The California Urban Forests Council
Board of Directors Monthly Call
(Third Friday of each month)
March 17, 2017
9:00am-10:00am

Minutes

9:05 AM - Call to Order- Emily
- In Attendance: Board Members- Emily Spillet, Dave Duncan, Tom Story, Keene Simonds, Connie Gallippi, Isby Fleischmann, Bob Blum, Jason Evans, Laura Barnett, and Greg Tarver. Staff- Nancy Hughes and Deb Etheredge.
- Excused: Gordon Mann
- Welcome to Greg!

9:05 AM - Approve Agenda - Emily
No changes to the agenda.

9:10 AM - Approve Consent Calendar
- 2.16.17 Board Meeting Minutes-Emily
  - Correct spelling of Dave’s name in second paragraph.
  - Unanimously approved with Dave’s change.

- Communication Director’s Report- Deb
  - Received a few applications for unpaid social media internships; both students (UCSC and North Dakota/Napa). Interns will work remotely. Interns come up with campaign idea, tie it into CAUFC’s messaging goals; therefore no set capacity.
  - Advertised on Center for Volunteer (??) and received some interest.
  - Membership set up on website; emails and postcards going out first of April. Postcards will target lapsed members from last ten-years.
  - Board pages are up! Board members to send updates on bios and pictures to Deb.
  - People staying longer when they visit the website.

- Executive Director’s Report- Nancy
  - Nancy returns to D.C. next week; two meetings planned. Rumor is that urban community forestry will be removed from budget. Typical rumor, but the 21% cuts to Dept. of Agriculture will have serious impacts. Perseverance required!
  - Sacramento highlights include:
    - SB5 now includes urban forestry funding; AB13 (Park bonds) does not at this time.
    - Cap & Trade auction revenues were very low; will affect budgets.
    - Transportation aiming to get uncommitted funds dedicated to transportation.
    - Reauthorization of Urban Forestry Act (CAUFC assisted); Assemblywoman Lorena Gonzalez Fletcher, San Diego, to carry forward. Tom to send additional support letter.
    - Continuing to work on LiUna and WCA programs, as well as realtionship building with NexGen.
Fall workshops on Stormwater Management would be likely be coordinated by Nancy. Recommendation to contact Glenn Schmidt as potential presenter. This will not be a focus until after August, San Rafael event set.

August Conference to be Marin Center; potential for soiree at Embassy Suite soiree. Deb and Nancy to be focusing on this event; will be talking with fundraising committee.

Two small grants to be added to budget: one on behalf of Inland Council to take the Toolkit on the road; second from LA Center/USFS for Deb to work on their website design (~$11K by end of June).

No bookkeeper yet.

Office move underway; no mover hired yet. Electrical and IT to be in place before move.

- Consent calendar unanimously approved.

**Executive Committee Update - Emily**

- Executive Committee to meet Wednesdays prior to Friday calls.
- This week the committee discussed amending by-laws; legal considerations for move; regular review for Nancy.
- Emily will follow-up via phone with Gordon regarding Statewide Tree Worker Job Training Apprenticeship. Goal to clarify the program/proposal; request succinct statement of what exists and what is needed. Nancy cautions against taking on projects with high needs and low funding; limited CAUC bandwidth. Connie echoed concern. Emily suggested that it would be good to track the program. Nancy noted it could complement work with LiUNA/WCA efforts; but need better understanding.

**Committee Updates**

- **Development (Laura):** Committee has begun sharing ideas via email, and is working on setting up a regular meeting time. Committee will get back to Board next month with update/ideas.
- **Fundraising (Jason):** Reporting direct from tree climbing event- Jason reported that committee has great ideas and that the committee will be meeting before the next Board Meeting. Mini-conference events to be discussed.
  - Fundraising goals for Board Members. Currently being discussed as $2,500; members to provide input on whether this is feasible.
  - Potential to tie funding requests to campaign/specific effort.
  - Add section for members to put in a personal statement.
- Nancy and Deb to propose a plan for moving forward with ideas presented at in-person meeting. The plan will dovetail with fundraising efforts and defining message and campaigns, and will be refined with input from committees and board members.
- Greg to select committee; Connie to be added onto fundraising committee. Bob to continue as legal advisor.

**9:51 AM - Adjourn**

Next board call meeting - April 21, 2017 - 9:00 AM (will be conducted over phone and GoToMeeting)