



## 4-County CWMA Education & Outreach/Technical & Scientific Review Committee Meeting

Wednesday, July 10<sup>th</sup> 2019; 10:00am-11:00am

**Teleconference**

**Attendees:** Courtney Gattuso (CSWCD), Mitch Bixby (City of Portland), Michelle Delepine (WMSWCD), Chelsea White-Brainard (EMSWCD)

**10:00 Convene**

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**10:05 Field Day Wrap-Up**

**Courtney Gattuso/Chelsea White-Brainard**

- On June 12<sup>th</sup>, the 4-County CWMA held their annual Field Day hosted in Gresham, OR. We had a great turnout of about 31 people, despite the brutally hot weather!
- People seemed excited and engaged in the diversity of projects happening in the Gresham area, and the group was pleased with the entire event.
- Pictures of the event will be posted on the website soon!
  - [Field Day pictures](#)

**10:10 Website Blitz**

**Courtney Gattuso/Chelsea White-Brainard**

- The group decided to schedule the “Website Blitz” for after the upcoming General Meeting to help with Courtney’s time since she will be hosting it in Clackamas County next month (August 14<sup>th</sup>).
- It will be jumpstarted from mid-August to mid-September, with some ongoing tasks and projects throughout the year when time allows.
- They discussed website goals and priorities, which include:
  - Fix broken links; update outdated material
  - Explanation who we are and our targeted audience
    - What materials/resources are for whom?
    - Visitor demographic/geographic information? Is this possible?
  - Include an interactive map of 4-County boundaries (possibly through GoogleEarth?)
    - With our partner organizations – links, contacts, and focus areas (polygons)
    - Maybe a “story map” of our existing structure?
  - A more official home page

- Utilizing the website as an “information hub”
  - A “one-stop-shop” for official documents and partner resources
  - Courtney would like to be able to refer members to website for meeting minutes, event info, etc.
- Include a form for new members to sign up on our listserv directly
- Sprinkling in Wagner graphics is a must!
- Courtney recently changed the theme of the website, but plans to work more on it in the next couple weeks.

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**10:30 Trifold Display**

**Chelsea White-Brainard**

- The group has been very interested in updating the CWMA Trifold Display for quite some time.
- Currently it is VERY text heavy and most people do not take the time to read it.
  - Instead, we’d like to go VERY heavy on pictures and visual graphics.
- Chelsea stepped up to take the lead on the redesign of the trifold, and Courtney will assist with graphics that can overlap with the website and trifold (e.g. interactive partner map)
- The committees talked about the potential for rebranding the CWMA?
  - It would be a more in depth conversation down the road, but might fall as a task for the Education & Outreach Committee 2020 Work Plan.

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**10:40 CWMA at Multnomah Days**

**Michelle Delepine**

- Michelle plans to table at Multnomah Days on August 17<sup>th</sup>.
- She will announce the event at the upcoming General Meeting for anyone who is interested in participating or attending.

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**10:55 BMPs from Technical Committee**

**Mitch Bixby**

- The Technical Committee decided to wait on BMP revision until the Columbia Gorge CWMA revisits their BMPs this fall or winter.
- The CGCWMA Tree of heaven BMP has been updated and is featured on their website; Courtney will add the updated version to the 4CCWMA website as well.

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**11:00 End**

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**Next Committee Meeting Day**

*Wednesday, September 11<sup>th</sup> 2019*

*East Multnomah Soil and Water Conservation District*