



**The California Urban Forests Council
Board of Directors Monthly Call
(Third Friday of each month)
September 15, 2017
9:00am-10:00am**

Minutes

9:07 AM - Call to Order

- In Attendance: **Board Members-** Emily Spillet, Bob Blum, Laura Burnett, Connie Gallippi, Gordan Mann, Greg Tarver, **Staff-** Nancy Hughes and Deb Etheredge

9:05 AM - Approved Agenda – Moved by Gordan & seconded by Connie – passed unanimously

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

Approve Minutes Moved by Gordan & seconded by Connie – passed unanimously

- Minutes to be sent directly to Board following meetings.

9:38 AM - Approved Consent Calendar – Moved by Greg Tarver & seconded by Connie – passed unanimously. Discussion highlights below:

Executive Director's Report

- Greg McPhearson is retiring, need to find a replacement with hard science
- AB1530 passed out of Senate Expense Committee, and Assembly – on its way to the Governor, our lobbyist have worked hard.
- New funding under Greenhouse Gas is \$20 million – thrilled!
- Will hear soon on High-speed rail application, will need to hire someone who lives along the corridor, 2.5 years need to plant 4000 trees (plant, management), 2000 trees WCA will plant and monitor trees with established locations, 2000 trees partner with Arbor Day Foundation and their Energy Saving program (small trees on private property) benefit small towns along the corridor.
- Ceremonial Tree planting will be in City of Davis, and ____ to honor McPhearson and _____
- Working with Davy Tree Institute and ____ – created new carbon calculator, Davy is working on additional measurements. Part is a map that will be featured on the Web to see where all the trees are being planted, maintained, growing.
- Internal audit 2016/17, close out letter by the end of September. Nancy requests audit in 2018 for 2017.

Communication Director's Report

- New memberships have risen with the conference
- Social media going well
- Web site peaked means people paid attention during the conference
- Tying up loose ends, such as tree story video clips
- New flyers being created
- Board members stories could be obtained at the in-person meeting (be prepared with your personal message)

9:50 AM - Committee Updates

Executive Committee (Emily)

- Fundraising goal \$50,000 for the 50 year. Written summary of committee attached
- Drafting a corporate and personal donor letter for all board members to send out. Ideas: rewards = sticker, e-badge, etc.. Letters will be sent at the In-person meeting.
- In-person meeting will allow for more detail discussion/resolution.
- Need board members to work with Deb to get profile up-to-date, goal to get donation tracking, links, etc.
- Will update and advance our events calendar, to tie funders to events
- Friend-raising (Nancy/Laura). Philanthropic organizations , starting with local partners i.e. Marin County Parks partnerships (offer previously prepared mapping)
- Gotta get the message straight and out.

Conference

- 2017 Conference great success! Profit approximately \$10,400. Thanks to our sponsors! (pay for food, CalFIRE won't pay for everything), final numbers will be provided. Success in networking and education, (good reviews) profit is nice. Deb made it extraordinary.
- Next year in Irvine, partner with Arbor Day Foundation. They know it is CaUAF 50th Birthday. Maybe we will have a separate soiree to close the CaUFC Birthday.

9:58 AM – Next In-person board meeting – October 19, 2017 – 10:00 AM

Nixon Peabody
 One Embarcadero Center
 18th Floor
 San Francisco, CA 94111
 Phone (415) 984-8311

10:00 AM – Adjourn

Action Items:

- **All Board Members: prepare to send out FUNd/friend RAISING letters!**
- **Do everything you can to keep Isby taking meeting notes.**

CAUFC FUNDRAISING ACTION ITEMS (09/14/17)

Action	Deadline	Responsible
Confirm Fundraising Goal (Total \$50K. Board responsible for \$25K or \$2K per member)	09/15/17 (approve on Board call)	All
Fundraising updates to website <ul style="list-style-type: none"> • Thermometer on personal and general funding page. • Don't require accounts • PayPal? • Other? 	10/19/17 ??	Deb
Identify 50-year events and specific sponsorship	? Ongoing?	Nancy/Deb

CAUFC FUNDRAISING ACTION ITEMS (09/14/17)

Action	Deadline	Responsible
needs/opportunities		
Corporate Fundraising Effort		
Draft Corporate Donor Letter	9/21/17 (due to staff)	Laura+
Working Potential Sponsor List	9/21/17 (link to board members)	Emily+
Board Members to add/choose 5+ potential corporate sponsors each	10/12/17 (BEFORE 10/19 meeting)	All Board Members
Identify sponsorship options and swag/benefits	10/19/17- Board Review	Nancy/Deb
Corporate Sponsor Package	10/19/17- Board Review 11/03/17- Initial Mailing	Nancy/Deb
Board to follow up with sponsors	Begin in November	All Board Members
Family & Friends Fundraising Effort		
Web statement, bio update, and photo (if needed)	9/21/17	All Board Members
Personal letter for email or mail (sample to shared; use as desired)	NA	All Board Members