

SUFC Steering Committee Meeting Notes October and November 2013

October 30th

Participating: Carrie, Dan, Don, Mark and Jen

This was a brief call to provide an update on recent SUFC activities, heads up on Partner's conference and begin a discussion about how to best utilize remaining grant funds for Trees Are the Key communication efforts.

Partner's Conf. SUFC events included:

- Breakfast briefing (7th)
- Trees Are the Key lightening round
- Convening Funders effort by subcommittee (including TNC, ACTrees, ADF, Larry Wiseman and Jen Hinrichs). Current funders confirming attendance at conf. overall were Waste Mgmt, Erie Insurance, Dominion Power, Davey Foundation, Sprout Foundation and FedEx. TruGreen (an SUFC strategic partner) was also present.

NOTE: Don Winsett and Mark Garvin are reaching out to the outdoor power equipment industry on behalf of SUFC support.

Recent outreach efforts by SUFC include several meetings by Don and Jennifer in DC (Oct 28-29) with: National Wildlife Federation (Kevin Coyle and Kara Reeve); Forest Service (Keith and Gary re: EAB+); ICMA (expanding our relationship) and American Forests.

Trees Are The Key communication support from Fifth Estate funding runs out at the end of January. SC discussed two basic approaches to this continued work: See attached memo from Fifth Estate outlining two options (in short to build upon current effort with re-launch approach assuming SUFC member/s can step up to carry certain elements forward OR to narrow focus and work to close out campaign efforts).

Wednesday, Nov. 6th:

Participating - In-person meeting at Partner's Conf: Mark, Peter, Keith, Jen, Don, Carrie, Gerry, Cara (and Scott Ward/Fifth Estate)

The goal of this (impromptu) meeting was to get the SC to make a decision about how to move forward with Fifth Estate/Trees Are the Key Campaign –with less than three months left of the contract.

The majority vote of the SC was to move forward with Recommendation Two – Transition strategy. This strategy builds on the assumption that SUFC will be in a position to carry forward/maintain a minimum communication effort (building on strategic re-launch of VC report; social media; and renewed emphasis on toolkit adoption). This option also “buys” a little time for the SC and SUFC to discuss how the Coalition can step up to take on certain communication efforts or identify funding for an external entity (Fifth Estate/other) to continue the efforts. There was strong support and approval of Trees/Key work to date – and many oppoerts to use to expand our UF message and SUFC goals.

NOTE: There was concern that SUFC should be focused on raising funds for SUFC/ensuring its longer-term sustainability vs. routing funding towards communications/campaign.