

Central Coast Regional Urban Forest Council

Steering Committee Conference Call

December 16, 2009

I. Roll Call:

Jack McCabe, Ken Knight, Ron Combs, Jeff Reimer, Josh Thompson, Kelly Sypolt, Cindy McCall, Codie Blea, Keith Pellemeier and Darla Mills participated in the Conference Call.

II. **Meeting Notes:** Previous meeting notes are on the web site.

III. Committee Assignments and Updates:

Website Committee

Chair: Jeff Reimer

Members: Ken Knight, Josh Thompson and Jack McCabe

Goal 1: improve usability of website

Milestone 1: develop structure to serve as ongoing updates

Status report for December: Jeff has updated the web site to reflect the structural changes identified on our call in September. He is now posting new events as quickly as people are sending him to them. The Committee discussed the idea of creating pages to reflect the work of the four sub-committees, the idea of adding more links to municipal tree program web pages within the region, and the idea of sending out monthly updates the CCRUFC membership via e-mail blast. The Committee will have a conference call sometime in early January to discuss these items.

Education Committee

Chair: Ken Knight

Members: Rob Reid, Steve Williams, Jeff Reimer, Ron Combs

Goal 1: work with Website Committee to make website an educational resource.

Milestone 1: identify other websites to feature as links from our website

Goal 2: plan for workshops for 2010

- Small tree workshop in Goleta or possible other location (Ken)
- Workshop on aerial rescue w/ CA Arb. Ass. in Monterey (Robert)

Milestone 2: write plan down and get committed

Goal 3: identify or develop written or electronic/video materials on key trees for the region

Milestone 3: develop a list of trees (Steve)

Status report for December: Ken has organized two workshops. February 5th will be a joint meeting with Western Chapter ISA at UCSB on Nursery Standards and features Brian Kempf and Ed Gillman. February 6th will be a small tree care workshop in Goleta. Ron indicated interest in organizing another small tree care workshop for San Luis Obispo in early Spring. Ken will contact Robert to check on the update for the aerial rescue workshop for Monterey. The Committee will have a conference call sometime in early January to discuss new education opportunities.

Outreach Committee

Chair: Codie Blea

Members: Joshua Thompson, Anthony Whipple, Jack McCabe, Greg Saenz, Kelly Sypolt (new)

Goal 1: Support volunteer groups to perform urban forestry activities (like tree plantings)

Milestone 1: Develop a draft letter that can be sent to volunteer groups

Milestone 2: Build a list of groups

Status report for December: A letter has been drafted and is under revision. The language from the letter can then be used on the web site to help with outreach efforts. The Committee also discussed using public service announcements and social networking web sites to help build awareness of CCRUFC. The Committee will have a conference call sometime in early January to discuss these items.

Advocacy Committee

Chair: Josh Thompson

Members: James Allen, Cindy McCall and Jack McCabe

Goal 1: Improve advocacy for urban forestry within the Region

Milestone 1: Develop a draft advocacy plan

Status report for December: The Committee has not had a conference call since the last Steering Committee call. The Committee shared the results of effective advocacy by the San Diego Regional UFC to help save the Urban Forester's position from budget cuts. That story serves as a model for the CCRUFC. The Advocacy Plan will also interface with emerging advocacy efforts by the State organization. They will have a call sometime in early January to discuss the developing advocacy plan.

IV. New Business

Pending the results of State Board elections, there may be a vacancy at the Co-Chair position. Having Co-Chairs has been an effective structure for the group and we would like to continue that approach. Anyone interested in serving as a Co-Chair should contact Jack McCabe or Ken Knight to discuss before the next conference call.

V. Next Conference Call

Next call Wednesday January 20 from 9:00 to 10 am.