

**Walla Walla Basin Watershed Council Strategic Planning Retreat
December 9, 2024
Meeting Minutes**

ATTENDEES

Board Members: John Zerba, Vern Rodighiero, Kevin Scribner, Ed Chesnut, Joel Huesby, Ralph Perkins, Nathan Viavant, James Baker, and Caty Clifton

Staff: Troy Baker, Wendy Harris, Sara Harris, Eric Hoverson, Tara Patten, Graham Banks, Cat Garza, Luke Adams

Facilitator: Michelle McClellan, MLM Communications

Minutes

9:00 AM - Introduction and Objectives

- Troy Baker welcomed participants and introduced Michelle McClellan as the facilitator.
- Objectives of the retreat were outlined: shared understanding of opportunities and challenges, strategic vision, and commitment to action.

9:15 AM - Organizational Analysis Discussion

- Participants reviewed the Organizational Analysis Summary and discussed operational challenges, including visibility, board engagement, and water management strategies.

10:30 AM - Practical Vision Exercise

- Attendees brainstormed and refined ideas of what success looks like for the WWBWC in three to five years.
- Six themes were identified: Improved Watershed Health, Expanded Visibility, Stable Funding Portfolio, Engaged Basin Partnership, Diversified Outreach, and Broad-based Educational Activities.

1:00 PM - Strategy Development

- Participants addressed visibility, integration, and alignment of activities with strategic priorities.
- Key actions included promoting project successes, creating a fundraising and communication plan, and exploring regional educational partnerships.

3:00 PM - Mission Statement Discussion

- The group reviewed and suggested amendments to the mission statement, emphasizing clarity and alignment with strategic goals.

4:00 PM - Closing and Next Steps

- Michelle McClellan summarized the day's discussions.
- Troy Baker thanked participants and outlined next steps for finalizing the Strategic Action Plan.

The retreat concluded at approximately 4:45 PM.