



**Land Legacy Committee (LLC) Meeting Agenda
East Multnomah Soil & Water Conservation District**

(January 21, 2025)

Monday, January 27, 2025, 4:00 – 6:00 PM

To be held at the EMSWCD Office (5211 N. Williams Ave., Portland, OR 97209)

Or join virtually: <https://meet.goto.com/EastMultSWCD/landlegacycommitteemeeting>

Access Code: 993-088-381 United States (Toll Free): 1 877 309 2073 United States: +1 (646) 749-3129

AGENDA

| Item # | Time | Agenda Item | Purpose | Presenter | Packet |
|--|------------------|--|--------------------------------|--------------|--|
| 1 | 4:00 10 mins | <ul style="list-style-type: none"> • Welcome and Call to Order • Review/Revise Agenda • LLC Chair Election • Previous Action Items • Approval of September 23, 2024 meeting minutes | Information/ Decision | LLC Chair | a) 9/23/2024 LLC Meeting Minutes |
| 2 | 4:10 5 mins | Time Reserved for Public Comment | Information | Public | N/A |
| 3 | 4:15 100 mins | Executive Session under ORS 192.660(2)(e) | Information/ Recommendation | Shipkey/ LLC | Executive session materials to be sent separately. |
| <p><u>Overview:</u>. Shipkey will share out offers received for the disposition of EMSWCD's Big Creek Farm property and request a recommendation for the EMSWCD Board to take action on at their February 3, 2025 meeting. Shipkey will provide an update on active LLP transactions</p> | | | | | |
| 4 | 5:55 5 mins | <ul style="list-style-type: none"> • Announcements and Reminders • Action Items • Adjourn | Information | LLC Chair | N/A |



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EMSWCD Board Members, Officers and Meeting Dates:

| EMSWCD Board | | | LLC | Year | FY23-24 Schedule | Board | LLC |
|-----------------------|---------------------|------------|-----|------|------------------|-------|-----|
| Members | Positions | Officers | | | | | |
| Ramona DeNies | Zone 1 Director | Vice-Chair | | 2024 | July | 1 | 22 |
| Laura Masterson | Zone 2 Director | | | | August | 5 | |
| Mike Guebert | Zone 3 Director | Secretary | | | September | 4 | 23 |
| Mary Colombo | At-Large 1 Director | Treasurer | | | October | 7 | |
| Jasmine Zimmer-Stucky | At-Large 2 Director | Chair | | | November | 4 | 25 |
| | | | | | December | 2 | |
| | | | | 2025 | January | 6 | 27 |
| | | | | | February | 3 | |
| | | | | | March | 3 | 24 |
| | | | | | April | 7 | |
| | | | | | May | 5 | 26 |
| | | | | | June | 2 | |

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East Multnomah Soil and Water Conservation District Land Legacy Committee Meeting **FINAL** Minutes

Monday, September 23, 2024

4:21pm - Call to Order

Guebert called to order the regular meeting of the EMSWCD Land Legacy Committee at 4:21pm on Monday, September 23, 2024, at the EMSWCD Office in North Portland, OR.

Introductions, Review/revise agenda, Review previous action items.

Guebert conducted introductions for the record. The following persons were present:

Land Legacy Committee: Mike Guebert (Zone 3 Director, LLC Chair), Jasmine Zimmer-Stucky (At-Large Director 2) (virtual), Laura Masterson (Zone 2 Director) (virtual), Jim Carlson (At-Large Director 1)

Absent: Joe Rossi (Zone 1 Director)

Staff: Kelley Beamer (Executive Director), Julie DiLeone (Rural Lands Program Manager), Dan Mitten (Chief Finance Officer), Heather Kent (CO&E Program Manager), Matt Shipkey (Land Legacy Program Manager), Asianna Fernandez (Executive Assistant)

Guests: n/a

Previous Action Items: N/A

Changes to the Agenda: Move Item 4 to before Item 2.

4:21pm – Time Reserved for Public Comment: N/A

4:22pm - Approval of May 29, 2024, Land Legacy Committee (LLC) Meeting Minutes

MOTION: Carlson moved to approve the May 29, 2024, LLC Meeting minutes as presented. Zimmer-Stucky 2nd. Motion passed unanimously (3-0, Masterson and Rossi absent).

4:22pm – Farm Succession/ Farm Access Resource Development

Shipkey updated the Board that beginning in October, we'll be launching new on-demand farm succession programming; a 4-part webinar with a workbook and worksheet materials. These were developed with an accountant the District frequently works with, in collaboration with Clackamas SWCD, and with the assistance of the CO&E team. The District is also sponsoring Oregon Agricultural Trust's farm succession workshop in October. We are getting a free ticket from them, which we will give, as an incentive, to the first person to sign up for our webinar program. OAT is also offering 1x1 farm succession counseling assistance (paid), as is American Farmland Trust (free). For the first three people to register for our on-demand programming, we'll waive the first \$1000 of the fees incurred from the OAT one-on-one counseling service. A question to the Board: do you think an in-person kick-off event would work for promotion of the on-demand programming?

Kent We're working with Clackamas and Tualatin SWCDs to ensure each of our resources for the program are all in line and unified in terms of look and messaging. We'll each have our own individual webpages for it, but they will mention each other so that folks have an easy time figuring out which District they fall under. We're all aiming for the same start date, in the Fall. No one's able to do an in-person event for farm succession this Fall, but we've been thinking about doing an in-person promotional event in Spring to draw more people in. Still thinking about that idea, hoping to get Board feedback first.

Beamer How have past in-person succession planning workshops done in terms of attendance?

Shipkey Clackamas usually has more in-person attendees, and there are usually about five attendees from our district.

Guebert In terms of number of farms per district, that seems to make sense.

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Shipkey We're also advancing two new farm access initiatives. One will be a multi-day workshop in January and February 2025. That will include four workshop sessions: Fundamentals of Farm Leases, Real estate Fundamentals, Financing (with a financing producer panel), and Rogue Farm Corps' Changing Hands workshop. This will be led by Oregon Ag Trust, Rogue Farm Corps, and Friends of Family Farmers. We'll also be offering up to ten hours of one-on-one mentorship and counseling to those who sign up. We've heard from a few farmers that there was a need for lessons on real estate and how to work with a broker, and on farm financing, so we're hoping to help demystify some of that and create a meaningful resource for folks.

Shipkey The second initiative came from our previous (ungranted) USDA Farm Access application. How do we help bridge the gap in capital for acquisition costs that still exists even after our work with easements, which we've heard from several beginning farmers. We've been thinking about helping bridge the gap with a grant/loan program; the State of Maryland has such a program. We'll be working on a position paper, hearing from partners in the area about what they would like and any other feedback they have, and then using that to work with consultants to help us frame the program and potential financing options.

Masterson joined at 4:24pm.

4:33pm – Land Legacy Program Outreach Plan

Kent and Shipkey presented their plan for Land Legacy Program's Outreach goals and structure.

Beamer We've put a lot of thought into not only the messages going into outreach to landowners, but also who will be doing the messaging, the voices, and the partners we'll be working with to help convey those messages too.

Kent asked the Board if there are any key people who would work as message spreaders or influencers in the agricultural communities West of the Sandy River?

Carlson The District is already in contact with key groups already, like Multnomah County Farm Bureau and Oregon Association of Nurseries, etc. There are 2 community associations (Pleasant Home and Cottrell) that could be helpful. These groups are new and have been formed for the Portland Water Treatment Plant. There aren't really any community events people will usually show up to out there. There used to be businesses that many people went to, but most of them don't exist anymore. OAN Mount Hood Chapter used to meet at certain places that don't exist anymore and now they often meet at J. Frank Schmitt, which is in Clackamas County.

Guebert B&R Rental is in Clackamas County, which is where most people rent equipment from. There are little markets everywhere, but not a lot.

Zimmer-Stucky Do you know what the problem is that we're trying to overcome with our message? Is it that they don't know who we are, or they don't trust governments, or they don't know enough about easements?

Shipkey believes it's the lack of familiarity that brings discomfort with it, and historically how you get past that is by seeing your neighbors doing it first. We're starting to see more buy in as people begin to see their neighbors do it as well.

Beamer This is more about making in-depth relationships, not just reaching out, and instead understanding farmer interest and needs. How do we bring about action to protect farmland? There are a lot of respected families who have been farming/nursery managers who often naturally are those peer-to-peer influencers in those communities.

Kent We're updating the actual words in the message, but the program and communication materials have used a lot of these techniques for a long time, so it's not a huge shift.

Carlson suggested doing something at the local farmers market on Saturdays/Sundays. Many farmers will

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be there. There's really only the OAN and Farm Bureau monthly newsletters that will reach folks.

Guebert suggested the Board members keep an eye out for some places to spread the word.

Zimmer-Stucky These are good places to place content, but we haven't talked about what the content is yet. When thinking about building trust, she suggested going to the farmers who we have already worked on easements with to either get a video or written testimonial from. Also, financial planners could be someone many of these folks would listen to.

Carlson Chris Kelly, a broker, is someone who does a lot of real estate work out there.

Masterson feels like we're starting to have more interest in the program already, and hopefully those are the folks who we can select for it. How do we get them to help us bring their neighbors to the table? There's something different between marketing to everyone and bringing people in through kitchen table chats.

Zimmer-Stucky As we're starting these marketing efforts, she wants to ensure that we're preparing for its success, in terms of staff capacity.

Masterson That might just mean that we don't take all the easement opportunities that come our way, but only take on our highest priority options.

Action Item: Shipkey/Kent to resend these Easement questions to the Board in a week or two in case there are any new ideas that come up.

5:05pm – Executive Session under ORS 192.660(2)(e)

Entered Executive Session at 5:05pm

Ended Executive Session at 6:11 pm

Action Items:

- **Shipkey/Kent** to resend these Easement questions to the Board in a week or two in case there are any new ideas that come up.

6:12pm - Adjournment

Guebert adjourned the meeting at 6:12pm.