



**The California Urban Forests Council
Board of Directors Monthly Call
(Third Friday of each month)
May 19, 2017**

MINUTES

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

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

9:05 AM - Approve Agenda

- Add two items: SUFC and Shot-hole Borer
- Unanimously approved

9:10 AM - Approve Consent Calendar

- Unanimously approved

9:10 AM – Executive Director’s Report (Refer to Report for greater detail)

- **Park Bonds:** No real update; Assembly moved/approved their version, Senate going through their own process. Governor not in favor of Park Bond- instead focused on “Preservation Fund” with \$65M for Statewide efforts of all sorts (very low). CSG has been contracted to create ballot initiative for parks if legislation does not pass.
- **Cap and Trade:** No discussion on expenditures right now- hopefully at end of summer; need 2/3rds vote to move cap & trade forward. If moves forward, CAUFC will be asking for
- **AB 1530: Urban Forestry Bill.** Going very well; likely will make it through two committees with consent and will move to Assembly smoothly. Says CalFIRE “shall” instead of “may” and therefore is stronger.
- **Shot-hole Borer:** CSG talking with NextGen; helping CAUFC to gain access to funders. Immediate effort, but will take time. Money is the answer to the problem. Need to get governmental bodies to the table; appears there will be some funding for research but not nearly enough. CAUFC pays CSG \$2K/month (thanks Davey and West Coast Arborist); [need to get back up to at least \\$3K/month](#). Releaf currently gives \$2K as well. Nancy- best way to support California is to raise this money.
- **Funding Urgency:** Need to reach out for CSG funding and conference sponsors. Not confirmed that Forest Service or CalFIRE will sponsor conference. Nancy reaching out today to previous sponsors; will need to reach out to others.
- **SUFC:** Nancy on regular calls and staying up to date/ supporting as feasible. Does Board need to approve signing onto SUFC letters? Previously, Nancy has been proactive is signing. No concern with this expressed from Board members present on call. Current topic- reauthorization of urban forest funding for 2018. Funding has stayed the same the last few years due to “continuing resolutions”; uncertain what will happen in September. Urban forestry was removed from the list. CAUFC considered one of the stronger state councils in country. SUFC has a team of people focused solely on this budget.

- **New Bookkeeper** has started. Hurrah! Nancy training her with limited schedule right now. This will release Nancy to do more great work over the next few years.

9:30 AM- Communication Director's Report

- Membership- members are getting older; people retiring and going from individual/business to senior memberships. Down to 39 active members. People less active between conferences.
- Staff to make sure Board members are active members; automatic renewal notices should be sent. Membership Drive- postcard was sent and automatic emails go out. Typically done before thanksgiving. Is membership or donations better? Is there a distinction? Membership to be considered as part of the fundraising message.

9:37 AM - Committee Updates

- **Executive** – This morning's meeting was postponed. Will be discussing Nancy's review and other items from former agenda. Lease agreement has not been signed, but appears that only date needs to be updated (no legal concerns). Dave has questions on lease; will follow up with Nancy and Emily. ADA language would have been deal breaker; but exempt because less than 5 employees. All building improvements are being permitted to ensure safety. If CAUFC needs to move in the future, can do so. For now it is saving people money and providing quality space for great work. Potential gathering space/event space as well.
- **Development/Fundraising** – Laura has communicated with all committee members; needs to be big and important project. Goal to carefully create a list of all "friends" existing and potential. Actively pushing this forward, setting up a list to allow active brainstorming. Step one- Who are our friends? Step two- where to go next.
- **Conference**- Soiree August 23rd; new location will support conference and soiree. Great opportunity to bring people in. Will be rolling out 50th birthday celebration. Venue can support up to 200 people. Need sponsors as CalFIRE and Forest Service may not be assisting; goal to keep registration cost down. Typically \$30-50 and scholarships. Soiree cost has been built into registration price; could be separate fee for people to just come to soiree. Cost per head is \$50; last year made some money but only due to sponsors. Need to fill the 35 rooms that are reserved! Some speakers have a speaker fee. *Nancy to share conference budget with fundraising committee prior to in-person meeting. Board members- put this on calendar and plan to attend/participate if possible!*
- **Fundraising** – Jason. In-person meeting next week. Will have momentum/ideas next week. *Action Item- Board Members to send personal, compelling statement for individual pages to Deb before June 16th call.*

9:58 AM – Adjourn

Next board call meeting – June 16, 2017 – 9:00 AM