



**The California Urban Forests Council  
Board of Directors Monthly Call  
(Third Friday of each month)  
March 17, 2017  
9:00am-10:00am**

**Minutes**

**9:05 AM - Call to Order- Emily**

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

**9:05 AM - Approve Agenda – Emily**

No changes to the agenda.

**9:10 AM - Approve Consent Calendar**

- 2.16.17 Board Meeting Minutes -Emily
  - Correct spelling of Dave's name in second paragraph.
  - Unanimously approved with Dave's change.
- Communication Director's Report- Deb
  - Received a few applications for unpaid social media internships; both students (UCSC and North Dakota/Napa). Interns will work remotely. Interns come up with campaign idea, tie it into CAUFC's messaging goals; therefore no set capacity.
  - Advertised on Center for Volunteer (??) and received some interest.
  - Membership set up on website; emails and postcards going out first of April. Postcards will target lapsed members from last ten-years.
  - Board pages are up! Board members to send updates on bios and pictures to Deb.
  - People staying longer when they visit the website.
- Executive Director's Report- Nancy
  - Nancy returns to D.C. next week; two meetings planned. Rumor is that urban community forestry will be removed from budget. Typical rumor, but the 21% cuts to Dept. of Agriculture will have serious impacts. Perseverance required!
  - Sacramento highlights include:
    - SB5 now includes urban forestry funding; AB13 (Park bonds) does not at this time.
    - Cap & Trade auction revenues were very low; will affect budgets.
    - Transportation aiming to get uncommitted funds dedicated to transportation.
    - Reauthorization of Urban Forestry Act (CAUFC assisted); **Assemblywoman Lorena Gonzalez Fletcher**, San Diego, to carry forward. Tom to send additional support letter.
  - Continuing to work on LiUna and WCA programs, as well as relationship building with NexGen.

- Fall workshops on Stormwater Management would be likely be coordinated by Nancy. Recommendation to contact Glenn Schmidt as potential presenter. This will not be a focus until after August, San Rafael event set.
- August Conference to be Marin Center; potential for soiree at Embassy Suite soiree. Deb and Nancy to be focusing on this event; will be talking with fundraising committee.
- Two small grants to be added to budget: one on behalf of Inland Council to take the Toolkit on the road; second from LA Center/USFS for Deb to work on their website design (~\$11K by end of June).
- No bookkeeper yet.
- Office move underway; no mover hired yet. Electrical and IT to be in place before move.
- Consent calendar unanimously approved.

#### **Executive Committee Update – Emily**

- Executive Committee to meet Wednesdays prior to Friday calls.
- This week the committee discussed amending by-laws; legal considerations for move; regular review for Nancy.
- Emily will follow-up via phone with Gordon regarding Statewide Tree Worker Job Training Apprenticeship. Goal to clarify the program/proposal; request succinct statement of what exists and what is needed. Nancy cautions against taking on projects with high needs and low funding; limited CAUFC bandwidth. Connie echoed concern. Emily suggested that it would be good to track the program. Nancy noted it could complement work with LiUNA/WCA efforts; but need better understanding.

#### **Committee Updates**

- **Development (Laura):** Committee has begun sharing ideas via email, and is working on setting up a regular meeting time. Committee will get back to Board next month with update/ideas.
- **Fundraising (Jason):** Reporting direct from tree climbing event- Jason reported that committee has great ideas and that the committee will be meeting before the next Board Meeting. Mini-conference events to be discussed.
  - Fundraising goals for Board Members. Currently being discussed as \$2,500; members to provide input on whether this is feasible.
  - Potential to tie funding requests to campaign/specific effort.
  - Add section for members to put in a personal statement.
- Nancy and Deb to propose a plan for moving forward with ideas presented at in-person meeting. The plan will dove-tail with fundraising efforts and defining message and campaigns, and will be refined with input from committees and board members.
- Greg to select committee; Connie to be added onto fundraising committee. Bob to continue as legal advisor.

**9:51 AM - Adjourn**

**Next board call meeting – April 21, 2017 – 9:00 AM (will be conducted over phone and GoToMeeting)**