

Summary of Meeting – WPWA – Business Development Committee – February 2, 2017  
Present: Chris Fox, Jen MacKenzie, Joe MacAndrew

WPWA is a 501c3 so any donations are tax deductible

1. Flat Donation of \$1000 by a business includes
  - a. 10 trout memberships
  - b. Newsletter – 2 inch block to advertise
  - c. Access to the facility
  - d. Any additional memberships \$100 a piece
  - e. Names and addresses of all employees receiving membership
  - f. Wellness benefit
  - g. Access to kayaks, life jackets and paddles
  - h. Must give 24 hrs notice
  - i. 1 day use of the facility for free
2. What does WPWA do?
  - a. Educates over 200 kids per year about the watershed using hands on science
  - b. Currently in the Study phase of being designated “Wild and Scenic” at the Federal level (National Park Service). If designated, more funding for water protection will come. National Park Service will advertise that river sections throughout the watershed are Wild & Scenic which has a direct correlation to increased tourism.
3. Toolbox for approaching businesses
  - a. 1 page back to back – description of the watershed as well as membership including the benefits of business membership
4. Target Industries
  - a. Restaurants
  - b. Businesses
  - c. Marinas
  - d. Hiking
  - e. Yacht Clubs
5. To Dos
  - a. Chris – develop tool box including hand outs
  - b. Jen – write summary of meeting, post spreadsheet of businesses, print out Chamber list to review with Joe and Lauren