

FUNDING STRATEGY DISCUSSION

- **How much money do we think we need?**

- Basic monitoring framework for the coast + data management=\$1million/biennium. This doesn't include grant funding or administrative support.
- \$1-3 million/biennium: Vessel based surveys and species inventories, including some benthic species surveys
- \$4-5 million/biennium: adds on glider work and pollutants analysis.
- Laura Anderson: Doesn't think we should consider the basic model. Look to \$3-5 million/biennium.
- Krystyna Wolniakowski: \$3-4 million/biennium is a good target. Need to get some seed money, which could help get others in the door.
- Emily Goodwin Martin: Tiered approach with a goal. Fund a specific project to build a track record. Is there something we can hone in on to start? Funding community wants to get excited about something visionary.
- Laura Anderson: State target and vision, then look at a pressing project to partner on. Interest from industry for certain types of surveys.
- Jim Sumich: \$3-4/biennium is a reasonable target for the next 5 years.
- Krystyna Wolniakowski: Do a small scale project to build a track record.
- Jim Sumich: Inspire funders and the OOST members.

- Louise Solliday: Funders not always interested in funding baseline monitoring. More attractive project for funders. Talk to researchers for ideas. OAH?
- Krystyna Wolniakowski: Collective funding effort for a first project. Of interest to a number of partners. “Go fund me”.

Consensus: Target-\$3.5 million for 2018-2021.

• For what purposes?

- Staff support for the OOST.
- Jim Sumich: Mid-level package has allowance for admin costs.
- Emily Goodwin Martin: Identify a management question we are trying to answer through a specific research project. Seed project. Funders want to fund something more risky or that leverages more money.
- Laura Anderson: Funders are aware that state is not equipped to do basic monitoring. Funders have shown interest in how to support marine reserves, even though the State should be monitoring.
- Louise Solliday: A comprehensive monitoring program is being undertaken by ODFW. ODFW is contracting with others; studies include socioeconomic analysis, etc.
- Question for Caren Braby: What does ODFW's work look like on marine reserves moving forward?
- Louise Solliday: There are some discrete pieces of upcoming work that the OOST can help with.
- Krystyna Wolniakowski: What are the gaps not being funded by NOAA or ODFW? Find the nexus, with an economic impact on the fishing community.

- Bob Bailey: Suggestion regarding sea otters. Northern and Southern Sea Otters are just about at carrying capacity. Major part of the ecosystem. Little knowledge of kelp reef habitats. Inter annual variability of kelp reefs. Health of nearshore ecosystem and how it varies over time. Ties into shellfish and fishery management.
- Laura Anderson: Let's look at a small group of projects that span different aspects.
- Louise Solliday: How much to invest in monitoring, competitive grant program, staff, and pilot project? How much in each categories.
- Laura Anderson: \$2 million/biennium is a minimum for baseline monitoring.
- Krystyna Wolniakowski: Working on a budget is an important exercise that the OOST should do and follow up with at the next meeting. Look at research from the Science Summit and find something that fits in with the Science Summit recommendations and OOST priority questions. Steps should include: 1. a framework to fundraise around, and 2. a bigger budget discussion.
- Emily Goodwin Martin: Pick small pilot that is directly aligned with the larger monitoring need. Look for a compelling project.
- **Who can we get it from?**
 - Laura Anderson: Need to develop a strategy. Idea is to leverage and stack capital.
 - Possible sources include:
 - State/federal funding.
 - Private funding.
 - Foundations.

- Corporations and industry.
- How to tap into other tools.
 - Ballot measures.
 - Bond measures.
 - Licensing fees for offshore activities.
 - Coastal license plates. Marine mammal license plate is in the process. Goes to the Marine Mammal Institute. Lots of competition for special license plates.
 - Look into micro-donations, Go Fund Me. All critical to investigate.
 - Coastal tax, tourism? Already fully allocated. Losers and winners unless you bring in newer taxes.
 - Coastal counties added conservation taxes?
 - Oregon Governor's Fund for the Environment. Get on the US Attorney radar to award damages to the OOST. Make those contacts with US Attorney.
 - Tap into ODFW shellfish licensing.
- Get a copy of the report contracted by the Nearshore Task Force. **Blue Earth Consultants developed the report.** May have useful information.
- Look at how we want to balance the sources of funding. Gov vs non Gov vs. other.
- Look at potential sources and the nexus. Compile a list of different foundations and donors that might be interested. Brainstorming exercise that will lead to initial outreach.
- Louise Solliday: Has talked to the Packard Foundation. Who else in the foundation world may be able to fund OOST work? Would it need to go to a non-profit or government entity like the OOST? Private sector-Who are

the potential funders. Fish processors, restaurants, etc.
Companies that will benefit from good information.

- OOST received some money from Lincoln County. Additional funding from other coastal counties is not likely. Perhaps coastal cities? Small pockets of money to build on the Lincoln County funds.
- Krystyna Wolniakowski: Important to recognize that there are other NGOs on the coast. We want to attract donors that are interested in the specific mission of the OOST, and not compete with the other coastal NGOs. Find our niche of funders. Grow the pie, don't cut into smaller pieces.
- Emily Goodwin Martin: Offered to talk to west coast private foundations.
- Krystyna Wolniakowski: Reach out to National Fish and Wildlife Foundation, and go back to the US Attorney. Fund was refocused to the coast in the past to help with Oregon Coastal Coho recovery.
- Louise Solliday: Ask Governor's Natural Resource Office to talk with US Attorney to prioritize funding ocean project.

- **Who's going to do the work necessary to implement the funding strategy?**

- **Vehicle (501c3, pass through, other models)?**

- OOST is set up with an account at Treasury. No tax deduction because it is a government account.

- Use an existing 501c3 to act as OOST agent.
- Separate foundation (Oregon Parks Foundation example).
- Community Foundation-Set up a designated fund.
Commission with designation by a steering committee.
- Oregon Cultural Trust-Set up separate in statute. Get a tax credit for contributions. Trust funds other groups with that money.

Consensus: OOST should pursue its own 501c3. Use a neutral group to admin funding in the short term that could give the 501c3 benefits.

- Emily Goodwin Martin: Need a board with a 501c3, could be OOST members and/or a broader board.
- Parallel 501c3. Concern how other legislators may view. Bypasses the legislative process. Don't want to get sideways with the legislature.
- Ballot measure around water issues-Opportunity to attach to?

Tasks (Responsible member):

Louise with help from Krystyna: Pursuing 501c3 short term partner. Louise will contact the Packard Foundation, Community Foundation, and other group as suggested by the OOST. OOST to hold off pursuing its own long term 501c3 until Louise has a chance to discuss with Senator Roblan.

Laura Anderson: Find the Blue Earth Consultant report and share with the OOST members.

All OOST members: Inventory potential funding sources. Members will send ideas to Sabrina for compiling.

Louise Solliday: Create a straw position description for a part time staff person. Bring to the next OOST meeting to discuss next steps.

- Look for a foundation that would fund a part-time staff person: \$40-50k for the second half of the biennium. One option may be to support someone that is already in an organization to help the OOST. Create a fellowship position. Look for a Sea Grant fellow? Develop and distill the goals and objectives of the OOST. The part time admin help doesn't need to have a lot of connections, because the OOST members have good connections.

Louise and Laura Anderson: Work on a draft budget at the \$3.5 million funding level.