The California Urban Forests Council
Board of Directors Telephone Meeting
November 17, 2017
9:00AM-10:00AM

AGENDA

9:00 AM - Call to Order & Introductions - Emily

9:05 AM - Approve Agenda - Emily

9:10 AM - Approve Consent Calendar - Emily
  • 10.19.17 Board Meeting Minutes
  • Executive Director’s Report
  • Communication Director’s Report

9:25 AM - Committee Updates
  • Executive - Emily
  • Development/Fundraising - Laura
  • Fundraising - Jason

9:40 AM - Action Items from In-Person Board Meeting - Discussion

Summary of Action Items

Nancy

- 9.15.17 Board Meeting Minutes. Nancy provided information to fill in the blanks and will complete.
- Skip audit in 2017, schedule audit in 2018 for 2017. Removed from agenda. Audit still needs to be scheduled.
- Emergency Procedures Training. Nancy to train Emily, Dave, and Gordon - Doodle Poll sent to schedule on-site training and paperwork has been distributed.
  ○ Nancy would like to CAUFC to release press release for Napa, Sonoma, Mendocino counties (and other counties with recent fires?). (Board review/support) - Nancy crafted a statement for the Bay Area Science Festival held in San Rafael - shared with Emily & Deb, but will wait a bit before doing the press release - we need to have our programmatic ducks-in-a-row first - assuming early next year on tis.
- Subscribe to North Bay Business Journal--- philanthropic issue will list donors. Subscribed but haven’t received first issue yet. Following on Facebook.
- Sponsor list- Nancy to go through and remove people that don’t need to be contacted; did this and added more too
- Update fundraising menu sheet (with Deb) - Deb is working on a new layout for us right now and this will be ready shortly.
- Recommendation for pie charts to describe where money goes; why we need more- helpful to inform fundraising efforts - dollar statistics have been given to Deb to craft the pie-charts utilizing financials from January
through September 2017. It would be best to do a full year, however. You will have these before the board call.

- Correction- no local government grants currently; funds shown probably should be under State; correction to be made. In fact, the work we did for the LA Urban Center for Natural Resources Sustainability was billed a local government income - paid for by the City of LA via their City Plants program.

Deb

- Put dropbox information into Board Resource folder. Some have been moved, the rest will be moved Monday. We are redoing some of these too
- Package development (and Window sticker/sign?) - in process
- Consider consolidating donor/membership--- making it all one thing (supporter!) - discussion with board members would be a good approach too

Board Members

- Personal bio and funding statements by 10/31
- Consider marin-ites (Emily, Deb, Bob, Dave, Nancy) helping spearhead local outreach.
- Emily to contact Andy re: 50 year Steering Committee (committee to come up with message, fundraise and lead soiree)
- Emily to send online files to Nancy and board members for letter and sponsor list.
- 10/31--Review sponsor letter and make any recommended edits (google docs)
- 10/31--Board members to identify potential sponsor that they will contact (by adding name to sponsors already on list or adding new ones). (google docs)
- Subscribe to (or get copies of) your local/regional business journals.

9:55 AM - Next Board Call December 15, 2017 - 9:00AM!

10:00 AM - Adjourn