

Central Coast Regional Urban Forest Council

Steering Committee Conference Call

August 31, 2010

- I. **Roll Call:** Ken Knight, Steve Williams, Anthony Whipple, Ron Combs, Amber Krebbers, Jeff Reimer and Jack McCabe participated in the Conference Call.
- II. **Meeting Notes:** Previous meeting notes are on the web site.
- III. **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. CaUFC is in the process of recruiting new Board members. The Policy Council will consist of former California Tree Collaborative (CTC) members and representatives from the Regional Councils. 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.
- IV. **Update on United Voices Grant Projects:** Ken reported on the status of United Voices – a major tree planting initiative on October 23 – Make a Difference Day. UV is quickly becoming the key focal point for the CCRUFC activities and it will push all initiatives including outreach, education and advocacy. Current participants are in Thousand Oaks, Goleta, Lompoc, Santa Margarita, Templeton, Morro Bay and San Luis Obispo. There are many available trees and UV can accommodate more projects. The team has monthly conference calls, if you are interested, contact Cindy McCall. Jeff will re-distribute info via the e-mail blast.
- V. **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 reported that e-mail blasts appear successful and distributed a draft that was to be sent out later in the week. 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, but this did not happen since the last call.

Jack asked about expanding the e-mail list to include media outlets. City of SLO contributed a list for Jeff. Others are encouraged to also provide media contacts to Jeff for e-blast distribution.

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 reported that the California Arborist Association is holding a tree worker safety program in the Monterey area. Ken will be holding a Project Learning Tree Train the Trainer workshop in October and has stipends available for interested teachers. He would like to hold his annual small tree workshop earlier this year, perhaps in November when it is more appropriate for tree pruning. 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: United Voices continues to spearhead the CCRUFC outreach efforts at this time. Participants have grown and media messaging has been put in place.

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: United Voices continues to be the main thrust for CCRUFC advocacy efforts. Jack encouraged UV project organizers to be sure to contact decision makers and elected officials and engage them on October 23.

There was no update on the development of an independent logo/letterhead for CCRUFC or a long term plan.

VI. 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.

VII. Next Conference Call: Tuesday September 21, 2010 at 11 am.