

The California Urban Forests Council
Board of Director's Meeting
555 Northgate Drive, San Rafael, CA
February 20, 2017

MINUTES

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

Meeting called to order & roll call at 10:15 AM by Dave Duncan. Dave Duncan passed baton of Board President to Emily Spillet; Dave was profusely thanked for his service and Emily was welcomed as President. Nancy Hughes led an Ernest Hemingway-inspired icebreaker.

Executive Board member elections- Bob Blum and Gordon Mann each committed to another three-year term as Board members, and the following nominations were approved (Dave Duncan moved, Keene Simonds 2nded, passed unanimously):

- President- Elect: Keene Simonds
- Treasurer: Dave Duncan
- Secretary: Isby Fleischman

Isabelle Minn will not be continuing with the Board at this time, and was thanked for her service.

Presentation regarding arborist training program- Gordon Mann and Jocelyn Graf provided an overview of the Statewide Tree Worker Job Training Apprenticeship program, identifying a potential role for CAUFC to serve as the "clearinghouse" for apprenticeships. There is a need for qualified workers for high quality tree work, and this program has the potential to streamline certification and training; creating jobs and building needed expertise. The program currently has funding from the Department of Labor for three more years (expires June 30, 2020); there is potential for continued funding from the Department of Labor and for additional funding. Gordon and Jocelyn have identified CalFIRE as likely funder and anticipate others as well given the "green job" nature of the program. If CAUFC were to take on this role, minimal effort would be required to implement the current cycle as it is managed by Managed Career Services. However, CAUFC would need to assist with funding acquisition and develop a program for involving members (members would potentially pay a fee to access apprentices). Gordon envisions that CAUFC would establish a Statewide Apprenticeship Committee. Discussion topics included how applicants would be targeted and whether disadvantaged communities would be prioritized and potential requirements of CAUFC with consideration to current staff time, project, and priorities. Emily Spillet tabled the discussion; she and other Board Members as well as CAUFC staff would review the proposal and identify questions for further discussion.

- Fundamental questions included "What it would require of CaUFC and what source(s) of funding are available."

- The proposal came in immediately prior to the Board meeting and many details were not digested yet by the group.

Agenda approved -- passed unanimously

Approve Consent Calendar-

- **1/20/17 Board Meeting Minutes-** Two corrections needed: treasurer name to be corrected; Keene Simonds was not present.
- **Executive Directors Report (Nancy)** - Nancy will return to Washington D.C. in March for the SUFC Annual Hill Day. There has not yet been a response from Vice President Pence regarding the SUFC letter. Forest Service funding for CAUFC is secure through June 2018, after which funding has potential to be terminated. CAUFC also submitted a letter of support for Audubon Society's Sonoma Creek project; Audubon Society understands importance of urban lands. Nancy is also coordinating with Laborers International Union of North America (LiUna); there is potential for their SF training program to be extended Statewide- helping to merge disadvantaged communities and Cap & Trade program through long-term urban greening.
- **Communication Report (Deb)** - Email list has been cleaned up; email list decreases when we send fundraising messages. CAUFC has advertised an intern position in marketing/communication at Dominican College and may expand search. A membership mailer will go out this month; member numbers tend to increase following events. Many members currently from Central Valley, suggesting opportunities to expand. Website updates include that memberships can be set for automatic renewal and that Regional Councils can post events and print attendee lists (Deb to conduct webinar for Regional Councils).

Consent Calendar approved at 11:40am: Moved by Dave Duncan, 2nded by Keene Simonds- passed unanimously

Executive Committee Update-

- **Office Update (Nancy)** - Grant limitations are reducing CAUFC's office budget, and the rent for current office is increasing. Using Nancy's barn/studio has been confirmed as legally feasible; no "free space" options are available in Marin. Administrative decision has been made to move to the studio (with Nancy and Deb potentially working from home while studio is improved). Emily and Nancy to work on contract for Board to approve. **Approval for contract to be drafted meeting insurance requirements, legal review and recommendations from Nixon Peabody, and approval-** moved by Tom Story, 2nded by Keene- passed unanimously
- **Staffing Update (Nancy)** - Nancy Heaton resigned voluntarily. Nancy actively looking for bookkeeper/administrator for 2-3 days a week that understands both federal and State processes/grants as well as QuickBooks for non-profits. Nancy has resumes and will be interviewing and filling position ASAP. Headhunter service and temp agencies identified as a back-up.
- **Financial Reports-** Nancy led Board Members through draft financial reports. 2016 was first time CAUFC has had a surplus in a long time. Balance was never corrected after 2014 audit, and will be addressed as part of 2016 taxes.

Board discussed importance of ensuring timely and quality tax review and audits. If current accountant (Pam) is not able to do this, Nancy to look for other accountant/auditor. **Tom Story moved to amend by-laws to set a threshold for audit schedule to follow Federal guidelines or be conducted every other year; Dave Duncan 2nded- unanimously passed.**

- The current cash balance of ~\$70K could be used/invested. In big grant years this was much higher. Board agreed on the need to build reserve before using/investing the balance.
- **2017 Draft Budget-**Nancy presented the 2017 Draft Budget, highlighting two necessary changes: Deb's position was now funded by CalFIRE instead of USFS and that rent would be adjusted for new office/studio. Draft Budget is for ~\$587+, which is \$80K greater than 2016 actuals. Increase is due to Circle II, slight increase from USFS, and GHG calculator. CAUFC is most vulnerable after June 2018. Budget does not currently include fundraising as it has been inconsistent in recent years; once fundraising is consistent (and substantial) it can be added. **Draft Budget approved- Tom Story moved; Isby Fleischmann 2nded- passed unanimously.**

Program Update/Discussion- (Nancy and Deb)

- **Rooting Where we Live-** Nancy explained that CAUFC has done very little locally so as not to compete with local groups, but as Marin ReLeaf folded and there are opportunities to increase visibility, recognition, and support for CAUFC. Building partnerships and local donor/member base would lead to greater Statewide support and funding. Nancy and Deb's recommendations and related Board discussion are summarized below:
 - **Supporting formation of local tree group.** CAUFC could help establish the group and sponsor the group short-term, with the intention of creating separate entities. This could include hiring a Program Manager and establishing an Advisory Committee. Board raised questions regarding local and Statewide priorities and consistency with Strategic Plan, the need to tie-back to Statewide issues (ex. Disadvantaged communities), and the potential for this to be a prototype program that could be extended to other communities. Nancy to further develop the plan for consideration.
 - **Mini-Conference.** Hold conference in Marin to support relationship building. Bring local partners and a variety of speakers with the goal of broadening the audience.
- **Take a Stand- Sacramento-** Continued support of the California and National efforts, as well as continued support to organizations/agencies throughout California.
- **New Connections-** Audubon Society, LiUna, and Tom Steyer of NextGen identified as key connections. Nancy, Connie and Deb submitted letter to Tom Steyer and CSG met with Next Gen policy group on CAUFC's behalf.
- **50th Birthday-** Nancy has approached CalFIRE and USFS and both know that we expect support. Ideas include (1) 50 events could be distributed across councils (7 councils, 7 events each, and one grand event by CAUFC); and (2) add new award categories to increase recognition/broaden audience. Board discussed importance of Regional Boards valuing CAUFC and aiming

to build their support/value. Target is to have plan for "50 for 50" in place in 6 months (August);

- **Communications/New Programs-** New program areas include: Healthy Tree, Healthy Me; Climate Ready Canopies; and Drought Awareness/Sustainable Watering. Board discussed that these could tie into "50 for 50", but that CAUFC must be careful not to spread resources too thin.

Committee Discussions (Emily) - Emily provided an overview of the two Development ("Friend-raising") and Fundraising committees. All board members to select a committee with exception of Bob Blum and Connie Gallippi, who will continue to advise on legal issues and policy, respectively. Both committees need to establish a chair and a regular meeting date; committees to set clear goals. Committee chairs and members are identified for each committee below, followed by committee updates/discussion. as follows:

- **Development:** Laura Barnett (Chair), Tom Story, Gordon Mann, Dave Duncan.
 - Board can grow to 20 members. There is also potential to create Advisory Committee for individuals who are not able to commit but provide key support (such as Tom Steyer). This could also be part of 50th efforts.
 - Board application from Greg Tarver was reviewed. Caroline, Isby's contact, will be reached out to. **Connie Gallippi moved to approve the nomination, Isby Fleischmann 2nded- unanimously passed.** Emily will tell Greg the good news when she meets with him.
- **Fundraising:** Jason Evans (Chair), Keene Simonds, Isby Fleischmann, Emily Spillet
 - Sponsorship. Emily and Jason are putting together list of who to contact and different sponsorship levels and are looking into training for Board members; sponsorship determined more effective than events at fundraising.
 - Funding goal used to be \$7,500/Board member. Board discussed potential goals; Tom Story offered examples/tools from YMCA and suggested a lower initial requirement (such as \$2,500) that increases each year. YMCA uses a focused campaign drive and online funding site for each Board member. (Nancy or Board member could potentially attend North American YMCA Development Seminar in San Diego).
 - Fundraising should connect with 50th Birthday efforts; a plan for this effort this be prioritized.
 - Tangible "benefits" of memberships for businesses (window stickers, etc.) and individuals (lapel pins, Kleen canteen, bumper stickers, hats) can encourage membership and build recognition.

Round Robin to Wrap up

- Deb and Connie - Need to get focused quickly, identify our highest priorities and why, and quickly get down to specifics
- Bob - Marin-focused event – look at it as a prototype for template that can be used in other areas
- Nancy - Get started to investigate options in Marin and see if there is support, fresh ideas are inspiring to staff, and pay attention to cross over between staff and board goals

- Emily - committed to keeping the momentum going and checking in on the progress of tasks and goals

Assignment- Nancy asked Board members to write 1- 3 sentences describing their opinion on what makes CAUFC and/or the industry compelling and valuable.

Adjourn – 3:41 PM

Next in-person meeting March 16th, 2017 (calls every third Friday at 9:00am)