



*Striving to Protect and Restore the Russian River Watershed*

## **2005 Annual Report**

January 1, 2005 – December 31, 2005

### **Background**

Russian River Watershed Council (RRWC), established in 1998, provides a forum for stakeholders representing diverse economic, environmental, and public interests and facilitates stakeholder involvement in watershed enhancement efforts. RRWC also works to promote stewardship, sustain a healthy economy, and protect critical habitat for native fisheries within the watershed. Our mission is to protect and enhance the biological health of the Russian River and its watershed through a community-based process, which facilitates communication and collaboration among all interested parties.

### **Summary of 2005**

The past year has been a time of significant change for the Russian River Watershed Council. In January, a professional watershed manager with a strong background in organizational capacity building was hired as the new full-time Coordinator. The Coordinator's job description was revised to reflect the 2005 goals established by the Steering Committee to bring the Council to a new level of self-sufficiency, organizational development, and program identification.

Over the past year, the RRWC convened half a dozen times with its representatives of industry, the public, agencies, and the environmental community. The RRWC was successful in securing three new grants to implement a public outreach campaign, develop a watershed management plan, and conduct an extensive organizational development process. The organizational development process resulted in the Council deciding to ensure a sustainable organization by incorporate as a nonprofit after 6 years of operating as an informal advisory group. This capacity building effort included benefiting from the professional expertise of Conservation Impact, the establishment of a fiscal sponsorship relationship with the Rose Foundation, the development of fiscal policies and procedures, and bylaws.

The Council also completed a Stormwater Study previously funded by the Rose Foundation, a Rollout Event for the Russian River Interactive Information System (RRIIS), hosted the first annual Watershed Stewardship Celebration, was a sponsor for Sotoyome RCD's Living on the Land Series and Creek Care Guide for the Russian River, redesigned the website, produced several informational brochures, and participated in the Army Corps development of a Watershed Management Plan.

One of the challenges facing the RRWC will be to implement program areas and continue to find future funding to sustain the organization. Despite these challenges, the goal of the RRWC for 2006 is to continue to work toward a more coherent and focused organization. Through dedication by the members to the future of the watershed and democratic principals, the RRWC has earned a reputation for being an informal public forum representing diverse stakeholders. We are hoping our role in the community, as well as our incorporation as a nonprofit will enable us to do more outreach, education and projects that will directly affect the Russian River watershed in a positive way.

### **2005 Activity Highlights**



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**Russian River Interactive Information System Rollout Event** – Celebrated the public launch of the Russian River Interactive Information System (RRIIS). RRIIS is a publicly accessible website housing watershed information, communication tools for watershed groups, educational resources, GIS data, and mapping tools. The event was sponsored by Russian River Watershed Council, California Department of Fish and Game, U.S. Army Corps of Engineers, Sonoma County Water Agency, and Sonoma State University.

**Public Outreach Campaign** - The Russian River Watershed Council developed and launched a public outreach campaign focused on actively involving stakeholders in the watershed with RRWC activities. Tasks include, developing a mailing list/database, first edition RRWC newsletter, first annual Watershed Stewardship Celebration event, watershed management plan brochure, watershed stewardship presentations, organizational identification & branding, media packets, and multiple RRWC outreach presentations.

**First Annual Watershed Stewardship Celebration** - The purpose of this event was to celebrate local collaborative efforts to restore and protect the Russian River watershed. This was a fun opportunity to gather with old friends, colleagues, and new advocates who share a common interest in the health of our watershed. The event included a recognition ceremony, entertainment, interactive displays, informative exhibits, door prizes, and raffle.

**Organizational Development** - The Russian River Watershed Council is working on transitioning from an advisory body, to a self-sustaining, staffed organization with clear organizational direction and capacity to better enhance the Russian River watershed. Objectives include 1) Determine the future strategic direction, organizational goals and mission, as well as the appropriate organizational structure to accomplish them, 2) Develop a promotional event to publicize the renewed RRWC, 3) Create a organizational structure that will support and sustain the new organizational focus 4) Train key leaders to effectively manage the organization.

**Watershed Management Plan** – RRWC has been working with the Army Corps of Engineers on a watershed management study of the Russian River for the last 7 years. The RRWC is excited to finally see the watershed management plan being developed and is actively participating by providing a forum for community involvement in the planning process. Also several Council members have participated in two Technical Review Committee meetings organized by the Army Corps and reviewed the development of a baseline assessment of Russian River. An informational brochure on the management plan was also developed as part of the public outreach campaign.



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## Russian River Watershed Council 2005 Financial Report

Period covering January 2005 - December 2005

<b>EXPENSES</b>		<b>INCOME</b>	
Personnel:	\$62,066.00	Grants:	
		<i>Administered by Mendocino RCD</i>	\$92,961.00
		Department of Fish and Game	
Operating Expenses:		Public Outreach Campaign	\$38,000.00
Office Supplies	\$780.00	<i>Administered by Community Foundation of</i>	
		<i>Sonoma County</i>	
Meeting Supplies	\$818.00	Organizational Development	\$7,250.00
Internet Access/Phone	\$1,457.00		
Web Hosting	\$255.00	Other:	
Insurance	\$2,112.00	<i>Administered by Rose Foundation</i>	
Misc. Supplies	\$0.00	Private Donations	\$472.01
Outreach Materials:	\$10,000.00		
		<b>Total Income:</b>	<b><u>\$138,683.01</u></b>
<b>Total Expenditures:</b>	<b><u>\$77,488.00</u></b>	<b>Net Income:</b>	<b><u>\$61,195.01</u></b>