

# Central Coast Regional Urban Forest Council

Steering Committee Conference Call

August 4, 2010

- I. **Roll Call:** Jack McCabe, Ken Knight, Steve Williams, Anthony Whipple, Keith Pellemeier, Cindy McCall, and Jeff Reimer participated in the Conference Call.
- II. **Meeting Notes:** Previous meeting notes are on the web site.
- III. **Discussion of Need for New Officers:** This discussion was continued from the last call. Jack will be resigning as Co-Chair before October and we need someone to work with Ken on facilitating and coordinating for the Council. Jack will provide Jeff with some background information to distribute on the next e-mail blast.
- IV. **Update on State CaUFC Board Re-organization and what it will mean to CCRUFC:** Jack briefed everyone on CaUFC's ongoing progress to transition towards a more effective advocacy organization. Changes include a new Board of Directors and a Policy Council. CCRUFC will need to designate a representative to the Policy Council. As a result of these changes, CaUFC will provide more support to the regions for leadership development and training, and more in advocacy support and coordination. Jack reminded everyone to register for the October 5 conference and to reserve hotel space as soon as possible.
- V. **Update on United Voices Grant Projects:** Cindy reported on the status of United Voices – a major tree planting initiative on October 23 – Make a Difference Day. Current participants are in Thousand Oaks, Goleta, Lompoc, and Santa Margarita. Cindy indicated there are many available trees and UV can accommodate more projects. The team has monthly conference calls, if you are interested, contact Cindy. Cindy will provide Jeff with information to disseminate related to new partners.
- VI. **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 July/August:** Jeff sent out our first e-mail blast on July 12. We will do another blast out to feature the need for officers for CCRUFC, the annual conference registration and the need for new partners for United Voices.

Jeff was hoping to get information to discuss the four working committees and put that on the web site. Each committee will provide Jeff with information.

Jack asked about expanding the e-mail list to include media outlets. Keith and Cindy will distribute their lists. Jeff will distribute the current list and the steering committee members will review and add other people who can receive the newsletter.

### **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 July/August:** Ken talked about the small tree workshop and holding on a weekday to target more professionals. He is tentatively targeting January 2011 for this. Robert Reid has scheduled an aerial rescue event for September 16. Jack will get information out to the committee and Jeff can include on his next e-mail blast. Ken mentioned the October 5 conference in Temecula, CA.

### **Outreach Committee**

Chair: Codie Blea

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

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 July/August:** Cindy reported for Outreach. She has been working to make contacts within Ventura County and other locations to help with CCRUFC. United Voices has become a huge outreach tool for CCRUFC. Anthony expressed his willingness to Chair this Committee.

### **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 July/August:** There were no conference calls for the Committee to report. In April, the CCRUFC sent a letter to Assemblyperson Chesbro in support of AB 2360 to enable the use of Forest Resource Improve Funds for urban forestry projects. In writing the letter, it became apparent that the CCRUFC needs an independent logo/letterhead.

**VII. Next Conference Call:** Tuesday August 31, 2010 at 11 am.