



**The California Urban Forests Council
Board of Directors Monthly Call
(Third Friday of each month)
April 21, 2017**

Minutes

9:05 AM - Call to Order & Introductions – Emily

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

9:05 AM - Approve Agenda – Emily

- No Changes
- Unanimously approved

9:08 AM - Approve Consent Calendar - Emily

- 3.17.17 Board Meeting Minutes
 - Highlights acknowledged.
- Executive Director's Report
 - SUFC meeting for May 10th to address appropriations to be moved to committees.
 - **Federal:** Trump Administration proposed budget: \$14M for urban forestry nationwide; historically has been as high as \$32M, typically \$28M. This would also affect CalFIRE (and CAUFC) budget. APHIS budget taking significant hit as well.... and John Boehner hit Nancy with his elbow after Hil Day. Maybe this is good luck?!?!
 - **State:** Nancy attended IP Committee (**NAME?**); see LA Times story (first in a series); lots of beurocracy and limited funding. Extremely significant threat- especially natives (every single sycamore tree in Southern California predicted to die). Not part of existing CSG budget; consider CAUFC providing more funding. No current solution, and little/no funding for research. Orange County hit badly already. Since not an agricultural crop- harder to get funding. Funding channeled to UC System may be best way to ensure money focused on actual research. The **Brittian Fund (?)**- applied to CalFIRE for research grant. On a more positive note, State Urban Forestry bill (AB 1530) likely to pass on consent.
 - Other Issues and Opportunities: Nancy to complete budget revisions; Nancy to talk with auditor/accountant next Monday. Audit planned for Fall. Move has occurred! Looking forward to warming event; potential for soiree at the office???. Purging still needs to happen.
- Communication Director's Update
 - Membership campaign; a few members renewed. Deb to make sure all Board Members are current. Automated system should sent automatic updates. Board recommends 30-day and 7-day notices prior to expiration.
 - Two potential interns; one decided to work and the other is undecided.
 - Send any potential names/ideas to Deb and Nancy!

Consent Calendar Unanimously approved

9:45 AM - Committee Updates

All committees should start providing minutes for their meetings. All committee members should be sure to respond/coordinate with committee leader.

- **Executive** – Emily
 - Emily, Laura and Isby met this week. Emily will be providing minutes.
 - Meeting every Wednesday before Board Meeting.
- **Development/Fundraising** –Laura
 - Challenge with getting together/scheduling.
 - Laura has sent out a draft outline; committee to review/comment.
 - Laura will reach out to Tom, Dave, and Gordon; Nancy and Deb offered to support.
- **Fundraising** – Jason
 - **Board Member Fundraising Pages.** Putting together one-pager to guide Board Members in fundraising. Site to be up all year, with one unified push/campaign each year.
 - **Corporate Sponsorship.** Fundraising for soiree for mini-conference; opportunity for fund and friend-raising. Expand list of previous sponsorships; including local companies. Developing list; to divide and conquer, requesting sponsorship for event and longer term commitments.
 - **50th Anniversary.** Developing talking materials for soliciting sponsors. Nancy recommends rolling out 50th campaign at mini-conference (August 22- 23). Nancy and Deb collecting names and stories from CAUFC past; hopefully pulling people to conference.
 - Committee to have Action Items by next meeting.
 - Board discussed urgency associated with polyphagous shot hole borer beetle; important to raise awareness and also connect this with other efforts and fund/friend raising. CAUFC is working on an infographic(s) for stats. Need to identify/strategize how to connect with the people who can most help. Urban forest campaigns have focused on great benefits; may need to change focus to potential/anticipated loss. Need regional councils involvement is critical. "Call to Actions" can promote both awareness and fundraising; may need to be more regular than they have been.
- Potential Forest Service funding would support regional program development.
- Board discussed potential in-person meeting.
- With funding, could hire outside consultant to get word out- similar to Campaign for California Drought messaging. Wasn't actually that expensive; to determine what cost was and strategize how to move forward.

10:13AM - Adjourn

Next board call meeting – May 19, 2017 – 9:00 AM