



The California Urban Forests Council  
Board of Directors Telephone Meeting

November 17, 2017

9:00AM-10:00AM

AGENDA

9:00 AM - Call to Order & Introductions - Emily

9:05 AM - Approve Agenda – Emily

9:10 AM - Approve Consent Calendar - Emily

- 10.19.17 Board Meeting Minutes
- Executive Director's Report
- Communication Director's Report

9:25 AM - Committee Updates

- Executive - Emily
- Development/Friend raising – Laura
- Fundraising – Jason

9:40 AM – Action Items from In-Person Board Meeting - Discussion

Summary of Action Items

Nancy

- ✓ 9.15.17 Board Meeting Minutes. Nancy provided information to fill in the blanks and will complete.
- ✓ Skip audit in 2017, schedule audit in 2018 for 2017. Removed from agenda. Audit still needs to be scheduled.
- ✓ Emergency Procedures Training. Nancy to train Emily, Dave, and Gordon – Doodle Poll sent to schedule on-site training and paperwork has been distributed.
- Nancy would like to CAUFC to release press release for Napa, Sonoma, Mendocino counties (and other counties with recent fires?). (Board review/support) – Nancy crafted a statement for the Bay Area Science Festival held in San Rafael – shared with Emily & Deb, but will wait a bit before doing the press release – we need to have our programmatic ducks-in-a row first – assuming early next year on tis.
- ✓ Subscribe to North Bay Business Journal--- philanthropic issue will list donors. Subscribed but haven't received first issue yet. Following on Facebook.
- ✓ Sponsor list- Nancy to go through and remove people that don't need to be contacted; did this and added more too
- ✓ Update fundraising menu sheet (with Deb) – Deb is working on a new layout for us right now and this will be ready shortly.
- ✓ Recommendation for pie charts to describe where money goes; why we need more- helpful to inform fundraising efforts – dollar statistics have been given to Deb to craft the pie-charts utilizing financials from January

through September 2017. It would be best to do a full year, however. You will have these before the board call.

- ✓ Correction- no local government grants currently; funds shown probably should be under State; correction to be made. In fact, the work we did for the LA Urban Center for Natural Resources Sustainability was billed a local government income – paid for by the City of LA via their City Plants program.

### Deb

- Put dropbox information into Board Resource folder. Some have been moved, the rest will be moved Monday. We are redoing some of these too
- Package development (and Window sticker/sign?) – in process
- Consider consolidating donor/membership--- making it all one thing (supporter!) - discussion with board members would be a good approach too
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### Board Members

- Personal bio and funding statements by 10/31
- Consider marin-ites (Emily, Deb, Bob, Dave, Nancy) helping spearhead local outreach.
- Emily to contact Andy re: 50 year Steering Committee (committee to come up with message, fundraise and lead soiree)
- Emily to send online files to Nancy and board members for letter and sponsor list.
- 10/31--Review sponsor letter and make any recommended edits (google docs)
- 10/31--Board members to identify potential sponsor that they will contact (by adding name to sponsors already on list or adding new ones). (google docs)
- Subscribe to (or get copies of) your local/regional business journals.

9:55 AM – Next Board Call December 15, 2017 – 9:00AM!

10:00 AM - Adjourn