



## **Oregon Ocean Science Trust Meeting Summary**

Wednesday, July 10, 2024 12:00 PM to 3:00 PM

Hatfield Marine Science Center, Gladys Valley Marine Studies Building and  
virtually on GoToMeeting

Meeting documents and video recording are posted on the Oregon Ocean Science  
Trust (OOST) website:

<https://www.oregonoceanscience.com/trust-meetings>

### **OOST Members present**

Chair Laura Anderson, Vice-Chair Dr. Karina Nielsen, Representative Gomberg  
(virtual), Dr. Ted DeWitt, Dr. Keith Wolf (virtual)

### **Interested parties and Presenters**

Lisa DeBruyckere, Creative Resource Strategies; Cory Archer, Sprout Media;  
Shannon Browne, Sprout Media; Nancy Hotchkiss, Pathways Collaborative; Ellie  
Forness, DSL; Linda Safina-Massey, DSL; Sarah Kolesar, Associate Director-  
Research and Scholars, Oregon Sea Grant; Marnie Jo Zirbel, HMSC Research  
Facilities Coordinator; Jena Carter, The Nature Conservancy

### **Welcome and Introductions** (not recorded)

Chair Anderson welcomed everyone. Each board member introduced themselves.

### **Approval of April 2024 meeting minutes** (not recorded)

*Ted DeWitt moved, and Karina Nielsen seconded the motion to approve the  
meeting minutes from April 3, 2024. Motion carried unanimously.*

### **Walking tour of the Hatfield Marine Science Center** (not recorded)

Marnie Jo Zirbel, HMSC Facilities Coordinator, escorted the group through the  
tour of the new climate monitoring system.

### **OOST Ocean and Coastal Grant Project Presentation**

*(Please see the GoToMeeting video for the detailed comments and discussion.)*

- Oregon Ocean Acidification and Hypoxia Messaging Campaign – Final report, Nancy Hotchkiss, Pathways Collaborative
  - Nancy provided background information on their research. Quick overview of the tool kit, how the messages were sent out and who the message audiences were. Explanation of data sets and the ease of sorting those. Narrowed the target audience down to four specific target groups: tourism and hospitality industry; commercial fisheries and local harvest industry; local government (focus on port and county commissioners); and seafood suppliers and restaurants.
  - Noted that even though there is a divide between rural and urban, overall Oregonians love outdoor activities.
  - Did an exercise with the public at the HMSC during Spring Break to develop an ocean hypoxia elevator speech and ocean acidification elevator speech.
  - Outline of community level solutions. Questions such as how to get conversations going with communities, industries, and the legislature can be worked through by evaluating the outcomes from this research.
  - Overview of a 5-step checklist/process.Followed by Q&A, comments, and discussion with Board Members.

**Results of audit by ESP Advisors – Key Next Steps** – Laura Anderson, Lisa DeBruyckere

*(Please see the GoToMeeting video for the detailed comments and discussion beginning at the 21:00 minute mark.)*

- Lisa provided some background information and how the MOU with the California OST evolved. A link to the MOU is on the OOST website under Resources and Links. We signed a joint contract to work with ESP Advisors. She provided an overview of the benefits of collaboration with ESP.
- Followed by Q&A, comments, and discussion with Board Members on next steps and strategy to implement a roadmap for a west coast ocean agenda. Suggestions to look at regional partnerships that other parts of the country have such as Tahoe and the Great Lakes as well as Alaska, California, and Washington.

**OOST Communications Plan Update** – Cory Archer

*(Please see the GoToMeeting video for the detailed comments and discussion beginning at the 38:38 minute mark.)*

- Cory provided a brief summary of some previous work and meetings with OOST. She outlined projects that are ongoing as well as completed communication pieces such as LinkedIn and Instagram. She shared number of followers, posts, etc. and key points of why social media is important for the growth of OOST awareness from the public to the legislature.
- Cory shared the one-pager (2-sided document) Oregon Ocean Science Trust Priorities and reviewed each section/topic.
- She walked through a PowerPoint presentation that was developed for board members to use when they are giving a presentation. They can copy and paste as well as add information as needed.
- Cory outlined a suite of communication tools for board members. The tools that the communications team developed will be easy to use. This tool kit could be put somewhere such as Google Drive for quick access by board members.
- Board discussion and Q&A with Cory. Board members expressed their appreciation and excitement for all that the communications team has done thus far and the direction they are continuing to work on for the OOST.

### **Review draft fundraising plan and next steps – Shannon Browne**

*(Please see the GoToMeeting video for the detailed comments and discussion beginning at the 1:04:17 minute mark.)*

- Shannon provided an overview of their work and engagement in the 2<sup>nd</sup> quarter of this year. She highlighted that working with Oregon Community Foundation is an essential key piece of OOST efforts.
- Review of the big-picture roadmap of fundraising objectives. Goals for OOST: diversify funding sources, build partnerships to generate funding opportunities, secure federal funding to support research grant making, and obtain consistent Oregon Legislature general support funding. She provided some detailed information on structure and plans for the diversify funding goal.
- Shannon walked the board through the fundraising next steps:
  - 1) Donor prospect list of names
  - 2) Evaluate the goal of \$500,000 over 5 years
  - 3) Begin donor cultivation
- Shannon brought the draft of the fundraising plan on the screen and walked through the document. This included a look at sections such as anticipated expenditures in 2024, strategies for growth, and fundraising implementation.
- She introduced the board to the OOST Major Donor Tracker, a Google document that is easy for board members to access and use.

Followed by discussion and Q&A with board members.

### **Public Comment**

*(Please see the GoToMeeting video for the detailed comments and discussion beginning at the 1:46:25 minute mark.)*

None

### **Member Updates and Other Business**

*(Please see the GoToMeeting video for the detailed comments and discussion beginning at the 1:46:53 minute mark.)*

- Lisa – Related to our discussion about ESP Advisors, I will provide the board with examples and links to additional information on what other organizations are doing, how they manage grant writing, manage funds, etc. If our funding comes to fruition and exceeds our management capacity perhaps there is the potential for an MOU with Sea Grant or another organization. We can do this incrementally.
  - Karina asked Sarah Kolesar to provide the board with a little insight on what Sea Grant does.
    - Sarah provided an overview of what and how Sea Grant works with their partners, noting management of competitive funds is their expertise. Sea Grant has a great proposal and project management system.

Followed by Q&A and discussion with board members. Board members discussed past and future fundraising successes and opportunities.

- Keith – Per the earlier question regarding ODFW cutting the OAH Council staff positions as part of their mandated 10% budget cuts, Keith reached out to ODFW and provided links to information in the chat. ODFW noted that if the budget cut occurs, they will no longer be able to manage the OAH Council. What role does OOST have to speak up in support of the value and need of funding these positions?
  - Laura will check with DSL and inform Board members.

### **Adjourn**

Chair Anderson adjourned the meeting at 2:58 PM.