

**Gallatin River Task Force Board of Directors Annual Meeting
December 9th, 2019, 2:00 pm
Big Sky Water and Sewer District**

MINUTES

1. Call to Order

Board Chair, Rick Donaldson, called the meeting to order at 2:09 pm. Board members in attendance included Mike Richter, Rob McRae, Heather Budd, Bill Collins, Ennion Williams, and Mike Jaquard. Task Force staff in attendance included Kristin Gardner, Ryan Newcomb, Stefanee Lucksley, David Tucker, and Emily O'Connor.

2. Welcome David Tucker!

3. Board Member Story (Heather)

Heather grew up in New Jersey and moved to Big Sky with her partner, now husband, after receiving her Bachelor's degree in chemical engineering. She worked for several years as a bartender at the Black Bear and then attended Montana State University where she received her Masters Degree in Accounting. Heather now works for Highline Partners where she has been for 12 years. Heather served on the resort tax board prior to joining the Gallatin River Task Force board.

4. Consent Agenda**

a. Minutes: November 20th, 2019

Rick noted that \$800 million +/- should be changed to \$800 thousand under the Green Bridge update.

b. Fundraising Report

Ryan reported that he is continuing to work on updates to the fundraising report and working on a capital campaign report that will be sent to donors in January. Rick asked if there is a way to track Patagonia matching funds and suggested to send an email to donors who typically give this time of year to promote the Patagonia match.

c. Finance and Operations Report

There were no questions from the Board on the Finance and Operations Report.

d. Conservation Project Manager Report

Emily reported that she has been attending stakeholder/partner meetings and getting up to speed on the restoration projects and Water Conservation Program. There were no questions from the Board on the Conservation Project Manager Report.

Motion made by Ennion Williams to approve the consent agenda. Seconded by Bill Collins. Motion was unanimous.

5. Financial Report (Heather, Kristin, Stefanee)

a. September and October Financials Acceptance**

b. November Financials Review

Motion made by Ennion Williams to approve the September and October financials. Seconded by Rob McRae. Motion was unanimous.

6. New Business

No new business was discussed.

7. Old Business

a. Strategic Plan Update (Kristin/Ryan)

i. Stop Start Continue Exercise

Kristin reported that the Stop, Start, Continue exercise is a common activity when developing a strategic plan. This was previously completed by the board and staff but we are revisiting because it will make an impact on how we decide to move forward with strategic plan.

Feedback on Stop Category:

Raising Awareness:

- Take social media out of the stop category, it is a great way to reach people. There was also a discussion about leveraging local photographers and giving them credit in posts.
- There was agreement on not forming new committees.
- Large print communications will continue but should be shorter and simpler.
- Pamphlets need to keep innovating and changing based on what is current. It's important to keep figuring out how to stay in front of people. Suggestion to stop PowerPoints because people don't pay attention. We need to communicate in a meaningful and impactful way that pulls people away from their phone. People need to see something several times before it registers. Having strong visuals is so important with the scroll/news feed format. The information needs to jump out.
- Treat GRTF like a brand. Use a narrative pitch to remind people what is at stake and how they can get involved.
- Newsletters like the Blue Ribbon Fly Shop do a great job of providing interesting information on the river and river related activities.
- Start looking at data on who has donated and what their passion is then tailor communications to our donor base.
- Survey idea to engage people
- Start positioning GRTF as a community leader, any questions about the river talk to us first anything river related – we are the experts on all things river and water
- Use more video - The video is the most clicked segment in any newsletter that is sent out
- Idea for newsletter "conservation corner" water conservation tip of the month
Get website back gallatinriverforever.org

Ryan - Thoughts on mailing vs. email communication – keep it diversified because of second homeowners here. There will be more mailings than we've done before with updates and asks

Feedback on Start Category:

Fundraising/Revenue:

- Fundraising objectives for long term sustainability – continue discussion on impact fees to fund water conservation and restoration work.
- Golf fundraiser – Remove this event from the start category, not a good fit for the organization because it doesn't fit with the mission and it requires a lot of staff time to put on.
- Start a fishing derby or similar event that will get people on the river, raise awareness, keep the guide community engaged, and raise funds for the river. The event needs to be outside of busy time of year (September/October). Start out with 20 teams and make it competitive. We need to make sure we can permit the event. Bill and Ennion offered to spearhead organizing a fishing derby.
- Major donor development and cultivation – Start to engage new donors. Continue to focus on top donor relationships. There is more return on investment when spending time and building relationships with individuals and foundations. Development time is better spent there than on events.

Operations/Structure:

- There was agreement that a larger office space is needed.

Science Leadership:

- Rick suggested that GRTF partners with MFWP or other organization on a fish genetics and population study.
- Rich C. suggested getting a treatment wetland started on chapel spring or other location to push the envelope on cutting edge projects.
- Consider how to incorporate Headwaters Alliance - do we leave some room in strategic plan for the ecological health committee to help prioritize projects?

Raising Awareness:

- There was consensus that GRTF should not advertise board meeting dates.
- Ennion suggested creating a series of informational talks or a speaker series (winter events) to invite donors and show the impact of our projects that we are doing. Also consider creating other informational material such as podcasts and video so that donors who are away can tap into the information.
- Make sure website links to partners and vice versa so that we are sharing sites back and forth.
- Add Middle Fork Trip.

Feedback on Continue Category:

Raising Awareness:

- River Clean-Ups - Add a second river clean-up event and/or partner with Trout Unlimited or Gallatin Invasive Species Alliance. Consider getting the school and private clubs involved. Invite adopt a highway members to clean up their section of the river.

ii. Next Steps

Kristin reported that the next step for strategic planning is to work on developing goals with Strategic Planning Committee aiming to wrap up before we start talking about budgeting for next year

b. Wild and Scenic Update

Ryan and Kristin participated in steering committee meetings for the proposed January bill introduction. There is discussion about creating an event somewhere in Bozeman once the bill goes through. The steering committee will be looking for letters to the editor, especially from folks in the agriculture and non-river related business communities, the more press and PR we can get from individuals the better.

c. Canyon Study

Kristin reported there was a meeting with the Water and Sewer District and Resort Tax to discuss the process for submitting projects for the 1 percent Resort Tax vote. The new study shows that the wastewater generated from the canyon is something that the district could take on once the new treatment plant is operational. The conversation is ongoing and changes daily but there is talk of project submittals for a plant upgrade as well as for connecting the canyon with the district infrastructure. Resort Tax is looking for projects that will have the most impact. Kristin will keep the board updated as the conversation progresses.

8. Upcoming Events

a. December 11th, 1:30 to 3:30 pm

Headwaters Alliance: Ecological Health Committee Meeting at the Big Sky Water and Sewer District.

b. December 11th, 4-6 pm

Kickoff Public Meeting for the Montana Bureau of Mines and Geology Groundwater Investigation Program study on Gallatin Canyon groundwater flows and nutrient loading at the Big Sky Water and Sewer District.

9. Set January Board Meeting

The next board meeting was scheduled for January 13, 2020 from 3:00-5:00 PM.

10. Open Discussion

None.

11. Adjournment

Motion made by Rob McRae to adjourn the meeting at 4:31 PM to approve. Seconded by Rick Donaldson. Motion was unanimous.

** Agenda Items for Board action