

SUFC Steering Call January 6, 2014

Participating: Don Winsett, Jen Hinrichs, Mark Garvin, Keith Cline, Scott Maco, Steve Sinclair, Peter Hutchins and Gerry Gray

Annual Meeting & DC Fly-In Day

As referenced at the last December Steering Cmte meeting (DC), one option to consider is to un-couple the Annual Meeting and SUFC Fly-in. We recapped the reasons to keep them joined or to separate for 2014. Jen has also reached out to Mark Galvin, Carrie Gallagher, Becky/Gerry and Don to get their input and reaction to uncoupling the events prior to the Steering call. To date, no strong objections to sep. the two. Below is a summary of comments from the members on the call:

- There is a major water fly-in (NACWA+) event – can SUFC take advantage of this vs. ind. fly-in?
 - Policy WG is reviewing all member fly-in events (ALSA, NACWA, other for opportunities to partner/carry UF message)
 - Policy WG could potentially use these events to identify individuals for strategic Hill meetings. TBD.
- Is member travel cost x2 an issue for most SUFC members who reg. attend?
 - This is an issue for those traveling out-of-state and COULD impact #'s of SUFC members for a fly-in (in May+)
 - At least half of the SUFC members who attend the Annual Mtg do NOT participate in advocacy day events, thus impacting #'s of bullet above.
- Capacity to plan two sep. events back-to-back stretches SUFC (convener and WG chairs) to the extreme
- Will de-coupling take away from the annual meeting?
 - No – SUFC ann mtg can stand on its own re: value
 - Most SUFC members have a rep in DC anyway who can make a Hill meeting
 - More imp. Timing re: Hill than having events together
 - Q: Can we have just as many folks go to the Hill with 3 wks notice? A: Likely same #'s/more AND SUFC is more nimble & strategic to allow the date for a fly-in to be flexible and not tied to another date/event.
 - Day #2 we tend to have mtg fatigue – having SUFC ann. Mtg on own allows members to focus on mtg itself over one day.

NOTE: Fly-In Ad Hoc cmte initially recommended moving the advocacy day to the day AFTER the annual meeting. This logic and recommendation still stands IF the SUFC were to keep the two events together. However, members of this ad hoc cmte have expressed the merits of de-coupling but made no formal recommendation.

RECOMMEDATION: Separate the two events. Weighing the issues/facts, having the two events separated allows SUFC to be more strategic in its approach to the Hill day as well as responsive to current events.

Action Items:

- Poll for annual meeting options in March and early April – Jen
- Touch base with Steering Cmte members not on call, or Jen didn't connect with, re: recommendation and flag any outstanding concerns before finalizing decision: Julia, Dan, Cara
- Hold call with Fly-in ad hoc cmte and ACTrees to move planning forward – ensure all issues/questions addressed (mtg request pending ACTrees availability) – Jen
- Begin annual meeting planning – tap members to get input re: mtg outcomes and content - Jen

Fly-Out

As discussed at the December meeting (DC), TCIA is organizing and underwriting a urban forestry “Fly-Out” effort coordinated by Ulman Public Policy. The original concept changed slightly from a meeting with [Rep. Joyce, OH](#) (Rep. freshman leader/interior etc.) and various interested parties to a staggered approach that Ulman feels will be more effective and works towards our long-term goal of cultivating an urban forestry champion on the Republican side.

Three-step plan:

1. Jan. 23rd – @ Davey HQ'ers, Kent, Ohio (meet and greet, present what the issues are, hopefully demonstrate the potential for Joyce as first-time congressman), Scott Maco/Davey, someone from Ulman, Davey executives. Scott Maco and Mark Garvin to connect on event/details.
2. Follow-up meeting on the Hill organized by Ulman
3. If get the green light from Joyce/Ulman, host an event in his District that is a fundraiser, larger numbers etc.

Dept. of Agriculture Meetings:

- SUFC representative meeting with Dep Under Sec. Butch Blazer, Feb. 21st (Mark Garvin, Jim Skiera, Don Winsett & Jen) to explore continuing education opportunities/workforce development @ arboriculture/UF.
- Jan Davis/Keith Cline mentioned a recent FS survey on community colleges and UF that would be of strong interest to SUFC members+. She has promised it to Jen ASAP. TCIA has key meeting on Feb. 2 re: funding for scholarship/arboricultural training and data would be key prior to Jan. 31st.
- SUFC/Policy WG encouraged by FS to seek meeting with Under Sec. Robert Bonnie as well.

Action Items:

- Follow up with Jan/Beattra on survey results/report. Jen
- Outreach to Bonnie's office. Jen/Becky

Trees Are the Key Update:

After the Steering Cmte's decision not to extend the campaign/lack of SUFC member to continue it forward, Jen contacted Fifth Estate to have the firm re-direct efforts towards wind-down.

Current publications pending include:

- Article on trees and stormwater with APWA magazine (Feb.)
- Parks and Recreation – deeper exploration of social justice and access issues – National Parks and Rec publication

- Collaboration between City Parks and UF organizations – City Parks Alliance blog posting+

Action Items:

- Wrap up contract through Jan/Feb. Jen/Scott Ward
- Transition minimal website oversight to ACTrees (pending) – Fith Estate, Peter, Jen

Strategic planning and convening funding efforts discussion postponed until Dan Lambe, Carrie Gallagher and Julia Anastasio can comment/participate.