



The California Urban Forests Council
Board of Directors In-Person Meeting
Nixon Peabody LLP
One Embarcadero Center, 18th Floor
San Francisco, CA 94111-3600
October 19th, 2017
10:00AM-4:00PM

MINUTES

action items in green

10:08 AM - Call to Order & Icebreaker - Emily

- In Attendance: **Board Members-** Emily Spillet, Bob Blum, Laura Burnett, Dave Duncan, Greg Tarver, **Staff-** Nancy Hughes and Deb Etheredge
- Joining by phone: Connie Gallippi, Gordon Mann, Tom Story, Keene Simonds

10:25 AM - Approve Agenda - Emily

- Additions proposed:
 - Include roundtable/parking lot at end of meeting.
 - As part of 50/50 discussion- Add 50th Steering Committee and decide focus. Andy Trotter of WCA has agreed to chair.
 - Develop action items for fundraising; consider arbor day and tax day.
- Approved: Unanimously approved. Laura/Dave.

10:30 AM - Approve Consent Calendar - Emily

- 9.15.17 Board Meeting Minutes. *Nancy provided information to fill in the blanks and will complete.* Status update- continuing to wait on new GHG calculator. CalFIRE has new round of grants coming out; working to have ARB approve new tool. Correction to name spellings.
- Executive Director's Report- Highlights below. Refer to Report for details.
 - AB1530 passed! Now has teeth-- CalFIRE SHALL have an urban forestry program.
 - Funding for urban forestry- \$20M. Urban greening- \$20M (?).
 - Park Bond Measure passed; \$15M for urban forestry. Emphasis on disadvantaged communities, but not exclusive
 - Pest to be focus of CSG and collaborative efforts
 - Should we ask for permanent urban forest dedication through the Greenhouse Gas Reduction Act? Consider potential to work towards multi-year as alternative to permanent.
 - Alfredo Arredondo, CSG, has resigned to start his own company. ReLEAF will go with Alfredo; Nancy prefers to stay with CSG. Concern expressed about splitting budget; CSG and Nancy confident it will work.
 - Audit update- *Motion to skip audit in 2017, audit in 2018. Unanimously approved. Remove from agenda.* (Gordon/Dave)
 - Emergency Procedures Training. Multiple people need to know how to access accounts/documents. Is Confidentiality agreement needed for Board Members? Bob- nothing required; implicit in Board duties. Recommend someone out of region in case regional disaster. *Nancy to train Emily, Dave, and third party at her office.*
- Communication Director's Report- Highlights below. Refer to Report for details.

- o No one has joined since conference; no surprise. Focus on membership in Spring, donations in Fall. Currently no/few students or seniors. Have discussed changing structure to one price fits all (no discounts). **Add fee structure to agenda for November with goal to finalize in December; Board members to review structure on website prior to next meeting.** Consider having low minimum. Fewer brackets would simplify this. Propose \$50 for 50, with less for student.
- o Email lists separated (regional/state). Facebook doing well; Twitter increasing. Lots of activity around conference. CalFIRE linking to CAUFC website.
- o Challenge to get information from regional councils for posting.
- o IFGU- links will be developed for each City receiving trees.
- o Lots of flyers/publications for conference. 1000copies of "Growing Trees as City Assets" distributed. Deb to help make them more share-able.
- o Statewide pest handout and 50th logo in development.
- Consent Calendar approved unanimously (Isby/Laura).

10:50 AM - Financial Updates - Nancy

- 2017 3rd Quarter Financial Reports – Highlights:
 - o Net income is negative \$1,408.72. Nancy and Dave feel this is 'not bad.' Main reasons for negative; (1) Goal to pay CSG \$2K/month with sponsorships; have paid \$12K since June but only \$8K in donations. Working on getting invoices out for sponsorships. (2) Nancy's bonus has to come out of General Fund.
 - o Income includes: about \$9K on conference. Some surprise expenses (speaker fees, etc.) LA Center event- profit \$5K. Membership \$2K.
 - o **Recommendation for pie charts to describe where money goes; why we need more- helpful to inform fundraising efforts (Nancy can do).** Response: Most money from grants and dedicated to specific projects (flows right through); limited funds for CAUFC operations and other efforts.... Therefore need more discretionary funds.
 - o Correction- no local government grants currently; funds shown probably should be under State; **correction to be made.**
 - o Other notes: Indirect Overhead includes rent, phone, office expenses and now comes from General Fund; eventually a percent moved to grants. Credit card paid monthly, does not carry forward. 403B is for Deb currently (in- lieu of health care). Regional council assets only updated once a year; San Diego is the only council that regularly raises funds.
- 2018 Draft Budget Initial Discussion– Nancy
 - o Debs grant runs out end of November/early December. CalFIRE and Forest Service had promised more money but it did not materialize. If all goes well we will receive \$1.5M grant for High Speed Rail project, planting 4,000 trees total in disadvantaged communities along corridor this November. Adding another element through Arbor Day foundation- 2000 trees; CAUFC to hire someone on staff to run this portion of the project (to work with communities and businesses to implement plantings by professionals, and follow-up. Planting lists for region and zone and local nursery availability). Nancy has big lift at beginning, and can shift funds to Deb's salary from current Forest Service grant. All said, should have funds for Nancy and Deb till July 2018. Funding adequate for bookkeeper needs. Nancy still has to finish the budget for 2018 and analyze the staffing dollars required to finish out the year.
 - o In short, how should Nancy be focusing her efforts as executive director? Program dollars are covering staff costs. HSR project great opportunity for growth. Reason for inclusion of community trees is greater carbon numbers than in parks, etc.
 - o Nancy available to answer questions.

- Financials approved unanimously with changes noted (Laura/Greg).

11:30AM - Program Updates – Deb & Nancy

- Newest educational materials shared on table and in reports... lovely. Two corrections (typos) have been fixed. Stickers and postcards included!
- Deb has ideas for 8 new handouts with good references.
- New tool set up- Canva.com, an online design program that helps with materials that have less text and nonprofits can use for free. Great templates and animated GIFs, and even presentations. Partners (contractors with Circle2) currently can use the templates; Deb doesn't have to design everything.
- Board Members can update page online- further discussed during afternoon discussion.
- 50 for 50 draft List of Events (subject to much change).
 - Merced planting events probably arbor day (may be 2019)
 - High Speed Rail will be happening
 - Shot-hole borer- number of events TBD
 - Each Board Member/staff member to write a blog
 - Video snapshots of tree stories from conference- Deb considering how to edit/use.
 - Tree map on the website--- just not officially "launched". Great political tool!
 - GHG tool- waaaiittting. John Melvin hopes to use for next round of grants (December?)
 - Conference plans underway; soiree as grand finale. (location: Irvine)
 - Lots of other ideas- ex: MALTs online auction.
 - Request for dates associated with events by January 1st. The list should also be posted/shared.
 - What to do in our own communities? How to get recognition?
- North Bay Regional Efforts: "North Bay Fire- Community Building with Trees"
 - Nancy also wants to continue effort to build local group (with staff) and local presence, but take a regional perspective instead of Marin only. Need a grant to cover costs. Previous application sitting on Jan Davis's desk in Washington. Continue to work towards grant/funding for staff.
 - Nancy would like CAUFC to release press release for Napa, Sonoma, Mendocino counties (and other counties with recent fires?). Also, important time for tree PR. Nancy believes we should target cities directly (over homeowners). Following release, contact local community funders. 100% to affected communities.
 - Consider marin-ites (Emily, Deb, Bob, Dave, Nancy) helping spearhead local outreach. Events, schools, etc. Note: Kent Julin currently has Marin Releaf name.... Neighborhood Associations great resource.
- 50 year Steering Committee- Help put together dates. Andy Trotter (WCA V.P.) to lead. Need action items for committee.
 - Emily to contact Andy and brainstorm action items/ideas
 - Form committee (existing and past members; no one yet committed): Andy, Nancy, Dave Roger.... Folks are good with events, regional council folks. Matt Deines- UCI potential contact.
 - Role/Tasks for Steering Committee:
 - Come up with message; incorporate story of CAUFC [started as professional resource, has become community resource- make sure not conflicting with CAUFC when working with nonprofits]
 - Fundraising
 - Soiree

12:30 PM – LUNCH – brought in. Sandwiches, lemonade, Doritos, and cookies.....
wish you were here?

1:00 – 2:00 PM – Board Member's – Make Your Fundraising Page- Emily

- **Bio.** By October 31- Board members responsible for updating bio and photo; also let Deb know what you want links to (linkedin, twitter, etc.)
- **Fundraising Statement.** By October 31. Example link to funding page: caufc.org/about-us/board/Help-bob-grow-great-communities
- **Board Resources.** Password for Board Resources: 4Forest4. Deb will put dropbox information into this folder.

2:00– 3:45 PM-Corporate Donor/Sponsor List-Executive Committee

- **Priority 1: Get Package together**
 - **Letter review.** Emily made live edits... letter will be posted on google documents for all to provide edits.
 - **What do donors/sponsors get (in addition to love)?** Agreed not to do wasteful swag. Potential for window stickers/signs for businesses? Get your logo on the website (minimum= list of sponsors)?
 - **What goes into packet to bring to potential large donors?** Letter, CaUFC fact sheet, fundraising menu (needs update?), 50/50 events, flyers.
 - **Consider allowing small donors to be members through online site?** Deb to consider.
- **Priority 2: Sponsor Identification**
 - **Sponsor List.** Discussion of consistent and up to date lists; Nancy to go through and remove people that don't need to be contacted; Board members to identify potential sponsor that they will contact (by adding name to sponsors already on list or adding new ones). Include utility companies- SDGE.
 - **Online Auction.** Conclude at the Soiree? Include donations as part of auction?
 - **North Bay Business Journal---** philanthropic issue will list donors. Nancy to subscribe.
 - At next board meeting, go through list and identify "owners."
- **Postcard Mailers goes to everyone.**
 - Follow up on postcard mailings with phone call?

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, audit in 2018. Remove from agenda.
- Emergency Procedures Training. Nancy to train Emily, Dave, and Gordon.
- Nancy would like to CAUFC to release press release for Napa, Sonoma, Mendocino counties (and other counties with recent fires?). (Board review/support)
- Subscribe to North Bay Business Journal--- philanthropic issue will list donors.
- Sponsor list- Nancy to go through and remove people that don't need to be contacted;
- Update fundraising menu sheet (with Deb?)
- Recommendation for pie charts to describe where money goes; why we need more- helpful to inform fundraising efforts (with Deb?)

- Correction- no local government grants currently; funds shown probably should be under State; correction to be made.

Deb

- Put dropbox information into Board Resource folder.
- Package development (and Window sticker/sign?)
- Consider consolidating donor/membership--- making it all one thing (supporter!)

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.

3:45 PM - Next board call meeting – November 17, 2017 – 9:00AM

- Consolidated sponsor/member/hugger system.
- At next board meeting, go through list and identify "owners."
- Follow up calls for post cards.
- Nancy's review- Board members to approve process.
- Next in-person member; tentatively February.

4:0 PM – Adjourn

Thank you to Bob and Nixon Peabody!!