

# MEETING MINUTES

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## VSP WATERSHED WORK GROUP

January 23, 2018 | 6:00 – 8:15 PM

Mason Conservation District  
450 West Business Park Road \* Shelton, WA

## ATTENDANCE

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**Members:** Larry Boltz, William Short, Allan Borden, Laurie Hager, and Myrn Stewart

**Guests:** Seth Elsen, The Salmon Center

**Mason Conservation District Staff:** Barbara Adkins\*

**Facilitator:** John Kliem, Creative Community Solutions

## AGENDA

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### OUTREACH CHAPTER

- Determine Priorities and Schedule for Outreach Efforts

### INDIVIDUAL STEWARDSHIP PLAN CHECKLIST REVISIONS

- Discuss Revisions, if needed – Revised Version

### PLAN SUBMISSION

- Discuss schedule for submission to State Commission

### MISSION STATEMENT

- Discuss and Draft Mission Statement for Work Plan and Outreach

## MINUTES

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### Determine Priorities and Schedule for Outreach Efforts

The Work Group prioritized the outreach efforts described in the draft Work Plan. Through a collaborative effort, the suggested outreach ideas were individually documented on large reading cards and displayed randomly on an exhibition board. Members wrote down their top three choices for year one and then beyond. The group was also asked to “sign up” to assist with some of the events. The ideas were grouped by consensus, and the results are reflected in the table below:

FIRST YEAR	WORK GROUP MEMBER VOLUNTEER
Trained Ambassadors	Larry Boltz, Ag Producer/Stakeholder Myrn Stewart, Ag Producer/Stakeholder
Posters/Flyers	Seth Elsen, The Salmon Center

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	Laurie Hager, Ag Producer/Stakeholder
<b>Building Awareness through Branding</b>	Allan Borden, Resident/Stakeholder Laurie Hager, Ag Producer/Stakeholder Seth Elsen, The Salmon Center
<b>Civic Organizations</b>	... no takers yet
<b>Master Gardeners &amp; Small Farms</b>	Allan Borden, Resident/Stakeholder
<b>Targeting Individual Communities</b>	Bill Short, Ag Producer/Stakeholder Myrn Stewart, Ag Producer/Stakeholder Laurie Hager, Ag Producer/Stakeholder Allan Borden, Resident/Stakeholder
<b>Agency Links</b>	Allan Borden, Resident/Stakeholder Seth Elsen, The Salmon Center
<b>Website</b>	Seth Elsen, The Salmon Center Laurie Hager, Ag Producer/Stakeholder
<b>Social Media</b>	Seth Elsen, The Salmon Center Laurie Hager, Ag Producer/Stakeholder

The items chosen for the first year are those the Group determined to be foundational to future outreach efforts. Establishing a recognizable name and making community connections will be a necessary first step in securing the program's future success. The next list includes items the Group intends to target for the second year, and years to follow. After the Program has received some degree of recognition and standing as a result of the first year's outreach, the next series of events and opportunities should prove to be more productive.

Board & Commissions	Service Clubs/Organizations
Landowner Meetings	Farmers Markets
Schools	Livestock Auctions
Materials	Parades
Local Businesses/Government Offices	Piggyback Mailers
Live from Shelton (Radio)	Events
Political Arena	Professional Partnerships
Site Visits	What's Trending
In the Funny Papers (print media)	Into the Classroom
Taking the Show on the Road	Beyond the Classroom
Reader Boards	Real Estate Market

### Individual Stewardship Plan Checklist Revisions

Edits were made by Staff to the Checklist, and a revised version was sent to the Group members. A few comments were received but overall the document will consistent with what has already been reviewed and discussed.

# MEETING MINUTES

## VSP WATERSHED WORK GROUP

### [Work] Plan Submission

A copy of the Washington Conservation Commission’s January 2018 VSP Newsletter was sent to all Group members. The Newsletter contained deadlines and proposed review dates for all the Counties who’ve not yet submitted draft Work Plans. Mason County’s Work Plan must be approved by the Commission by November 24, 2018, and received for a formal review by the Technical Panel no later than May 24, 2018.

### Mission Statement

It was suggested at the December Work Group meeting that the members should consider a Mission Statement for the Program. The idea was to condense a brief, but description, sentence or two that would convey the Program’s objectives in easy to remember and understand terms. The facilitator conducted a series of exercises designed to break down the Program in terms of how best to communicate it. The Group was to write down their thoughts on three parts of the process: Our Actions (what we do), Our Cause (for who, where & how), and Our Impact (changes we bring about). From the Group’s ideas, a Mission Statement began to emerge. The following shows the Statement that was suggested during the meeting, and it is intended to represent only a portion of how it might ultimately read. Since the Group as a whole has not arrived at a consensus on a Statement, the following only reflects the information resulting from the meeting and is not intended to be the Group’s conclusive Statement. The table is a summary of the Group’s suggestions under each category.

Partial Draft Mission Statement: *To launch collaborative solutions which preserve nature and protect natural resources while supporting both agricultural enterprises and critical areas for all who reside in Mason County and the community.*

OUR ACTIONS	OUR CAUSE	OUR IMPACT
Protect critical areas near farm operations	Landowners and agricultural operators working with farmers through incentives and voluntary actions	Shows agriculture cares about conservation – ag viability
Protect natural resources/support local producers	Collaborative solutions	Benefit to more than agriculture, to whole community
Enhance productive agriculture	To prevent resource degradation in watershed for the community and for watershed health	Involving community, harness revitalized energy of community
Focus on watershed resources		Improving economy of agriculture in Mason County
		Getting people to work

# MEETING MINUTES

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## VSP WATERSHED WORK GROUP

		together
		Increased environmental stewardship to sustain working lands and communities
		Limit critical area impacts; maintain agricultural operations
		Enhancing our lifestyle – continue to exist
		Economic value – not only benefiting ag but all citizen
		Expanding ag in the entire county

### NEW BUSINESS

The Group's next meeting will be **Tuesday, February 27, 2018** at the Mason Conservation District Office.

### PUBLIC COMMENT

No public comment was received.

### ADJOURN

Meeting adjourned at 8:15 p.m.

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**\*Barbara Adkins, AICP ♦ VSP Contact**

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