

## SUFC Steering Calls

### April 3<sup>rd</sup> and May 4<sup>th</sup> 2015

#### April 3<sup>rd</sup>

Participating Members: Mark Garvin, Cara Boucher, Alice Ewen, Gerry Gray, Kevin O’Hara, Paul Ries, Rebecca Turner, Peter Hutchins, Jen Hinrichs

- Cmte shared a short debrief on the [Feb. Annual Meeting and Reception](#). [Survey Monkey results](#) were very positive and comments were very helpful for planning purposes for 2016.
  - Of Note: This was our highest attended meeting to date. Feedback on lightning round sessions was it was useful and stronger post-small group facilitation and sharing is key. 100 percent support of facilitated introductions and “Who’s in the Room” underscoring networking value of SUFC event. Having facilitator, convener AND administrative/event support was key to expanding event and success.
  - Reception was a success, ideal to have FS Research attend. Next year dedicated (professional/talented amateur confirmed on site); could afford to expand invitation list by 15% per RSVP rate vs. attendance. Better sound system needed – if budget available.
  - Event site and lodging was satisfactory. DC location preferred but budget constraints likely not allow return to DC.
- **SUFC Budget update** by Peter Hutchins/American Forests. AF and SUFC Convener/Chairs are developing better SUFC budget reporting system to track SUFC federal and non-federal funds as well as pulling out federal grant expenses that better track the original grant budget so Cmte/leadership can absorb balances “at a glance”. A plug for attracting and retaining corporate supports of SUFC was raised as an important task for this Cmte.
- SUFC Cmte agreed to sponsor **25<sup>th</sup> Year Celebration of USDA Forest Programs** (Forest Legacy, Forest Stewardship and U&CF Forestry) as a \$1,000. A request to list ALL SUFC members was accommodated by the organizing committee. Jen Hinrichs and several SUFC members attended the April 29<sup>th</sup> event (US Visitors Center, DC) and promoted urban forestry via unifying SUFC label stickers.
- **Strategic Planning check in**: Cmte members expressed support of SUFC commitment to process and highlighted need for communications and better messaging; build upon what we (SUFC) already have; every five years or so is a good time-line for strategic check-in and planning; SUFC growing interest in youth and arboriculture training can be addressed through the planning process (re: recommendations about how and where to integrate into current structure.)

#### May 4<sup>th</sup>

Participating Members: Mark Garvin, Dan Lambe, Cara Boucher, Alice Ewen, Gerry Gray, Kevin O’Hara, Paul Ries, Rebecca Turner, Peter Hutchins, Jen Hinrichs, David Rouse, Steve Sinclair and Scott Maco

- **Outreach efforts include** Student Conservation Association (membership pending/recent Davey/Kent meeting and partnership re: employment); Wildlife Habitat Council and WEF (opportunity to present at the Stromwater Pavilion in Sept., Chicago. AF stepped up.)
  - Future meetings with Dep. Under Secretary Butch Blazer: Jen asked for topic areas or issues members would like to bring to his attention. Cmte noted opportunity to bring and introduce non-SUFC member groups to Butch to highlight connection to UF - such as public health sector representatives (ranging from walkability to air quality/health issues). SUFC should also look forward for any opportunities to ask Butch to speak esp. around restoration efforts. Think good platform opportunities.
  - Strategic Engagement & Outreach Working Group is meeting in May and has an expanded membership based with at least six other SUFC member organizations represented. Their work will be, in part, supported by grant funds from the new SUFC FS grant starting (hopefully) in June/July through limited use of Fifth Estate Communications.
  
- **SUFC non-federal funds** have generally fallen at \$20,000 or under for the last few years (strategic partnerships, special event sponsorship etc.). As this number slowly grows alongside SUFC dues (\$650/year) and annual meeting income, the Cmte is looking at developing a more formal, written policy to guide the use of these funds.
  - Jennifer will draft a statement on how we currently use these funds and draft a projected budget for 2015-2016. She will also make some guideline recommendations for expenditures and pass the draft to Becky and Cara for review and edits.
  - Once the strategic planning report is complete, the Cmte can look at the best way to appropriate/budget these funds and consider if any additional dollars can go to support members' policy efforts/other.
  
- **SUFC Forest Service grant proposal submitted** (see attached) and federal paperwork filed. Final approval and release of funds pending.
  
- **July Steering Committee Meeting – Washington, DC – July 27-28<sup>th</sup>.**
  - The Steering Cmte meeting will be on Monday, July 27<sup>th</sup>. Strategic planning sessions facilitated by consultants, Leibman and Assoc., are tentatively scheduled for Tuesday, July 28<sup>th</sup> with a focus on the morning to accommodate Mark and Steve+.
  - Strategic planning process plan and bios on consultants are attached.