



Meeting: Conservation &
Recreation Advisory Committee
Meeting – Virtual Attendance
Time: August 25, 2020 10:00
AM Pacific Time (US and
Canada)

1
2 *Committee minutes are considered draft until approved by the Committee.*
3

4 Those attending part or all of the meeting included:
5

6 Advisory Committee Members

7 Dr. Karl Wenner (Chair, Klamath Mountains)

8 Mauricio Valadrian (Vice Chair, at-large)

9 Tim Davis (Northern Basin & Range)

10 Jane Hartline (Willamette Valley)

11 Maret Pajutee (East and West Cascades)

12 Mark Stern (at-large)

13 Commissioner Bob Spelbrink (proxy for Commissioner Mark Labhart)
14

15 ODFW Staff

16 Davia Palmeri, Conservation Policy Coordinator

17 Michelle Tate, Executive Assistant

18 Adam Baylor, Public Information Officer
19

20 Guests

21 Cheralynn Abbott, Facilitator, Pivotal Resources
22

23 14 Members of the Public

24 Kay Brown, Restoration & Enhancement Board

27 Clair Klock, Clackamas SWCD

25 Greg Mintz, Representative Ken Helm's office

28 Holly Akenson

26 Jim Greer, retired ODFW
29

30

31 **MEETING**

32 **Welcome**

33 On Tuesday, August 25, 2020 at 10:06 a.m., Vice-Chair Mauricio Valadrian, called the Oregon
34 Conservation and Recreation Advisory Committee (the Committee) meeting to order. This meeting was
35 held online only via the Ring Central platform.
36

37 Warm up - Committee members introduced themselves and shared something recent from their lives.
38

39 **Review and Approve Meeting Minutes**

40 Objective: Review and approve minutes from June 22 meeting
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42 *Committee Member Mark Stern moved to approve the meeting minutes from the August 11, 2020*
43 *except for the "Update on OCRF Fundraising Efforts" section which we will check back to Commissioner*

1 *Labhart about clarifying with continued authority to correct grammar and punctuation. Vice Chair Mauricio*
2 *Valadrian seconded the motion and the motion carried with six (6) in favor.*

4 **Fundraising Discussion**

5 Objective: Receive a fundraising update and identify actions committee members can take to support
6 the effort.

7
8 *As of August 24, \$108,465.36 has been raised through ODFW and the Oregon Wildlife Foundation's*
9 *OregonIsAlive.org. The Committee members discussed opportunities to amplify the fundraiser. All*
10 *Committee members were encouraged to follow and share social media content generated on*
11 *Facebook.com/OregonIsAlive including by creating short videos sharing information about the Fund and*
12 *why you support with the hashtag #myORhabitat. The Committee viewed such videos from staff at Trout*
13 *Unlimited and from Vice Chair Mauricio Valadrian.*

14
15 *Committee members discussed ideas that they have which included:*

- 17 • *Share information with your personal contacts about the OCRF Fund and associated campaign*
 - 18 ○ *Jane will share a sample*
- 19 • *Create videos that can be used in the fundraising campaign*
- 20 • *Follow the Facebook page – “like” the posts that are made there*
21 *(<https://www.facebook.com/OregonIsAlive>)*
- 22 • *Share information with Corporate/Industry contacts*
- 23 • *Utilize your own social media platforms to talk about the fund (use hashtag #myorhabitat)*
- 24 • *Search by hashtag to find recent posts – like those posts!*
- 25 • *Make contact with local news outlets*
 - 26 ○ *A list of contact is available– will be shared with the members*

27 28 **Soliciting Proposals – 2nd Round**

29 Objective: Discuss next round project solicitation, including timeline, and approve release of the
30 solicitation package.

31
32 *Based on the discussion at the August 11, the Chair and Vice Chair worked with staff to put together the*
33 *draft project solicitation as part of the August 25 meeting materials. The proposed timeline is:*

- 34 • *August 25 – Opportunity announced & publicized*
- 35 • *October 21 – Deadline for submission*
- 36 • *October 26 – Overview of projects received, Committee begins scoring*
- 37 • *November 9 – Committee scores due*
- 38 • *November 17 - Committee reviews scores and recommends projects*
- 39 • *December 11 - ODFW Commission considers recommendations*

40
41 *Committee members received it last week and were asked for comments by the end of the week. No*
42 *comments were received in advance of the meeting. Committee members worked together to clarify the*
43 *“Funds Available – Fall 2020” and “How the Committee will Evaluate the Proposals” sections. The*
44 *Committee reached consensus that the notice of opportunity was ready to be finalized.*

45
46 *Committee members looked over a draft Form to collect applications and suggested a few modifications*
47 *to clarify information that is collected.*

48 49 **Scoring Process**

50 Objective: Discuss how projects will be evaluated and use of the scoring template.

1
2 *Committee members briefly discussed the scoring template that was used in the first round of project*
3 *review and suggested edits to improve alignment with the Committee’s intended approach to evaluating*
4 *the next round of projects. No decisions were made as this will be discussed at future meetings before*
5 *being finalized.*
6

7 **Meeting Schedule/Agenda Topics**

8 Objective: Review agenda topics for the upcoming meetings through end of 2020.
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10 *At their last meeting, the Committee adopted three additional meetings dates for 2020. Chair Karl*
11 *Wenner asked the members to review a short list of topics for those meetings and to weigh in on*
12 *potential topics for the next meeting, which is September 22. Topics discussed included:*

- 13 • *Tuesday, September 22 – fundraising update, check in on projects received & additional outreach*
14 *needs, update from Outdoor Equity subcommittee*
- 15 • *Monday, October 26 – Finalize scoresheet and initial review of proposals*
- 16 • *Tuesday, November 17 – Review scores and select recommendations for December Commission*
17 *meeting*

18
19 **Public Comments**

20 The Committee heard comments from these members of the public:

- 21
22 • Jim Greer

23
24 Chair Wenner adjourned the meeting at 12:23 p.m.
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