

# Central Coast Urban Forest Council

Conference Call

March 16, 2011

## **I. Roll Call:**

Ken Knight, Jack McCabe, Jeff Reimer, Keith Pellemeier, Darla Mills, Richard Ibarra and Cindy McCall participated in the Conference Call.

## **II. Review and Amendments to the Agenda:**

No amendments were made to the agenda.

## **III. Update on Committees:**

### **Website Committee:**

Jeff extended apologies for delays on the website. Ken noted the positive comments received about the website from Delaware. The individuals found the website useful for youth education. Ken requested that the Co-Chair information be changed to reflect Richard Ibarra and Ken Knight. Jeff requested Richard send him personal information to meet this request. He stated he currently posts items as they are received to the website and would like assistance from someone to assist with filtering information prior to posting. Jack suggested that Jeff send an email blasts for to provide consensus on website content, topics for email blasts and items of interest.

### **Education Committee:**

#### **“San Luis Obispo Workshop”**

Keith reminded everyone of Dr. Matt Ritter’s workshop on April 7, 2011. He suggested we hold a Regional Council Meeting from 11-12 and those in attendance agreed.

Additional information on the workshop can be found on Dr. Ritter’s website. Cindy suggested that notice of the meeting be added to the email blast to attract new members. All agreed to defer the conference call for April to the face to face meeting in San Luis Obispo. Please, be sure and register prior to the deadline.

#### **“California Arbor Week”**

Ken discussed Arbor Week that was set by California Releaf as March 7-14, 2011. Goleta Valley Beautiful held 7 events and took advantage of the promotional funding available through California Releaf. Lompoc’s Arbor Day is March, 19, 2011, San Luis Obispo is April 9, 2011 and Simi Valley is May 7, 2011.

#### **“Trail of Trees Program”**

Jack stated that Tim Womack is an excellent presenter in children’s education. “He is extremely professional.” Tim visits California every year for the State Fair. Jack would like for us to look for resources to have Tim present in our region. Keith inquired on

Tim's place of residence with Jack responding North Carolina. Additionally, Keith suggested we try to host Tim for a week so he could attend multiple sites. Jack would like to see the state sponsor this program. Keith requested this item appear on an agenda later this year.

“National Arbor Day – April 29, 2011”

Cindy informed the group that the Church of Latter Day Saints is performing some tree maintenance and habitat restoration on April 29, 2011 in Lompoc. She along with Ken and Keith encouraged other areas to contact this group in their region as an incredible resource. Cindy agreed to forward Richard her contact in Thousand Oaks.

“Simi Valley Arbor Day – May 7, 2011”

Ken and Cindy agreed to work with Richard to provide materials and our presentation board for this event after the Earth Day event in Santa Barbara on April 16-17, 2011.

“Central Coast Presentation Board”

Ken stores the board; it is available for use by Council members. Jack requested Ken bring the table top display to the San Luis Obispo workshop. Cindy and Keith agreed to shuttle the display back to Ken for use in Santa Barbara for Earth Day. Richard will make arrangements with Ken to pick it up for Simi Valley. He questioned why there was only one display. Ken stated that until recently our need has not been this great. Darla informed the group that the table tops for the Regional Councils were originally funded by Cal-FIRE.

### **Outreach:**

“Urban Forest Management Plan Presentations”

Ken informed the group that the Goleta Plan is proposed to be presented on April 19, 2011 due to City Council focus on Redevelopment Agency funding issues.

“Membership Sign-Ups”

Cindy stated she doesn't have confirmation but she heard the Central Coast efforts were successful. Jack stated he heard news along the lines of 250 new members. He stated the free membership is a pilot program to promote and expand our advocacy efforts. Fees generated through membership have been fairly insignificant when compared with opportunities for social networking. The boost in membership could potentially occur from positive communication. Richard inquired if a membership card is provided. He was focused on the potential for signing up new members from the general public at Arbor Day and like events. Jack feels this may be a component that has to be thought through for delivery. Richard and Cindy agreed to work with Nancy and Sonya on this item.

“Earth Day”

Ken informed the group that we have a table at the Earth Day event in Santa Barbara on April 16-17, 2011. The event is held by the Santa Barbara Community Environmental

Council. We need volunteers to assist Ken from 11-7 on Saturday and Sunday from 11-6, please contact Ken to times. **Please, sign up and solicit assistance for the table.**

“Attendance at Western Chapter ISA’s Annual Conference”

Jack and Ken are attending and Cindy is a maybe.

### **Advocacy**

Jack informed the group that there are items at the national level that require some attention on the “Hill.” He and Nancy received scholarships from the Alliance for Community Trees (ACT) to attend “Walk on the Hill.” The purpose of the scholarships is to have ACT members/guests to address their respective representatives on the Appropriations Committee to support Forest Service funding that would stimulate economic and job related issues.

### **IV. CalFIRE Update:**

Darla informed the group that there are no new items related to CalFIRE. They are finalizing review for the last round of grant applications. Staff has also been attending the Strategic Growth Council’s Urban Greening Workshops.

### **V. New Items:**

Jeff informed the group of the Urban Wood Conference on May 19-21, 2011. The Conference is in San Francisco in the Presidio. Jeff and Cindy both plan on attending. All in attendance were requested to send Arbor Day dates to Jeff for inclusion on the website.

### **VI. Conference Call Schedule:**

April 6, 2011 – San Luis Obispo meeting 11:00 prior to workshop

May 18, 2011 – This is the new date due to Western Chapter ISA Conference

June 8, 2011

September 14, 2011