



SUFC Steering Committee Semi-Annual Meeting

Thursday July, 10, 2014

Participating: Cara Boucher, Becky Turner, Jen Hinrichs, Mark Garvin, Carrie Gallagher, Helen Cortes, Don Winsett, Linda Wang, Gerry Gray, Scott Maco, Anne Buckelew

Six month Recap of SUFC Priorities and Progress

Administration/Overview:

- The coalition began 2014 with a strong start: high attendance and feedback from the annual meeting and reception in March was positive. The meeting recapped all the items the coalition has accomplished and it is in a good place financially. Meeting was “a good balance of looking back, forward, current and was invigorating.”
- Members participating in the annual meeting survey had no negative feedback and only one organization was concerned about the newly instituted cost of registration. This group has inactive for several years, nor paid dues. Registration fees covered 80-90% of the reception and the meeting, and there was little need to use unrestricted dollars.
- The governance document and rules of engagement has been signed off on and approved

Strategic Engagement:

- ✓ Carrie’s Strategic Engagement presentation received particular praise for using the priorities pyramid as a good visual tool to help the group determine the levels of engagement with members, partners, and interested parties.
- ✓ Strategically, reengaging members makes more sense at this time. Outreach will focus on external stakeholders who want to be partners, and not necessarily members of the coalition. SUFC should maximize its growing impact by targeting certain organizations (ex. youth organizations, urban management organizations,) and replacing those who no longer want to be engaged. Engagement should also target senior leaders to diffuse information throughout their organizations. It is time to

begin considering who comes to the table at the March meeting and if an external planner should be brought in.

- ✓ As the coalition matures, there might be a need to have a special category of members who may have retired but still want to be engaged, or are past members. Paul Reis and Jim Skiera come to mind.

ACTION:

- Steering Cmte expressed a need for a written engagement strategy going forward. Morphing from outreach to continued member engagement is a top priority.
- It should address many outreach issues including how we ensure member's leadership is in attendance at the Annual Meeting and trends; what, if anything, can SUFC do to engage state by state. The National Conf. of State Legislators <http://www.ncsl.org/> is a good way to centralize a topic – i.e., what is each state spending on UF? August annual conf.

ANNE, CARA & SCOTT to look into specific ways to connect with SUFC.

Communications:

- ✓ An article was recently published in [Stormwater magazine](#) geared towards WEF members, talks about the coalition). Anne is working on a piece for the AG blog as an introduction to SUFC.
- ✓ Notes from SUFC is looking at a monthly publication schedule and is receiving positive feedback. 40% + open rate at present.
- ✓ SUFC external mailing list is 800+

Policy:

- Our policy work has been developed through multiple strategic planning meetings in early 2014. We are reaching out to more diverse organizations, specifically to cultivate FY15 appropriations language.
- Working to maintain and raise UF profile on the Hill, SUFC is diversifying its outreach tactics. An indicator of recent success is Rep. Joyce's (OH) questions to the Chief during his testimony to the House Subcommittee on Interior Appropriations (background and support from SUFC members). Both the chief and the chair of the subcommittee mentioned urban forestry specifically and there were a number of questions concerning urban forestry.

- The working group conducted a briefing on the California cap and trade program and its urban forest protocols. Due to California's Climate Change plan and Cap and Trade Program, 17 Million dollars have been allocated for urban forestry in California. When these grants are allocated they have to address emissions but more importantly have to address underserved populations.
- There will be a meeting with Barbara Johnson at the Office of Management and Budget for FY16 on 7/11/14 to create a greater understanding of Urban Forestry's importance. *(Post meeting update: Mtg went well and suggestion on the table to invite Barbara to speak at next SUFC event (annual meeting?).*

Action Items: The search to find more potential champions will continue. Congressman Sarbanes from Maryland and Congressman Valadao from California are a possibilities. Giving him an urban forestry tour in Philly and Maryland is potential ideas to get him on board. FEMA regulatory changes to be more "tree-friendly" will continue to be tracked by the working group.

Rebecca/Gerry to revisit with Policy WG.

Research:

- ✓ There are currently efforts to follow up with The National Academy of Science workshop and talks with Gary Allen (director of Chesapeake Bay communities) to create a series of workshops or round table of experts. NUCFAC is developing 10 year action plan, SUFC should have a voice in it as a coalition and develop recommendations.
- ✓ Jim Reeves at the Forest Service is a good contact to help with access to the Forest Service research executive team. **Jen to follow up.**
- ✓ SUFC R&D delegation will meet with Butch Blazer on Sept. 9th to discuss current R&D interests/overview of UF focus areas.
- ✓ Since the farm bill came out, urban research has focused on the FIA directive to include urban forestry in the assessment. An initial strategic plan will come out in August and will be available for review.

Action Items: Research will continue to examine the budget to see how dollars are allocated in the Forest Service.

Financial Update

- Federal and non-federal update: Please refer to statement of activities for SUFC created by Becky. SUFC is on track for next year. Online payment will be available through American Forests' website.

- Approximately \$21,000 are spent per quarter. The expenditure goes down during summer months because the coalition is less active. There should be little bit of a cushion to begin for next year.

Action Items: For future reference, American Forests will track in-kind contributions, add additional grant information, and track against the remaining grant funds –all website enabled. **Jen to lead with Peter H. to implement.**

SUFC Strategic Planning

- ✓ SUFC got off to a fast start with the initiation of a committee but efforts in a lull because the ad hoc committee lost two of 4 members (Olivia and Julia). As the coalition is growing there needs to be a plan in place for the next 3-5 years.
- ✓ The coalition’s corporate and nonprofit members can be recruited to become involved in strategic planning, it should not consist solely of steering committee members. SMA may want to be involved.
- A facilitator should be used for strategic planning and there is \$10,000 budgeted for such a need.

Action Items: Send facilitator suggestions to Jen. Jen and Anne can have a conversation about the grant, as this falls under contractual grant funding.

Succession and Planning

- Chair: Now the governance plan is in place, Don would like to transition out of the role of chair in early 2015. Organizational commitment is an important factor in this position, as the chair does not have to be from DC but must have the flexibility to travel.
- Steering Committee members: Julia was a great advocate but no one from APWA is expected to step up. However, a couple of water groups have become more engaged and should be considered when nominating new steering committee members. Other nominations include APA with David Rouse and The National Recreation and Parks Association of which both Kevin and Rich were put forward as nominations.

Action Items: Becky will call Kevin and test his interest. Jen will call the president at Keep America Beautiful to re-engage interest after their leadership change. Jen and Don will reach out to Ben Grumbles. Jen will reach out to David Rouse. All nominees will be invited to a meeting in December to test interest, and new members will be voted on at the spring Annual Meeting. Don will reach out to Tom Delaney, PLANET.

Continued Discussion of SUFC Goals, Budget & Parking Lot Items

- We have held a series of meetings with Deputy Undersecretary Butch Blazer. He has a passion for bringing youth into the field of green industry. Our next meeting with him will be research focused.
- The Envirothon theme in 2015 is urban forestry and SUFC should consider how to engage.
- Proposed: A semi-annual conference call for SUFC members with a purpose of continued engagement from the full coalition. Updates from the working groups, as well as an address from Forest Service leadership will be the focus of the call. It is important to consider how to manage this call considering the size. ACTrees to host?
- Last year a great deal of work was put into bringing funders to the Partners Conference. Was this a good use of our time and should we consider doing this again this year? While the key work has been completed, it is not the best use of our time. Perhaps an invitation could be sent to local funders, but beyond that, SUFC should not be focused on this at this time.

NEXT IN PERSON STEERING COMMITTEE MEETING IN DC: DECEMBER 9, 2014

Please note this is the same week as the ACES conf. AND NASF meeting/reception. NASF holiday reception date not been set but Jen has lobbied for 8th or 9th.