



The California Urban Forests Council  
Board of Directors Monthly Call  
(Third Friday of each month)  
June 22, 2017  
9:00am-10:00am

**Action Items (June 22- July 20)**

- **Laura and Nancy to review friends/funders list.**
- **All Board Members to send Laura any names.**
- **Emily and Nancy (and Isby can help)- Develop fundraising committee strategy list- working towards specific requirements/requests for Board Members.**
- **All Board Members- Post personal statement by July 20, 2017.**
- **All Board Members- Blast out Conference Email to all your contacts! Register yourself if you haven't.**

**Minutes**

**9:04 AM - Call to Order & Introductions – Emily**

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

**9:06 AM - Approve Agenda – Emily**

- Unanimously approved

**9:07 AM - Approve Consent Calendar**

- 5.19.17 Board Meeting Minutes
  - No changes
- Executive Director's Report. Nancy provided following highlights (see Executive Director's report 6.12.2017 for more information):
  - Federal. Not good news; zero funding for urban forestry.
  - Good news- forest service never has enough money to fight fires and urban forestry budgets get reallocated. This year- wildfire funding will move to FEMA which could protect urban forestry budgets.
  - Grant proposal for hiring one-year project manager is under review.
  - December FS audit finally reviewed; lots of new documents and policies requested on unrealistic schedule. Luckily, request diverted (needs to go through correct processes before they make request) but will take Nancy's time.
  - Own audit postponed until the Fall; conference is focus.
  - CalFIRE grant approved!
  - Waiting to hear on High Speed Rail submittal.
  - GHG calculator will be on website soon.
  - Nancy is on CUFAC
  - AB1530- still smooth sailing but some now amendments are being proposed.
  - Cap & Trade- debates to come regarding distribution of funds.
  - Air conditioning on the way for office!
- **Communication Director's Report**
  - Sent out membership campaign
  - Mailing list may be dated; addresses returned.

- o Membership numbers dropped, but typical when we don't have the big conference.
- o Email list is being cleaned up.
- o Conference- started updating materials and website for conference. People are visiting the conference pages; people may be waiting to register.
- o Two new sponsors yesterday! Both at \$1,000. Tree Lands and XXX.
- Unanimously approved at 9:24 AM

#### 9:25 AM - Committee Updates

- **Executive** – Emily, Laura and Isby met yesterday. Highlights include:
  - o Discussed overall meeting/committee scheduling and success.
  - o Proposed restructuring to include committee discussions in Board Meeting and identify (and follow up on) action items in Board Meeting.
  - o Nancy's input on history- previously had clear roles/professions on Board. Reorganized and eventually went back to one committee. Are we going back to this? We could remove committees and create **adhoc** committees as needed (ex: Policy, Conference, or 50<sup>th</sup> anniversary committee)- and adjust bylaws accordingly. **General support for this approach; no changes needed to current bylaws.**
- **Development/Friendraising** – Laura
  - o Laura identifies two goals (1) to work with Nancy to develop list of existing friends. Still needs to happen, and (2) to ask Board Members to identify new names of potential names/friends.
  - o Nancy- offers looking at 2016 list and cull through history. Ideal time to blend efforts to identify friends/potential funders.
  - o Emily- overlap between friends/sponsors/funders. Focus should be 50<sup>th</sup> anniversary.
  - o New Board Member focus- Southern California (especially Los Angeles).
  - o **Action Items:**
    - **Laura and Nancy to review friends/funders list.**
    - **All Board Members to send Laura any names.**
- **Fundraising** – Emily
  - o Development of one-pager for guidelines for bio and fundraising is underway.
  - o Discussed following needs:
    - **50<sup>th</sup> Anniversary.** Need a 50<sup>th</sup> birthday committee; empower people to take charge. Andy XXX has agreed to help; Nancy continuing to try to pull others in. Nancy has boxes of things to go through names. Need to set standards for people to deliver (it is an honor to serve). Need to think about messaging; staff to help develop messaging and materials.
    - **Conference support.** Goal was to review previous list funders and expand. Need to clarify funding goal; Nancy has done a great job of getting funding already. Consider retargeting to 50<sup>th</sup> anniversary, while also supporting silent auction and soiree gifts. Soiree- Intention is to kick off the 50<sup>th</sup> at this party. Will be rolling out awards and celebrating. Conference- will need to recruit volunteers (including Board Members and others)
    - **Clear Fundraising goals, actions, and schedule.** Need to be granular about action plan for fundraising. Need accountability, and need to be very specific if Board is going to perform. Fundraising Committee should develop list of items fundraising needs to address, detailing different program elements. Once approved by Board, committee to develop schedule of Board actions and staff actions (key topics: message and materials development; Past member contact/50<sup>th</sup> Anniversary (or birthday) Committee Development; 50<sup>th</sup> Anniversary Event Planning).

General support for leading with 50<sup>th</sup>; conference and board recruits are secondary.

- **Action Items:**
  - **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- Draft one pager.**
  - **All Board Members- Post personal statement by July 20, 2017.**
  - **All Board Members- Blast out Conference Email to all your contacts! Register yourself if you haven't.**

10:04AM – Adjourn

Next board call meeting – July 21, 2017 – 9:00 AM (include 50<sup>th</sup> Anniversary and Review of June Action Items on next month's agenda)