



**The California Urban Forests Council  
Board of Directors Monthly Call  
July 21, 2017**

**Call to Order & Introductions – 9:05AM**

**Approved Agenda** – Moved by Gordon Mann & seconded by Dave Duncan – passed unanimously

**Approve Consent Calendar** – Moved by Tom Story seconded by Gordon Mann – passed unanimously

- 6.22.17 Board Meeting Minutes were reviewed to check on Action Items – Connie requested that the minutes be sent earlier for continuity
- **Executive Director's Report** – Nancy gave an update on the Federal U&CF budget currently at \$27.3 million in the House Interior Report which is considered a win based on the President's budget line item of "0". Work is still being done on the Senate side. Nancy also shared that the Cap and Trade legislation passed by a super majority which give strength to the long-term survivability of the law against court challenges. The reauthorization of the Urban Forestry Act is moving through the various review processed in Sacramento. Also CSG attended the California Department of Food and Agriculture meeting on the Shot Hole Borer on our behalf as I was traveling. We are waiting to hear back on the results of that meeting.
- **Communication Director's Report** – Deb reported on outreach efforts for the conference on social media and mentioned the meeting with Emily Deb and Nancy on membership and rethinking our approach. The work on the LA Center has been finished. We are creating new infographics and flyers. Connie suggested we do a press release with local press contacts and look for Connie's old Excel spreadsheet with various agency contacts for further outreach.
- Nancy will send out Dorothy Abeyta's email address to the board members regarding donations to the silent auction.
- Nancy shared the revised budget adjusting up to \$646,826 from the original amount of \$587,568 which includes a new grant from CalFire for Deb's employment, a pass through grant for our Inland Urban Forest Council and reduction in the CIRCLE 2.0 projected expenses for 2017.

**Committee Updates**

- **Executive** – Emily got materials out earlier this month to Executive committee members. The intention is to create an 8:00AM call the morning of the scheduled Board Call for the Executive Committee to meet.
- **Development/Fundraising** – Laura wasn't on the call but Nancy gave an overview of the call the two of them had earlier in July about what Fundraising means, and about how we should be addressing it.
- **Fundraising** – Jason will meet with Emily and Tom and craft recommendations for a fundraising process for the board and staff. Emily shared the need to grow the list of who we reach out to – keep fostering growth!
- **Conference!!!!!!** – Registrations still low but creeping up. Encourage board members to register ASAP!

**Next board call meeting – August 18, 2017 – 9:00 AM**

**Adjourn – 9:46AM**

## **ACTION Items**

- Nancy will send minutes earlier
- Emily (and Nancy, Isby and Fundraising Committee) Develop fundraising committee strategy list- working towards specific requirements/requests for Board Members and detailing different program elements.
- Schedule of Board actions and staff actions (message and materials development; Past member contact/50<sup>th</sup> Anniversary (or birthday) Committee Development; 50<sup>th</sup> Anniversary Event Planning)
- Tom and Emily- review and deliver one pager to board by next meeting
- All Board Members- Post personal statement by end of August.
- All Board Members- Blast out Conference Email to all your contacts! Register yourself if you haven't!