



**The California Urban Forests Council  
Board of Directors Monthly Call  
(Third Friday of each month)  
August 18, 2017  
9:00am-10:00am**

**Minutes**

**9:04 AM - Call to Order**

**9:05 AM - Approve Agenda – Emily**

- In Attendance: **Board Members-** Emily Spillet, Dave Duncan, Tom Story, Keene Simonds, Connie Gallippi, Isby Fleischmann, Laura Barnett, and Greg Tarver, and Bob Blum. **Staff-** Nancy Hughes and Deb Etheredge.
- Excused: Jason Evans and Gordan Mann

**Approved Agenda** – Moved by Tom Story & seconded by Dave Duncan – passed unanimously

- Minutes to be sent directly to Board following meetings.
- Clarification- personal statements need to be sent to Deb for posting.

**Approve Consent Calendar** – Moved by Dave Duncan seconded by Tom Story – passed unanimously. Discussion highlights below:

- GHG Auction was on 8/15. Nancy will share updates once received.
- Reauthorization of AB1530 in suspension in Senate; if something costs more than \$50K it goes into suspension. There is a lot of support and it will hopefully move forward. Author (Assembly Member Gonzalez Fletcher?) receiving a CAUFC award; staff member will be at conference to receive award.
- Support for Park Bond measure uncertain. Different/competing environmental efforts to get funding.
- High Speed Rail grant—Tree planting as mitigation for High Speed Rail GHGs. Anticipate \$1- 1.5M; Nancy is looking at meeting CalFIRE carbon numbers and will be resubmitting proposal that includes work with partners including the National Arbor Day Foundation. The project would include seedling (1gal) program and work with homeowners to plant around structures- this increases carbon numbers and decreases costs. Would need to hire a staff person to oversee this project, and hire arborist to do plantings. Great program for central valley and disadvantaged communities.
- Communication updates:
  - Flyers are at the press! Five new flyers in English and Spanish- topics include: trees and campuses, economic benefits for cities, tree deaths in Southern California.
  - New banners (all but San Diego) for regional councils.
  - Most website activity related to conference; lots of twitter followers clicking through.
- **Conference:** Registration is climbing for conference and soiree! Will be a great networking and educational event. Isby is really missing out. Note that organizing a conference is a lot (too much) work for two people; but again worthwhile although not a big money maker. Ongoing conference strategy could be considered (event

planner or other assistance). Next year's conference will be largely supported by partner.

#### **9:30 AM - Committee Updates**

- Executive Committee (Emily)
  - Nancy review is a priority and will happen in the next month, in the future it will be every May.
  - 50<sup>th</sup> anniversary and fundraising goals are also priority (\$50K as potential goal but may be infeasible). Committee meeting in early September and will set goals and action items.
  - Emily will be getting her fundraising page live, other board members to follow suit.
- Friend-raising (Laura). Laura received a great, extensive friends list. Determining next steps; anticipate culling through the list with Nancy and reaching out selectively.
- Other: Nancy putting together matrix for conference volunteer/job assignments; Silent Auction items can continue to be sent to Dorothy.

#### **9:50 AM – Next board call meeting – September 15, 2017 – 9:00 AM**

- Next in-person meeting tentatively scheduled for October 19<sup>th</sup> in San Francisco.
- Next board call

#### **9:54 AM – Adjourn**

#### **Action Items:**

- **Put on an amazing Conference! Board members to volunteer at conference as feasible**
- **All Board Members- Get auction items in to Dorothy!**
- **Executive Committee to meet early September (tentative: 9/6/17 at 10am) to identify fundraising goals and actions.**
- **All Board Members- Post personal statement (and make sure bio is up to date) by end of August. Connie to share her statement with board; one-pager to be completed at later date.**