need Clean-Up on NE 33rd & Sunderland Avenue	Mobilize, train, equip 300 volunteers for 8 urgent need events to remove litter, debris, & biohazards in and around Dignity Village, a membership-based intentional community for the homeless providing shelter for 60 persons a night. The public area outside Dignity Village has become a safe haven for the houseless living in cars and tents compounding the hazards. This area was identified as an urgent need high-risk environmental impact location because of its proximity to the Columbia Slough watershed and the volume and nature of trash accumulating on a daily basis. SOLVE has a proven track record of success at this unique location and has established a solid working relationship with Dignity Village, and together have demonstrated the effectiveness and benefit of a monthly cleanup.	\$69,621	\$154,780	Columbia Slough	Water quality/toxics reduction
				\$2,314,329	\$6,068,318		



# EMSWCD Communications & Outreach Plan

December 4, 2023

Prepared by: After Bruce

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## Purpose & Goals

This communications plan aims to provide an overarching strategy and tactical roadmap for EMSWCD communications and outreach efforts in the near term and into the future.

Based on our strategic analysis of the communications landscape that surrounds EMSWCD, our insights about effective communications and community engagement tactics, and our discussions with the EMSWCD team and stakeholders, we have structured this plan to support three overarching goals:

1. Raise awareness for and drive participation in EMSWCD programs
2. Reach audiences that would benefit from engaging with EMSWCD, but do not currently have a relationship with the agency, due to:
  - o lack of awareness about what resources or programs are available and relevant to their needs
  - o lack of trust that EMSWCD's intentions and goals are aligned with their own
  - o a belief that they are not eligible for EMSWCD programs (i.e. thinking that programs cost money or are only for landowners)
3. Build a consistent narrative about EMSWCD's mission and offerings across departments and program staff

## Strategic Assumptions

1. EMSWCD can build awareness and trust by focusing on the immediate value the agency can provide to each of its audiences and by meeting people where they are. This means that EMSWCD should focus first on connecting with audiences to share resources and programs that are relevant to them, and then share the larger narrative about what EMSWCD does and how it serves constituents and the community.
2. Some rural landowners and farmers have mistrust and/or misunderstanding about EMSWCD's goals and the agency's role as a source of technical assistance and resources, rather than a regulator.
3. Historically marginalized communities such as BIPOC and low-income populations often bear a disproportionate burden of environmental issues, such as exposure to pollution and lack of access to green spaces.
4. People within marginalized communities may encounter more barriers and have less capacity and fewer resources to participate in EMSWCD programs. These community members may also have mistrust or hesitation about interacting with either government or conservation-related groups. There may be barriers to participation, even in cases where EMSWCD and partners have worked to remove barriers.

## Audiences & Objectives

Our communications approach is tailored to help EMSWCD reach five critical audiences, each with their unique motivations, barriers and needs. More detail about each audience is included in the Audience Maps developed as part of this project. The general public is an additional audience that should be considered for organizational communications such as the annual report, board recruitment, etc.

## Community Organizations and Grantees

EMSWCD engages with mission-aligned community organizations to reach their members and constituents with information about programs EMSWCD offers directly. EMSWCD also provides grants to community organizations, supporting educational opportunities, workforce development, growing food locally, and conservation goals.

The community organization and grantee audience include:

- Community garden and food justice-focused organizations
- Environmental-focused organizations
- Urban agricultural organizations
- Conservation education organizations
- Youth leadership and green workforce-focused organizations
- Climate-focused organizations and individuals.

### Audience Actions

- Apply for grants
- Publicize the partnerships
- Encourage other groups within their networks to apply for grants or benefit from other resources.
- Invite EMSWCD to speak at the organizations' events
- Help be a bridge to the community as a trusted messenger.

### Relevant EMSWCD Programs

- Partners in Conservation (PIC) grants
- Small Projects and Community Events (SPACE) grants
- Equity-Focused Strategic Opportunity grants.

## Farmers / Nursery Growers

Farms, nurseries, livestock owners, and other agricultural landowners play an essential role in the region's economy and their actions have significant influence over soil and water quality and wildlife habitat. EMSWCD does not have regulatory authority. Landowners and operators agree to work with EMSWCD voluntarily to receive technical assistance and share the cost of implementing conservation practices on their land.

### Audience Actions

- Use EMSWCD programs and services
- Refer other farmers for services and technical assistance
- Attend free workshops.

### Relevant EMSWCD Programs

- Site-specific technical assistance
- StreamCare
- Cooperative Landowner Incentive Program (CLIP)
- Land Legacy – farmland conservation and protection
- Rural educational workshops.

## Residential Landowners and Land Managers

Perhaps more than any other audience, landowners have many incentives to engage with EMSWCD and take advantage of the resources the agency offers. Different landowners will have different priorities among those incentives, so EMSWCD communications must highlight the variety of services and benefits that landowners can enjoy if they participate.

While landowners are the final decision-makers on big landscape changes (like StreamCare or installing rain gardens), many renters make landscaping decisions for the properties they rent. In these cases, programming like free workshops and plant sales will apply to them and as such they are included here as 'land managers.'

### Audience Actions

- Attend community events hosted by EMSWCD
- Sign up for more information (email list, social media channels, USPS mailers, etc.)
- Request services or technical assistance
- Encourage neighbors to participate in EMSWCD offerings/services
- Attend free workshops
- Purchase native plants from the annual plant sale.

### Relevant EMSWCD Programs

- Urban conservation workshops
- Conservation workshops for rural residential landowners
- Native Plant Sale
- CLIP (Cooperative Landowner Incentive Program)
- StreamCare.

## Institutional and Commercial Landowners

Institutional and commercial landowners like schools, colleges, nonprofit organizations, culturally specific or community-based organizations, businesses, religious institutions, and land trusts have decision-making authority for the management of large areas of land within EMSWCD's service area. They sometimes have staff dedicated to operations who have the capacity and incentive to engage with EMSWCD. Some are mission-aligned, with a responsibility to serve the interests of the broader community and/or the environment – and need to demonstrate how they are meeting that responsibility.

### Audience Actions

- Continue working with land trusts to protect land through purchasing fee title land or conservation easements
- Host events and workshops
- Conduct research and field studies
- Partner on demonstration sites
- Exchange resources, expertise, and information to enhance conservation efforts and leverage collective knowledge
- Work with EMSWCD on demonstration projects
- Request services or technical assistance
- Encourage neighbors to participate in EMSWCD offerings/services
- Purchase native plants from the annual plant sale.

### Relevant EMSWCD Programs

- Native plant sale
- Site-specific technical assistance
- StreamCare
- Land Legacy Programs
- Cooperative Landowner Incentive Program (CLIP)
- SPACE or PIC grants.

## Strategies & Tactics

### Strategy #1: Consistent Messaging

*Infuse organizational and programmatic communications with consistent messaging that centers the needs of the audience.*

#### Strategy 1 Tactics

A) Conduct surveys or listening sessions with audiences and communities to gather information to inform key messages.

- Surveys and listening sessions can help set a strong foundation for effective key messages.
- This type of audience-centered research can reveal insights that make key messages more compelling, including what audiences care about, what challenges they have, and the value they receive from engaging with EMSWCD.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD understands more about specific audiences, increasing the ability to develop key messages that reflect that which matters most to the community.

B) Develop updated key messages for EMSWCD that help staff make connections between their specific program areas and the overall mission.

- Clear, concise, key messages are important for helping describe an organization's overall purpose in the context of its offerings, especially when an agency has low awareness and visibility.
- Unlike a mission and vision, key messages are written for external audiences to explain what the agency does and why people should engage with it.
- Key messages are used to accomplish several goals:
  - They help tell a story about what the agency does and why that work is important.
  - They demonstrate the benefits the agency provides to constituents and stakeholders
  - They connect the agency's work back to the community's shared values.
- Because they assume that the audience is not an expert in a specific subject matter, key messages are especially useful for people within organizations in technical or scientific fields to explain their work in plain language.
- When utilizing messages in conversations, interviews, or written materials it is generally best to avoid repeating each message verbatim; for key messages to be effective, they need to be tuned to the appropriate audience.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD has key messages that connect external audiences with the agency's mission and the ways it fulfills individual and community-wide needs.

- C) Create messages for each program, written to center the needs of the audience and program participants.
- Just like having key messages helps EMSWCD make a connection between the agency's overall purpose and the community's needs and values, key messages *for each program* help make a connection between a program's goals and what benefits it offers to those who might participate.

**Audiences:** *All*

**Metrics/Outcomes:** *Each EMSWCD program has messages that connect external audiences with the agency's mission and the ways it fulfills individual and community-wide needs.*

- D) Conduct message training for staff, providing tools to "personalize the message" to their program and make connections between their day-to-day work and the agency's overall mission.
- Messaging is most impactful when delivered by the right people at the right time, and practice is the best way to improve.
  - A message training for staff can help them think through who their audiences are in their daily role and how they can help connect those audiences with the agency's mission.
  - Message training provides an opportunity for participants to develop their talking points, instead of feeling like they need to memorize a set of distant talking points.
  - Training can help build an understanding of the importance of communications and outreach among programmatic staff and help them see communications and outreach staff as trusted resources for helping achieve their programmatic goals.
  - Use classroom-style training, where trainers help participants identify key audiences, learn messaging best practices, develop their personal stories, and prepare for answering tough questions.

**Audiences:** *All*

**Metrics/Outcomes:** *Individual EMSWCD staff members feel confident making the connections between their roles and the organization's mission as they communicate with external stakeholders.*

- E) In program communications, be clear about identifying eligible audiences and showing how EMSWCD has removed barriers to participation.
- EMSWCD has thoughtfully developed resources and programs to remove barriers to participation, making programs free, providing funding for projects that require investment, and often making educational resources available online or on demand. However, audiences may not know this or may assume that barriers exist based on their experiences with other organizations.
  - In addition to the tangible benefits of the programs, EMSWCD should highlight how they have removed barriers to participation including that programs are free or low cost.

**Audiences:** *All*

**Metrics/Outcomes:** *External audiences quickly and clearly understand how they benefit from participating in EMSWCD programs and whether they are eligible.*

## Strategy #2: Connect with Audiences

*Connect with audiences at an emotional level by utilizing “social proof” and human-centered storytelling and visuals to show progress and potential.*

### Strategy 2 Tactics

- A) Conduct a photo shoot highlighting specific audiences interacting with natural spaces and participating in or benefiting from EMSWCD programs and services.
- EMSWCD is in a great position to use imagery to connect to diverse audiences, and further, to connect them to nature. Photos of beautiful landscapes, wildlife, and diverse people enjoying the outdoors can highlight the importance of conservation in a way that words cannot.
  - Photos and illustrations featuring people evoke emotion and invite audiences to engage.
  - EMSWCD website, social media accounts, and printed collateral are great platforms to showcase the diversity of the communities that EMSWCD serves.
  - Empowering communities to engage in conservation efforts is more effective when people see themselves represented in the language and materials used.
  - Additionally, by showcasing the team members behind the organization (i.e. staff and partners or volunteers), EMSWCD can help humanize the brand and create a sense of community.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD has photos that show how people in the diverse community benefit from their services.

- B) Continue to build EMSWCD’s library of illustrations and use them more consistently across all communication channels.
- EMSWCD has an amazing asset in the agency’s on-staff illustrator.
  - In a sector that is crowded with conservation-oriented organizations, distinctive illustrations are a great differentiator from other organizations and can help reinforce the EMSWCD brand and make it recognizable.
  - Illustrations can help represent outcomes, natural features, processes, and concepts that are sometimes difficult to capture in photos
  - For example, it’s not easy to schedule a frog for a photo shoot. But an illustration can capture just the right angle or action from wildlife in ways that are difficult or expensive to realize in photography.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD stands out among peer organizations and agencies with captivating illustrations that represent situations and concepts that are difficult to capture in photos.

C) Build a story bank to capture all EMSWCD testimonials and stories in one place.

- Descriptive content about programs is useful, but testimonials and stories that showcase the results of programs for real people can help build trust and encourage people to sign up themselves. To prepare for content development and media opportunities, we recommend EMSWCD work with program participants and grantees to build a bank of stories, including information on program goals and outcomes, any available metrics, and potential spokespeople.
- To help tell hyper-local stories, the story bank should include the project address or neighborhood(s) it benefits. This process may include a content review of existing documents, a grantee and partner survey, or story collection interviews.
- This information will help EMSWCD prioritize opportunities to build out full narratives through interviews, writing, photography and video.
- Using trusted messengers can help establish credibility and build trust.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD has a bank of stories and spokespeople that are the foundation for media pitching, social media posts, and other content.

D) Review current signage to ensure it is high-quality and strongly branded. Signs can highlight the benefits EMSWCD programs and funding create for the community.

- Signs should clearly mention EMSWCD and feature concise information about the goal of the program and where to get more information.
- Sign sizes and formats should be selected based on how they will be used: native plant projects may feature small “yard signs,” while construction projects may feature larger signs to be hung on fences or staked into the ground. Other projects may feature permanent plaques or other signage.
- An example of message-driven project signage from Friends of Trees:
  - [Sign 1](#)
  - [Sign 2](#)
- Signs can be co-branded with the grantee organization and multilingual, depending on the audience. This tactic will also be effective for reaching community members who may benefit from EMSWCD-funded projects.

**Audiences:** All

**Metrics/Outcomes:** External stakeholders see their peers as EMSWCD partners. Projects that would otherwise go unnoticed become more visible to the immediate community.

## Strategy #3: Boost EMSWCD's Digital Presence

*Boost EMSWCD's digital presence in targeted ways to more clearly communicate what people get when they engage with EMSWCD.*

### Strategy 3 Tactics

- A) Conduct a website refresh that has clear “user journeys” for the various audiences who will use the site and utilizes “social proof” to clearly show the ways EMSWCD creates value for the people and organizations within the agency's service area.
- Consider a comprehensive web audit that can evaluate how the website is being used and analyze specific user journeys for our key audiences. This audit would be key in making more informed decisions about how to prioritize content on the EMSWCD website in an audience-centered way.
  - Organize your website by audience or service offering and consider “shortcuts” for your most popular programs. Right now, the website is largely organized by the ways that EMSWCD conducts its work, rather than the perspectives and needs of people who might be coming to the site and looking for specific content.
  - Implement sitelinks in Google Search Console. When someone searches for East Multnomah Soil and Water Conservation District on Google, the search engine automatically shows six sitelinks underneath the main EMSWCD homepage that go to other pages on your website. Align these with your objectives by customizing those sitelinks to feature programs and events. Currently, the top item in this list is “Staff”.
  - Set up Google Search Console to determine what search terms are being used by visitors. Google Search Console can be integrated with Google Analytics to get a better sense of not just the search terms people are using to find the website but also to get to specific pages on the site. This information can help tweak your content to better address the search terms used by visitors.

**Audiences:** All

**Metrics/Outcomes:** Page visits and time on site increase while the “bounce rate” decreases. People can easily find the information they are looking for on the EMSWCD site.

- B) Implement current best strategies for optimizing search results that lead people to EMSWCD programs and services.
- As part of a website refresh, consider increasing the use of search engine optimization (SEO). After a refresh, consider search engine marketing (SEM) to reach people in your service area who are searching for specific terms that match the resources you offer. Search terms could be “rain gardens,” “native plants,” “stormwater runoff”, etc.
  - Start with a search audit to discover how most users are currently accessing the EMSWCD website and specific program pages, and what search terms people are using to find your resources. In addition to SEM, the audit can help inform future website content and meta tags and descriptions.

- The major benefit to these tactics is that the people you reach are already looking for the services you provide – they just might not yet know about EMSWCD. And while there is a cost associated with these tactics, you pay “per click” so you only pay for the people you reach.

**Audiences:** *Farmers/Nursery Growers, Residential Landowners & Land Managers*

**Metrics/Outcomes:** *Performance can be measured in website visits and “cost per click”.*

C) Build community online and encourage with simple, visually-focused content on social media – particularly Facebook and Instagram.

- Of the social media platforms available, focus on Facebook and Instagram. Posts on both platforms should include compelling visuals, either photos or illustrations.
- Use social media accounts for EMSWCD as an entire organization, rather than separate accounts for specific programs. This will help make it clear to audiences where they should go for information and resources from EMSWCD. To generate worthwhile engagement, social media accounts need regular content (at least 1 to 2 posts per week) and it can be challenging for a small team to generate sufficient content for multiple accounts.
- Compelling content for EMSWCD’s audiences could include notices about events, resources, program offerings, and photos of yards, farms, and scenic areas from within the agency’s service area (much of which your team is already doing). Feel free to share and post content from EMSWCD partners, including community organizations and other government agencies.
- EMSWCD has a Virtual Yard Tour Facebook group that is relatively active with 663 members and posts from EMSWCD and community members (a great asset!). There is an opportunity to continue spurring engagement on this page by sharing resources available from EMSWCD and partner agencies and asking questions of the community so they can share information. Encourage members to tag a friend and invite their friends and neighbors to participate.
- Identify opportunities to grow your social media following at in-person events. Provide a free giveaway like a bandana or frisbee for folks who take action such as showing they follow EMSWCD on Facebook or signing up for an email or newsletter list. Let them know what kind of useful content they’ll receive when they sign up.

**Audiences:** *Residential Landowners & Land Managers, Community Organizations & Grantees*

**Metrics/Outcomes:** *Performance can be measured in the number of Facebook and Instagram followers, and engagement metrics such as likes, shares, and comments. Additionally, use program metrics like program sign-ups, event RSVPs, workshop attendance, etc.*

D) Create an editorial calendar to manage communications content in 2024.

- A content calendar is an important tool to ensure all communications are coordinated and well-timed and highlight all program areas.
- For all content, answer the following:
  - *What content type are we creating?*

- *Who* are we trying to reach?
- *Who* is responsible for creating it?
- *When* will we publish this content?
- *Where* will we publish it?
- *What* is our desired outcome?
- *How* are we promoting this content once it is published?
- *Who* is the lead on content?

**Audiences:** *All*

**Metrics/Outcomes:** *An editorial or content calendar that shows the agency's communications projects and priorities, with content planning organized by timeline and channel.*

E) Provide sharable content and easy-to-use digital toolkits to community organizations that partner with EMSWCD.

- Digital toolkits are often created to amplify communications around an event or milestone, such as a grant opportunity, fundraiser, or program sign-up.
- Digital toolkits are helpful resources for encouraging your stakeholders and partners (i.e. board members, grant recipients, community partners, etc.) to share your organization's message. They typically include sample content and images that stakeholders then customize and post to reach people in their networks or, for organizations, their members and followers.
- Digital toolkits should include content that is matched to the types of digital channels that your stakeholders use. This could include images and written content for Facebook, draft email messages, or flyers and posters that can be printed out and hung in community spaces.
- Digital toolkits are most effective when they are shared with a specific person with a direct ask to use them, along with follow-ups to encourage people to post on or before a specific date.

**Audiences:** *Community Organizations & Grantees, Farmers/Nursery Growers*

**Metrics/Outcomes:**

- ✓ *Community organizations that partner with EMSWCD receive clear guidance and easy-to-use resources to amplify the agency's message and share resources with their members.*
- ✓ *Partners and community members are sharing our content.*

## Strategy #4: Show Up Where Your Audiences Are

*Utilize communication channels that match the habits and routines of your audiences. Or put another way, show up where they are.*

### Strategy 4 Tactics

- A) For communications with farmers and agricultural landowners, prioritize individual outreach and communications through trusted partners.
- Co-hosting in-person events or joining existing events with trusted industry organizations or community groups can help build interest and awareness among farmers and nursery growers. An example of such an event might be an “Introduction to free technical assistance and grants for weed control.”
    - Events should clearly offer value to those who participate. Sessions that introduce a higher barrier to participation such as a call to action (i.e. sign up for a program) should be paired with a regularly scheduled event or something of value and interest to the audience (musical performance, raffle, ice cream, etc.).

**Audiences:** *Farmers/Nursery Growers, Residential Landowners & Land Managers*

**Metrics/Outcomes:** *EMSWCD reaches audiences in ways that build trust and fit with their routines and expectations.*

- B) Hire a liaison with experience and connections in the agricultural community who will work one-on-one with farmers to build relationships, understand their needs, and connect them with resources.
- For smaller audiences like farmers who have specific needs and are not easily reached with digital communications, direct engagement is the most effective communication channel.
  - A liaison will be able to start by listening to farmers and agricultural landowners, fostering trust, focusing on shared interests, and making communications with EMSWCD feel more like a dialogue and less like an unsolicited sales pitch.
  - A dedicated point of contact with farmers will help them feel more comfortable communicating with EMSWCD, knowing they can reach a person who will be responsive and understands their perspective, goals, and challenges.

**Audiences:** *Farmers/Nursery Growers, (Rural) Residential Landowners & Land Managers*

**Metrics/Outcomes:** *EMSWCD builds trust with audiences; and increases participation in EMSWCD programs and events.*

- C) For communications with residential landowners, use mass communication channels to raise awareness of EMSWCD and its programs.
- There are simply too many landowners in the EMSWCD service area to reach directly. While individual relationships and communication with people who participate in EMSWCD programs is

very important, mass communications will help build awareness among the broader community for the agency's services. Mass communications channels include:

- Email campaigns
- Social media
- Earned media
- Communications through partner organizations
- Search engine marketing.
- Build relationships with Neighborhood Associations and other community organizations that can help carry or amplify your messages.

**Audiences:** *Residential Landowners & Land Managers*

**Metrics/Outcomes:** *EMSWCD reaches more people interested in using the agency's programs and services.*

D) For outreach to community and partner organizations, prioritize targeted communications and direct outreach to individual liaisons and allies.

- Community organizations and institutions that partner with EMSWCD can be some of your greatest communications assets. They already understand the work you do and the benefits you create for their community members.
- However, these organizations are often understaffed and very busy. If you can help them by providing easy-to-use communication materials and clear instructions (where and when to use them), they will be more likely to share EMSWCD messaging and materials.
- Sending a mass email with a communications toolkit or materials is great, but email inboxes get clogged and amplifying messages for a partner like EMSWCD may not be high on the priority list for partners. So, identify the specific point person at each organization and make a direct ask via email and phone to share materials. For close partners, develop a relationship with the comms staff so it's easy to share materials and support each other with amplifying content.

**Audiences:** *Community Organizations & Grantees, Institutional & Commercial Landowners*

**Metrics/Outcomes:** *EMSWCD has identified points of contact for communications and built relationships so that requests to amplify the agency's message are fulfilled.*

## Strategy #5: Prepare for earned media opportunities.

### Strategy 5 Tactics

- A) Identify your best messengers (EMSWCD staff, board members, and partners) and provide opportunities to prepare them for media interviews.
  - Successful media interviews require preparation. Identify potential spokespeople from among EMSWCD staff, board members, and your partners and provide them with resources and opportunities.

- Provide dedicated media training and interview practice for potential spokespeople. EMSWCD spokespeople should be able to share information about the agency's mission, specific program highlights and impacts, and overall outcomes at community events and in media interviews.
- Support spokespeople through narrative copywriting, message training, and interview prep.
- Some ideas about spokespeople for key **Audiences**:
  - For farmers, someone who works for a trusted industry organization or has personally benefited from an EMSWCD-funded program such as CLIP.
  - For grantees and partner organizations, EMSWCD's executive director, board members, or someone from another organization that has received grants or other support.
  - For landowners, EMSWCD's executive director, board members, a leader from a community organization, someone from their neighborhood association, or a realtor.
- Cultivating more messengers will help validate and amplify EMSWCD's communications and help build communications capacity among grantee organizations. It will also help EMSWCD's messages reach more communities.

**Audiences:** All

**Metrics/Outcomes:** EMSWCD has spokespeople who feel prepared to participate in media interviews or other storytelling activities.

B) Build relationships with reporters and publications so that relationships are already established when there is a story to promote.

- Pitch "deskside" interviews (in person and/or virtual) with reporters at relevant local publications to cultivate long-term relationships.
  - Well ahead of any pitch on a dedicated story idea, reach out to reporters who cover conservation and environmental issues to invite them to join the Executive Director for a "deskside" interview: an opportunity to discuss the organization's initiatives at a high level and explore how EMSWCD may be able to support the reporter's coverage.
  - If possible, meet the reporter in person. Go to their office (hence the name "deskside") or invite them to come to you to see what it is you do and how you work.
  - It can be helpful to suggest a general topic for discussion, such as the problems caused by invasive weeds and EMSWCD's role in helping contain them.
  - Utilize the relationships and connections you've developed over the past several years – follow up to offer a deskside interview. If appropriate, recruit allies to make personal introductions to reporters and recommend conversations.
  - Coordinate media outreach internally.
- Set yourselves up as "experts" in certain categories with the media so they know to reach out to you for certain topics – should be part of the goal of "desksides".

**Audiences:** All

**Metrics/Outcomes:** EMSWCD has warm relationships with reporters and publications that cover climate, environment, conservation, agriculture, and land use issues, as well as gardening and landscaping.

## C) Mix up the focus for media pitches and make them timely.

- Consider pitching stories about how different communities are using the resources of EMSWCD to preserve and improve soil and water quality across the region.
- Both stories about the small impacts that EMSWCD makes for individual program participants and the larger impacts the agency makes for the larger community will be of interest to a wide variety of local media outlets.
- For any pitch, help reporters and editors see connections to what their audiences are interested in right now. Invite reporters to use EMSWCD as a resource to provide information about planting native plants at a time of year when planting is particularly successful, or invite coverage of a volunteer event for removing invasive weeds (one of the expert topics).

**Audiences:** All

**Metrics/Outcomes:** EMSWCD is actively pitching stories about how the agency supports constituents and the community.

## D) Reach out to the region's community newspapers.

- Portland has a strong network of independent local community newspapers that are trusted sources in their neighborhoods. These newspapers are less likely to cover news with a citywide lens, but they will cover news about projects that are having an impact in a specific area of the city. Content packages including quotes, photos, and program or project details will help these understaffed outlets.
- Examples of community newspapers:
  - [Street Roots](#)
  - [Hollywood Star](#)
  - [SE Examiner](#)
  - [The Bee](#)

**Audiences:** Residential Landowners & Land Managers

**Metrics/Outcomes:** To evaluate the effectiveness of media outreach, measure pitches and story placements.

E) Develop relevant pitches for culturally-specific media outlets.

- In Portland and beyond, culturally-specific media outlets play an important role in the earned media landscape. Developing specific pitches for each outlet including relevant spokespeople and stories will generate coverage that reaches communities that EMSWCD may have difficulty reaching in other ways. Transcreation can be helpful for some of these outlets, such as Portland Chinese Times.
- Examples of culturally-specific outlets:
  - [The Skanner News](#)
  - [The Portland Observer](#)
  - [Asian Reporter](#)
  - [Portland Chinese Times](#)
  - [Underscore News](#)

**Audiences:** *Residential Landowners & Land Managers*

**Metrics/Outcomes:** *To evaluate the effectiveness of media outreach, measure pitches and story placements.*

F) Create content for Neighborhood Newspapers / Newsletters

- Many neighborhoods have newsletters or newspapers that are distributed to all households in the neighborhood, often with circulations over 10,000.
- Their content is focused on events, “news you can use,” and local projects creating a positive impact in the community. News about EMSWCD programs and grants and the overall mission is exactly the type of content these publications are looking for. They often will gladly accept contributions written by public agency staff, and some have volunteer reporters.
- Examples of neighborhood newspapers / newsletters:
  - [Creston-Kenilworth Newsletter](#)
  - [Concordia News](#)
  - [ENA Newsletter \(Eastmoreland\)](#)
  - [GPNA Newsletter](#)
  - [Sunnyside Neighborhood News](#)
  - [Hey Neighbor](#) (published by Northeast Coalition of Neighborhoods)
- Most neighborhood associations also have a digital presence, including a blog and/or Facebook page. EMSWCD can provide content for their pages to highlight projects and updates relevant to people in the neighborhoods they serve.

**Audiences:** *Residential Landowners & Land Managers*

**Metrics/Outcomes:** *To evaluate the effectiveness of neighborhood news outreach, measure pitches and story placements.*

## G) Explore pitching and paid promotion in local email newsletters.

- Portland has seen a number of locally focused email newsletters and podcasts pop up in the last several years and their audiences are interested in activities, free resources, and “news you can use”.
- Examples of these newsletters include:
  - [Axios Portland](#)
  - [Bridgeline](#)
  - [City Cast Portland](#)
  - [PDX Today](#)
  - [Corbett Newsline](#)
- These outlets are focused on stories that build community and civic pride. Some will conduct independent reporting or interviews, although most of their content is a collection of links to news coverage from other sources.
- There is an opportunity to start pitching these outlets for coverage of EMSWCD programs and announcements. Most of the newsletters also feature content through paid partnerships that allow for more visibility and deeper storytelling. Once EMSWCD has a bank of stories to share, these paid partnerships may be a good fit.

**Audiences:** *Residential Landowners & Land Managers, Institutional & Commercial Landowners*

**Metrics/Outcomes:** *To evaluate the effectiveness of online media outreach, measure pitches and story placements.*

## H) Reach farmers and growers with content in agriculturally focused media outlets.

- While farmers may be difficult to reach with many mass communications channels, this audience does pay close attention to more targeted media and content outlets.
- Content from media outlets that focus on agriculture issues will come with a higher degree of trust for this audience than content from other sources.
- Examples of agriculturally-focused outlets:
  - Capital Press
  - SDAO News
  - Digger Magazine

**Audiences:** *Farmers/Nursery Growers*

**Metrics/Outcomes:** *To evaluate the effectiveness of media outreach, measure pitches and story placements.*

## Key Dates & Milestones

Effective communication requires substantial planning and preparation of content, materials, and outreach. For an organization like EMSWCD which is mostly proactive in its outreach to constituents and stakeholders, planning and prep can be done well in advance.

For each communication opportunity, consider efforts across multiple channels that are relevant to the intended audience (i.e. social media, website, earned media pitching, etc.).

To support your future communications planning efforts, we are sharing two templates for planning communications projects and developing specific content for various communications channels:

- [Communications Project Calendar - Template](#)
- [Content Calendar - Template](#)

The following milestones and dates can be used as a starting point for identifying proactive communications and outreach opportunities.

### EMSWCD Programmatic Milestones

- Funding or Grant Opportunity Announcements
- Grant Award Announcements
- Project or program anniversaries
- Ground-breakings, ribbon-cuttings or project completions
- Workshops : Fall and Spring seasons
- Annual report
- December: Year-in-review

### Proactive Seasonal Communications

- January: Plant sale, dead heading
- Early Spring: planting/anything requiring digging, weeding (annuals, herbaceous)
- Spring: Flower blooms and pollinator emergence, continued weed control
- Summer: alternatives to chemical pest control, water conservation, Heat Island effect – benefits of trees and shrubs
- Late Summer / Early fall: harvest
- October / November: beginning of the rainy season (stormwater preparation), leave the leaves and don't dead-head flowers until late winter/early Spring, invasive removal (trees, shrubs)

### Annual Holidays and Celebrations

- January 5: National Bird Day
- February 2: World Wetlands Day
- March 3: World Wildlife Day
- March 21: International Day of Forests

- March 21: National Ag Day
- March 24: National Women in Agriculture Day
- April 10: National Farm Animals Day
- April 22, 2023: Earth Day
- Last Friday of April: National Arbor Day
- May 20: World Bee Day
- June 19, 2023: Juneteenth
- September 4: National Wildlife Day
- First Monday in October: World Habitat Day
- October 1: World Vegetarian Day
- October 9, 2023: Indigenous People's Day
- October 12: National Farmers Day
- October 24: International Day of Climate Action
- Celebrate Native American Heritage Month throughout November.
- December 5: World Soil Day

## Where to Start: Prioritized Recommendations

1. Develop updated key messages for EMSWCD as an agency, as well as for major programs
2. Conduct a message training for EMSWCD staff
3. Plan for communications projects and content for 2024, using a Communications Calendar
4. Create guidelines, a style guide, and specify roles to guide social media channels.
5. Audit program communications materials to ensure that they highlight the benefits to participants and the ways EMSWCD removes barriers to participation
6. Build a story bank
7. Commission a photo shoot
8. Prepare for a website refresh. Or if a website refresh is further in the future, conduct a digital audit that can inform website content and strategy for boosting online presence.
9. Develop and pitch content for neighborhood newspapers and community newspapers.
10. Establish partnerships with industry associations (i.e. Oregon Association of Nurseries) or community organizations (i.e. Multnomah Grange #71) to reach farmers and nursery owners through existing events and meetings.



## JOB DESCRIPTION: Community Outreach & Engagement Communications Assistant

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### Position Overview:

EMSWCD is a local government with a mission of helping people care for land and water within all of Multnomah County, east of the Willamette River. We inspire people to act through our education, outreach, technical assistance, grants, and cost-share programs in both urban and rural areas. Our mission: We help people care for land and water.

The Community Outreach & Engagement Communications Assistant will help to support the organization's communications, digital marketing (social, email and web properties), public relations, events, and outreach campaigns. The ideal candidate is detail-oriented, has excellent writing and editing skills, thrives in a team-oriented environment, and is passionate about our mission.

Work ranges from routine administrative tasks to actively engaging with the public and partner organizations. This position works regularly with public and nonprofit partners whose missions are focused on natural resource conservation, agriculture, and environmental justice. The position requires compelling writing and visual storytelling, the use of content management systems, record-keeping and documentation, computer proficiency, and excellent time management and organization.

**Classification:** Non-exempt (hourly, eligible for overtime), Permanent, Part-Time.

**Reports To:** Community Outreach and Engagement Supervisor

### Primary Responsibilities:

#### Communications and Digital Marketing

- Write and edit content for the district to be used across our various communications platforms and outreach activities.

- Contribute to EMSWCD's social media presence, including planning the editorial content calendar, creating, and uploading social media posts, and engaging with followers and partners.
- Collect stories from program participants to build a library of marketing-ready content.
- Use social media and web engagement metrics/data analytics to measure and improve performance.
- Coordinate editing projects and serve as a copyeditor.
- Make minor updates to the emswcd.org website.
- Support outreach to key media contacts including identifying and monitoring target media outlets and contacts.
- Track and report media coverage.

### Outreach

- Promote district program activities through a variety of outreach methods including email marketing, social media, online event calendars, list-serves, community newsletters, tabling, etc.
- Identify additional outreach avenues and develop methods for promoting program activities to new audiences.
- Develop and distribute promotional materials to partners, community groups, and social media outlets.
- Inventory and maintain program materials and supplies.

### Data & Reporting

- Utilize Salesforce Customer Relationship Management software (CRM) for record-keeping and documentation of outreach activities and to maintain and update contact and email lists.
- Support surveying of audiences and perform related follow-up activities.

### Event Assistance

- Assist with coordination and marketing of special and annual events.
- Support event promotions and manage communications with registrants.
- Support set up and day-of event activities hosted by EMSWCD or District partners.
- Represent EMSWCD at community events and meetings.

**Other Responsibilities:**

- Actively participate in team and organization-wide staff meetings.
- Positively represent EMSWCD to constituents, clients, public officials, community groups, and other business partners.
- Attend business-related functions as requested by the supervisor.
- Comply with EMSWCD policy, and state, federal and local requirements.
- Use discretion in all work activities and ensure that confidential information is managed appropriately.
- Maintain a commitment to the principles of diversity, equity, and inclusion.
- Contribute to EMSWCD's justice, equity, diversity, and inclusion efforts.
- Commit to continuous improvement. Help develop recommendations on how EMSWCD communications can better reach and serve our diverse communities.

**Required Knowledge, Skills, & Abilities:**

- Strong written and verbal communication skills with the ability to convey technical concepts in an easy-to-understand manner.
- Experience using communications and marketing (i.e., email, online advertising, social media) to reach key objectives
- Proficient in Microsoft Word, Office, Outlook, and PowerPoint.
- Proficient in Adobe Acrobat Pro, Canva (or similar). Experience with InDesign desired.
- Experience working with content management tools such as WordPress and Hootsuite.
- Experience with (or ability to learn) Salesforce and MailChimp.
- Background and/or interest in outdoor education, conservation, agriculture, or natural resources.
- Organized and detail-oriented with excellent time management skills.
- Experience working collaboratively in a team environment.
- Ability to handle changing program needs and meet multiple overlapping deadlines.
- Demonstrated ability to communicate and work effectively with people of diverse social, cultural, generational, economic, racial and gender identities.
- Willingness to learn new communication tools, skills, software, etc.
- Ability to work independently, be proactive and self-directed.
- Proficiency in a second language (Spanish, Russian, Ukrainian, Vietnamese, or Chinese) desired.

**Minimum Qualifications:**

- Minimum of two years of work experience in public relations, marketing, communications, community outreach, or a similar field.
- Associate degree in communications, marketing, public affairs, or related field - OR an equivalent combination of applicable work experience is required.

**Working Conditions/Physical Requirements:**

The Community Outreach & Engagement Communications Assistant may be required to travel, participate in conferences, give presentations internally and externally, and must be available to work evenings and/or weekends as needed to meet project deadlines, attend events, and complete position responsibilities. Use of EMSWCD vehicles for work purposes may be available. A valid driver's license and driving record that meets EMSWCD insurance standards is required.

The work occasionally involves bending, and stretching and may require lifting and/or moving 25 or more pounds or loading/unloading heavy, cumbersome objects.

Work in an outdoor environment is required at times. The employee may be subject to inclement weather as part of conducting required activities.

EMSWCD enjoys a hybrid work environment, and this position is eligible to work at home when not scheduled to be in the EMSWCD office, based in North Portland. EMSWCD work locations are smoke-free and drug-free environments. Work is often performed in an indoor office environment with long periods at a desk. Inter-team contact and pressure to meet deadlines are common for this position.

The individual who holds the position must be able to perform all tasks and responsibilities unaided, or with the assistance of reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.



## HEADWATERS FARM OPERATIONS SPECIALIST JOB DESCRIPTION

**Position Overview:** Responsibilities include working closely with the Headwaters Farm Program Manager and Facilities Manager to ensure farm and incubator program operations occur in a smooth and timely manner.

**Classification:** Non-Exempt (Hourly, eligible for overtime)/ full-time, regular employee. 40 hours/week (1.0 FTE); flexible schedule.

**Reports To:** Headwaters Farm Program Manager

### Primary Responsibilities:

#### Headwaters Farm Upkeep and Projects (~65%)

- Work with the Headwaters Farm Program Manager and Facilities Manager to keep Headwaters Farm functioning well for farm operations and educational value.
- Practice sound stewardship of the site including protecting soil, water, air, and biotic resources.
- Help ensure that the site is properly maintained and that safety procedures are followed.
- Coordinate and provide oversight for all the farm's shared spaces and tools.
- Spearhead the maintenance and repairs to equipment (e.g., tools, implements, small engines, and tractors), infrastructure (e.g., barn, hoopouses, curing shed) and systems (e.g., irrigation, propagation, compost) as required.
- Operate equipment.
- Conduct tillage, mow, chisel plow, sub-soil, set cover crops, apply amendments, move pallets and piles, and other tractor operations as needed.
- Establish, maintain, and terminate robust summer and winter cover crops at Headwaters Farm in areas not rented by farmers.
- Maintain non-cultivated areas of the farm including mowing, weeding, and string trimming.
- Help develop and maintain pollinator habitat and hedgerows.
- Ensure farm supplies are stocked (soap, paper towels, sanitizer, etc.) and contribute, as needed, to the Headwaters trash and recycling schedule.
- Assist in building and maintaining farm infrastructure as appropriate.
- Oversee shared farm systems, including the compost, irrigation, and propagation systems.
- Unload deliveries.

- Other duties as assigned.

### **Headwaters Incubator Program Support (~25%)**

- Assist the Headwaters Farm Program Manager in overseeing the Headwaters Incubator Program.
- Interact with incubator farmers to troubleshoot problems, improve systems, and identify opportunities.
- Train incubator farmers to use tractors, the BCS, Power Ox, flame weeder, string trimmer, and other HIP equipment. Support Headwaters Farm's outreach and education efforts, including offering tours, speaking at events and with media, and other engagement opportunities. Work with CO&E to photo-document Headwaters Farm and HIP for outreach and engagement purposes.
- Work with Headwaters Farm Program Manager to develop, document, and maintain system, equipment, and infrastructure protocols for staff and incubator farmers.
- Work with EMSWCD staff to maintain, improve, or perform duties on other EMSWCD properties as needed, particularly at the adjacent Mainstem Farm.
- Be accessible via work phone during work hours.
- Be point-of-contact, including during non-business hours, for incubator farmers, contractors/consultants, the Headwaters Caretaker, and staff, as appropriate, when the Headwaters Farm Program Manager is unavailable.
- Participate in the annual new HIP farmer selection process, orientation for new program participants, Farm Halls, and other HIP events.
- Other duties as assigned.

### **Team Member and Administration (~10%)**

- Work with Headwaters Farm Program Manager and Rural Lands Program Supervision on goal setting, planning, reporting, and documenting.
- Assist with various farm administrative tasks as required.
- Attend staff meetings and other staff functions as required.
- Participate in, and contribute to, EMSWCD's diversity, equity, and inclusion initiative, including the Equity Action Plan and small group discussions
- Participate in other district-wide initiatives and projects as required.
- Participate on EMSWCD's CO&E Super Group.

### **Other Responsibilities:**

- Active participation in team and organization-wide staff meetings.
- Represent EMSWCD in a positive and professional manner to constituents, clients, public officials, community groups, and other business partners. Attend business related functions as requested by the Executive Director or Rural Lands Program Supervisor
- Actively participate and contribute to equity-related efforts.

- Other duties as assigned by the Executive Director. Or Rural Lands Program Supervisor

**Supervisory Responsibilities:**

NONE

**Required Knowledge, Skills, & Abilities:**

- Knowledge of and experience with agricultural systems, equipment, and infrastructure.
- Knowledge of agricultural and conservation practices.
- Understanding of the Headwaters Incubator Program and farmer development is preferred.
- Strong written, oral, and electronic communication skills.
- Able to work with people from a diverse array of backgrounds.
- Self-motivated and capable of working well alone or with others.
- Able to be flexible, multitask, and fluidly move between projects.
- Ability to navigate conflict effectively, broker solutions and maintain effective working relationships.
- Good understanding of and experience with agriculture in the Pacific Northwest and agricultural systems in general.
- A solid understanding of resource stewardship and best management practices on a farm.
- Familiar with tractor operation in farm setting.
- Practical mechanical abilities including trouble shooting and repair of farm systems, equipment and infrastructure.
- Comfort working with hand tools, power tools, and heavy equipment.
- Capacity to recognize opportunities and threats to Headwaters Farm and HIP and respond accordingly.
- Ability to ensure compliance with EMSWCD policy, state, federal and local requirements.
- Basic computer skills, including the ability to use the Microsoft Office suite of applications.
- Comfortable using common technology, able to use smartphone for communication, social media, and taking photographs.
- Well-connected within the local agricultural community and familiar with existing farmer resources is preferred.
- Actively participate and contribute to equity-related efforts.
- Ability to ensure compliance with EMSWCD policy, state, federal and local requirements.
- Excellent organizational, time management, and project management skills.
- Ability to multi-task efficiently and switch priorities as needed. Ability to work calmly and effectively under deadline.
- Excellent written & verbal communication skills including plain language skills.

- Ability to appropriately use discretion in all work activities. Ability to ensure confidential information is managed appropriately.
- The ability to present in an engaged manner with diverse populations, to include constituents, clients, public officials, community groups, and other business partners.
- Ability to work independently, be proactive and self-directed.
- Cooperative & collaborative team member. Ability to communicate in a professional and respectful manner with all colleagues, constituents, clients, public officials, community groups, and other partners.
- Proficient in standard office procedures, software, and communications technology. Ability to effectively and efficiently use Microsoft Office, Google-Suite, and standard communications platforms.
- Commitment to the principles of diversity, equity, and inclusion.
- Performance of assigned duties is completed in accordance with established procedures. Procedures that cover the assigned work include EMSWCD annual work plans, EMSWCD policies and procedures, Oregon Department of Agriculture Guidelines for SWCDs, and Oregon public meetings law.

**Minimum Qualifications:**

- Bachelor's degree in the field of natural resource management, soil science, agricultural studies, or related field, is preferred but not required. Additional years of appropriate experience will be considered in lieu of formal tertiary qualifications.
- At least 3 years of experience in farming or related field required.

Combination of equivalent lived experience and/or related professional work may be considered.

**Working Conditions/Physical Requirements: The following work conditions/physical requirements are required of the person in this position, with or without reasonable accommodations.**

This position will be required to travel, participate in conferences, give presentations internally and externally, and may work evenings and weekends to meet project deadlines, attend events, and complete position responsibilities.

Access to reliable transportation is required.

Valid driver's license and driving record which meets EMSWCD insurance standards is required.

Work in an outdoor environment is required. The employee may be subject to inclement weather as part of conducting required activities. This work requires walking long distances across sloped, uneven terrain, mud and loose soils sometimes in inclement weather. The Headwaters Farm Operations Specialist will be required at times to operate heavy machinery, power tools, and lift heavy objects. This work will be done in a variety of weather conditions including heat, cold and rain.

Environment is oriented to client service and subject to constant work interruptions. Employees may work under the stress of continual client and/or inter-departmental contact and pressure to meet deadlines.

The employee must be able to move about the facility to communicate with staff members. Must occasionally lift and/or move up to 25 pounds.

The EMSWCD office is the primary work location for this position; and is a smoke-free and drug-free environment. Work is to be conducted primarily from the EMSWCD facilities, or specific work site locations identified by EMSWCD.

The individual who holds or desires the position must be able to perform all tasks and responsibilities in this job description unaided or with the assistance of a reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.



BEFORE THE BOARD OF THE EAST MULTNOMAH SOIL AND WATER CONSERVATION DISTRICT FOR THE  
PURPOSE OF ACQUIRING A CONSERVATION EASEMENT INTEREST WITHIN THE DISTRICT BOUNDARY

WHEREAS, the East Multnomah Soil and Water Conservation District (EMSWCD) has the authority to purchase and hold conservation easements pursuant to ORS 568.550(1)(v) and ORS 271.715(3)(a).

WHEREAS, the EMSWCD Board of Directors reviewed the terms and conditions of the proposed acquisition of a working farmland easement in executive session pursuant to ORS 192.660(2)(e) at the Land Legacy Committee meeting of December 31, 2023.

WHEREAS, the Purchase and Sale Agreement for the working farmland easement will be entered into on a willing-seller willing-buyer basis, not through condemnation and without the threat of condemnation.

WHEREAS, purchasing a working farmland easement interest in the property would serve the public interest by ensuring important farmland remains available for and stays in active agricultural use and remains available and affordable to future generations of farmers.

WHEREAS, pursuant to ORS 271.735(1) a public hearing on the acceptance of this working farmland easement will be held prior to the acquisition of this easement.

BE IT RESOLVED that the EMSWCD Board of Directors hereby:

Approves the purchase by the EMSWCD of a working farmland easement interest in the property discussed in executive session pursuant to ORS 192.660(2)(e) at the Land Legacy Committee meeting of December 31, 2023.

Authorizes and directs the Executive Director to affect the property transaction and to sign all necessary documents on behalf of the EMSWCD at closing.

Authorizes the acceptance of the working farmland easement, pursuant to ORS 93.808.

ADOPTED by the EMSWCD Board of Director this 3<sup>rd</sup> day of January, 2024.

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Jasmine Zimmer-Stucky, Board Chair

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As Witness: Nancy J. Hamilton

10:15 AM  
12/21/23  
Accrual Basis

# EMSWCD

## Balance Sheet Prev Year Comparison

### As of November 30, 2023

	Nov 30, 23	Nov 30, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000 · Beneficial checking	187,989.02	133,294.75	54,694.27	41.03%
1010 · LGIP savings acct #1	14,271,848.92	10,535,878.75	3,735,970.17	35.46%
<b>Total Checking/Savings</b>	14,459,837.94	10,669,173.50	3,790,664.44	35.53%
<b>Accounts Receivable</b>				
1200 · Accounts Receivable				
1205 · Property Taxes Receiveable	148,323.46	126,354.45	21,969.01	17.39%
1200 · Accounts Receivable - Other	3,306.76	16,390.92	-13,084.16	-79.83%
<b>Total 1200 · Accounts Receivable</b>	151,630.22	142,745.37	8,884.85	6.22%
<b>Total Accounts Receivable</b>	151,630.22	142,745.37	8,884.85	6.22%
<b>Other Current Assets</b>				
1300 · Prepaid Expense	552.59	442.82	109.77	24.79%
<b>Total Other Current Assets</b>	552.59	442.82	109.77	24.79%
<b>Total Current Assets</b>	14,612,020.75	10,812,361.69	3,799,659.06	35.14%
<b>Fixed Assets</b>				
<b>1500 · Fixed Assets</b>				
1501 · Fixed Assets Cost	377,614.09	334,329.61	43,284.48	12.95%
1502 · Accumulated Depreciation	-309,669.71	-278,825.43	-30,844.28	-11.06%
<b>Total 1500 · Fixed Assets</b>	67,944.38	55,504.18	12,440.20	22.41%
<b>1600 · Building</b>				
1601 · Building Cost	494,516.42	494,516.42	0.00	0.0%
1602 · Accum Depreciation Building	-257,940.95	-241,457.07	-16,483.88	-6.83%
1605 · Building/Capital Improvements	1,347,992.66	1,378,208.66	-30,216.00	-2.19%
1606 · Accum Depreciation Improvements	-375,729.42	-333,647.33	-42,082.09	-12.61%
<b>Total 1600 · Building</b>	1,208,838.71	1,297,620.68	-88,781.97	-6.84%
<b>1700 · Land</b>	5,176,712.47	5,741,336.47	-564,624.00	-9.83%
<b>Total Fixed Assets</b>	6,453,495.56	7,094,461.33	-640,965.77	-9.04%
<b>TOTAL ASSETS</b>	<b>21,065,516.31</b>	<b>17,906,823.02</b>	<b>3,158,693.29</b>	<b>17.64%</b>

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Accrual Basis

## EMSWCD

# Balance Sheet Prev Year Comparison

### As of November 30, 2023

	Nov 30, 23	Nov 30, 22	\$ Change	% Change
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	120,749.83	18,736.63	102,013.20	544.46%
<b>Total Accounts Payable</b>	<b>120,749.83</b>	<b>18,736.63</b>	<b>102,013.20</b>	<b>544.46%</b>
<b>Credit Cards</b>				
<b>2050 · Beneficial Credit Cards</b>				
2052 · VISA - JD - 0960	488.56	387.54	101.02	26.07%
2053 · VISA - KS - 0994	2,139.40	2,262.44	-123.04	-5.44%
2054 · Visa - RS - 2818	0.00	1,416.95	-1,416.95	-100.0%
2058 · Visa - SW - 1901	2,679.13	756.69	1,922.44	254.06%
2061 · Visa - NH - 4046	804.10	4,163.92	-3,359.82	-80.69%
2062 · Visa - SS - 8195	2,251.59	1,461.00	790.59	54.11%
2063 · Visa - CA - 5240	383.23	0.00	383.23	100.0%
2064 · Visa - JW - 5687	57.19	0.00	57.19	100.0%
<b>Total 2050 · Beneficial Credit Cards</b>	<b>8,803.20</b>	<b>10,448.54</b>	<b>-1,645.34</b>	<b>-15.75%</b>
<b>Total Credit Cards</b>	<b>8,803.20</b>	<b>10,448.54</b>	<b>-1,645.34</b>	<b>-15.75%</b>
<b>Other Current Liabilities</b>				
2105 · FSA Liabilities	-83.33	367.87	-451.20	-122.65%
2400 · Security Deposits Returnable	2,700.00	2,700.00	0.00	0.0%
2100 · Payroll Liabilities	43.10	-122.09	165.19	135.3%
2150 · Accrued Compensated Absences	148,190.94	137,381.46	10,809.48	7.87%
<b>Total Other Current Liabilities</b>	<b>150,850.71</b>	<b>140,327.24</b>	<b>10,523.47</b>	<b>7.5%</b>
<b>Total Current Liabilities</b>	<b>280,403.74</b>	<b>169,512.41</b>	<b>110,891.33</b>	<b>65.42%</b>
<b>Total Liabilities</b>	<b>280,403.74</b>	<b>169,512.41</b>	<b>110,891.33</b>	<b>65.42%</b>
<b>Equity</b>				
3900 · Retained Earnings-Unrestricted	11,397,263.24	11,408,821.78	-11,558.54	-0.1%
<b>3950 · Board Designated Restrictions</b>				
3951 · Land Conservation Fund	6,289,316.81	6,709,859.81	-420,543.00	-6.27%
3952 · Projects & Cost Share	518,811.32	327,750.32	191,061.00	58.3%
<b>Total 3950 · Board Designated Restrictions</b>	<b>6,808,128.13</b>	<b>7,037,610.13</b>	<b>-229,482.00</b>	<b>-3.26%</b>
<b>Net Income</b>	<b>2,579,721.20</b>	<b>-709,121.30</b>	<b>3,288,842.50</b>	<b>463.79%</b>
<b>Total Equity</b>	<b>20,785,112.57</b>	<b>17,737,310.61</b>	<b>3,047,801.96</b>	<b>17.18%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>21,065,516.31</b>	<b>17,906,823.02</b>	<b>3,158,693.29</b>	<b>17.64%</b>

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## EMSWCD Profit & Loss Budget Performance July through November 2023

	Jul - Nov 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Income</b>					
4000 · Income					
4100 · EMSWCD prop'ty tax	3,680,610.97	3,790,675.00	-110,064.03	97%	5,720,418.00
4400 · Event Income					
4420 · Native Plant Sale	0.00	0.00	0.00	0%	50,000.00
Total 4400 · Event Income	0.00	0.00	0.00	0%	50,000.00
4500 · Interest	217,576.06	104,169.00	113,407.06	209%	250,000.00
4600 · Grants					
4610 · Federal	0.00	115,000.00	-115,000.00	0%	251,974.00
4620 · State	48,307.00	43,954.00	4,353.00	110%	87,907.00
4650 · City	0.00	50,000.00	-50,000.00	0%	50,000.00
4660 · Other	0.00	25,000.00	-25,000.00	0%	25,000.00
Total 4600 · Grants	48,307.00	233,954.00	-185,647.00	21%	414,881.00
4700 · Sale of Real Property	762,390.42				
4800 · Rental Income	15,198.92	18,000.00	-2,801.08	84%	28,000.00
4900 · Misc Income					
4910 · Refunds/Rebates/Reimbsmnts	8,416.20	2,095.00	6,321.20	402%	5,000.00
4990 · Uncategorized Income	2.00				
4900 · Misc Income - Other	0.00	3,500.00	-3,500.00	0%	10,000.00
Total 4900 · Misc Income	8,418.20	5,595.00	2,823.20	150%	15,000.00
Total 4000 · Income	4,732,501.57	4,152,393.00	580,108.57	114%	6,478,299.00
Total Income	4,732,501.57	4,152,393.00	580,108.57	114%	6,478,299.00
Gross Profit	4,732,501.57	4,152,393.00	580,108.57	114%	6,478,299.00
<b>Expense</b>					
5000 · Payroll Expenses					
5100 · Salaries & Wages	822,572.76	915,925.00	-93,352.24	90%	2,213,200.00
5200 · Payroll Taxes	72,561.03	89,000.00	-16,438.97	82%	215,000.00
5300 · Wkrs Comp Insurance	10,840.18	27,670.00	-16,829.82	39%	27,670.00
5400 · Emp Benefits	173,484.88	211,104.00	-37,619.12	82%	509,130.00
5900 · Temporary Help	0.00	0.00	0.00	0%	22,500.00
Total 5000 · Payroll Expenses	1,079,458.85	1,243,699.00	-164,240.15	87%	2,987,500.00
6000 · Professional Services					
6005 · Contracted Bkkpr/Acctant	10,000.00	7,500.00	2,500.00	133%	18,000.00
6010 · Contracted Audit Services	0.00	0.00	0.00	0%	8,000.00
6020 · Contracted Attorney	6,081.30	79,630.00	-73,548.70	8%	190,000.00
6050 · Contracted Services	329,279.20	670,403.00	-341,123.80	49%	1,545,939.00
6065 · Contracted IT Support	8,255.00	13,750.00	-5,495.00	60%	33,000.00
Total 6000 · Professional Services	353,615.50	771,283.00	-417,667.50	46%	1,794,939.00
6100 · Admin					
6110 · Audit Filing Fee	0.00	0.00	0.00	0%	300.00
6120 · Bank Charges	712.98	560.00	152.98	127%	2,875.00
6130 · Bulk Mail Permit Renewal	0.00	0.00	0.00	0%	300.00
6135 · Legal Notice	995.31	2,100.00	-1,104.69	47%	4,700.00
6140 · Payroll Svcs	197.75	316.00	-118.25	63%	750.00
6150 · Licenses & Fees	2,192.31	5,903.00	-3,710.69	37%	11,115.00
6160 · Taxes	2,812.07	8,363.00	-5,550.93	34%	8,363.00
Total 6100 · Admin	6,910.42	17,242.00	-10,331.58	40%	28,403.00
7100 · Occupancy					
7110 · Utilities	7,552.54	8,689.00	-1,136.46	87%	23,508.00
7120 · Telecommunications	11,439.37	14,205.00	-2,765.63	81%	31,782.00
7130 · Repairs/Maintenance	6,321.64	32,306.00	-25,984.36	20%	52,050.00

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## EMSWCD Profit & Loss Budget Performance July through November 2023

	Jul - Nov 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Total 7100 · Occupancy</b>	25,313.55	55,200.00	-29,886.45	46%	107,340.00
<b>7500 · Insurance</b>					
7505 · General Liability Insurance	0.00	0.00	0.00	0%	16,500.00
7510 · Property Insurance	0.00	0.00	0.00	0%	9,000.00
7515 · D & O Anti Crime	0.00	0.00	0.00	0%	550.00
7540 · Vehicle insurance	52.00	0.00	52.00	100%	2,600.00
<b>Total 7500 · Insurance</b>	52.00	0.00	52.00	100%	28,650.00
<b>8100 · Office Expenses</b>					
8110 · Office Supplies	1,424.46	5,000.00	-3,575.54	28%	11,450.00
8115 · Postage, Delivery	0.00	3,560.00	-3,560.00	0%	9,820.00
8120 · Printing, Copying	1,901.91	8,506.00	-6,604.09	22%	21,300.00
8130 · Furnishings & Equipment	8,109.59	13,819.00	-5,709.41	59%	20,450.00
<b>Total 8100 · Office Expenses</b>	11,435.96	30,885.00	-19,449.04	37%	63,020.00
<b>8200 · Production</b>					
8210 · Advertising	0.00	6,349.00	-6,349.00	0%	12,990.00
8230 · Signage, Banners, Displays	0.00	4,607.00	-4,607.00	0%	9,900.00
8250 · Public Relations Promo & Events	364.92	15,253.00	-14,888.08	2%	46,750.00
<b>Total 8200 · Production</b>	364.92	26,209.00	-25,844.08	1%	69,640.00
<b>8500 · Programs &amp; Projects</b>					
8505 · Dues	9,062.00	8,280.00	782.00	109%	15,525.00
8506 · Subscriptions	23,215.19	37,592.00	-14,376.81	62%	79,233.00
8510 · Contracts w/ Partners/Lndownrs	47,000.00	104,169.00	-57,169.00	45%	250,000.00
8520 · Grants to Others	474,118.21	739,940.00	-265,821.79	64%	1,707,000.00
8530 · Program Supplies	21,581.09	39,394.50	-17,813.41	55%	63,775.00
8540 · Plants & Materials	13,541.25	27,940.00	-14,398.75	48%	75,000.00
8560 · Space Rental	1,776.61	1,824.00	-47.39	97%	3,142.00
8570 · Equip Rental	606.16	3,092.00	-2,485.84	20%	12,960.00
8580 · Vehicles Rent/Lease	288.63	3,544.00	-3,255.37	8%	8,500.00
<b>Total 8500 · Programs &amp; Projects</b>	591,189.14	965,775.50	-374,586.36	61%	2,215,135.00
<b>8600 · Training</b>					
8610 · Training/Development Staff	900.85	10,369.00	-9,468.15	9%	25,550.00
8620 · Training/Development Board	300.00	2,088.00	-1,788.00	14%	5,000.00
<b>Total 8600 · Training</b>	1,200.85	12,457.00	-11,256.15	10%	30,550.00
<b>8700 · Travel</b>					
8730 · Out of Town Travel- Staff	5,525.15	7,033.00	-1,507.85	79%	14,780.00
8740 · Out of Town Travel - Board	449.82	2,162.00	-1,712.18	21%	4,500.00
8750 · Local Mlg, Pkg, Bus - Staff	1,980.66	5,472.00	-3,491.34	36%	12,550.00
8760 · Local Mlg, Pkg, Bus - Board	0.00	412.00	-412.00	0%	1,000.00
<b>Total 8700 · Travel</b>	7,955.63	15,079.00	-7,123.37	53%	32,830.00
<b>8800 · Volunteers &amp; Staff</b>					
8810 · Volunteer & Staff Recog	6,110.08	8,601.00	-2,490.92	71%	70,900.00
8820 · Vol & Staff Refreshments	4,503.91	5,947.00	-1,443.09	76%	14,360.00
<b>Total 8800 · Volunteers &amp; Staff</b>	10,613.99	14,548.00	-3,934.01	73%	85,260.00
<b>9000 · Capital Outlay</b>					
9010 · Office/Field Equipment	9,799.00	38,000.00	-28,201.00	26%	38,000.00
9030 · Improvements On Real Property	53,720.56	272,000.00	-218,279.44	20%	447,000.00
9040 · Purchase of Real Property	1,150.00	3,500,000.00	-3,498,850.00	0%	6,935,154.00
<b>Total 9000 · Capital Outlay</b>	64,669.56	3,810,000.00	-3,745,330.44	2%	7,420,154.00
<b>Total Expense</b>	2,152,780.37	6,962,377.50	-4,809,597.13	31%	14,863,421.00
<b>Net Ordinary Income</b>	2,579,721.20	-2,809,984.50	5,389,705.70	-92%	-8,385,122.00
<b>Net Income</b>	2,579,721.20	-2,809,984.50	5,389,705.70	-92%	-8,385,122.00

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**EMSWCD**  
**Profit & Loss by Class**  
**July through November 2023**

	General Fund					Special Funds		
	Finance & Operations	Rural Lands	Urban Lands	Community Outreach & Engagement	HIP	Grants Fund	Land Conservation Fund	TOTAL
Ordinary Income/Expense								
Income								
4000 · Income	3,750,748.49	811,446.00	850.46	0.00	7,198.92	21,634.36	140,623.34	4,732,501.57
Total Income	3,750,748.49	811,446.00	850.46	0.00	7,198.92	21,634.36	140,623.34	4,732,501.57
Gross Profit	3,750,748.49	811,446.00	850.46	0.00	7,198.92	21,634.36	140,623.34	4,732,501.57
Expense								
5000 · Payroll Expenses	316,617.21	285,903.71	194,757.58	165,172.11	117,008.24	0.00	0.00	1,079,458.85
6000 · Professional Services	118,159.91	185,749.63	2,056.25	29,999.75	17,649.96	0.00	0.00	353,615.50
6100 · Admin	2,931.62	2,703.57	57.37	14.58	1,203.28	0.00	0.00	6,910.42
7100 · Occupancy	11,007.10	5,588.47	1,042.48	781.86	6,893.64	0.00	0.00	25,313.55
7500 · Insurance	52.00	0.00	0.00	0.00	0.00	0.00	0.00	52.00
8100 · Office Expenses	5,969.91	5,001.60	114.96	339.50	9.99	0.00	0.00	11,435.96
8200 · Production	264.92	0.00	0.00	100.00	0.00	0.00	0.00	364.92
8500 · Programs & Projects	23,107.61	16,554.55	6,357.20	6,046.16	18,005.41	521,118.21	0.00	591,189.14
8600 · Training	600.00	146.00	354.85	0.00	100.00	0.00	0.00	1,200.85
8700 · Travel	1,314.13	2,539.87	51.10	3,902.49	148.04	0.00	0.00	7,955.63
8800 · Volunteers & Staff	6,489.95	2,543.39	0.00	837.80	742.85	0.00	0.00	10,613.99
9000 · Capital Outlay	53,720.56	0.00	0.00	0.00	9,799.00	0.00	1,150.00	64,669.56
Total Expense	540,234.92	506,730.79	204,791.79	207,194.25	171,560.41	521,118.21	1,150.00	2,152,780.37
Net Ordinary Income	3,210,513.57	304,715.21	-203,941.33	-207,194.25	-164,361.49	-499,483.85	139,473.34	2,579,721.20
Net Income	3,210,513.57	304,715.21	-203,941.33	-207,194.25	-164,361.49	-499,483.85	139,473.34	2,579,721.20
Annual Appropriation by Program	\$1,599,130	\$1,766,904	\$920,800	\$635,315	\$899,118	\$1,932,000	\$7,085,154	
Percent of Fiscal Year Passed	42%	42%	42%	42%	42%	42%	42%	
Percentage of Appropriation Spent	34%	29%	22%	33%	19%	27%	0%	
Year-To-Date Appropriation by Program (as of 11/30)	594,251	756,511	360,386	265,211	579,410			
Year-To-Date Percentage of Appropriation Spent (as of 11/30)	91%	67%	57%	78%	30%			