

SUFC Steering Committee
Thursday, Feb. 13, 2014

Participating: Carrie Gallagher, Jen Hinrichs, Don Winsett, Mark Garvin, Keith Cline, Dan Lambe, Gerry Gray, Peter Hutchins, Scott Maco, Cara Boucher

SUFC Dues structure and increase:

- **Decision to set SUFC dues at \$650 flat fee** vs. scaled structure in 2015. Annual membership dues will include ONE annual meeting registration.
- After weigh-in from all groups on the call, this was a comfortable number – although some organizations may balk at the increase, the fee can be broken into X dues and X meeting registration if that makes it more palatable. This creates one less ask.
- This information will be shared at the March 26th annual meeting so members have plenty of time to incorporate into their future budgets.
- Talking points around this should include:
 - Conveying (and couching increase in) the value of SUFC/articulate what “we” are receiving for this investment
 - Be able to articulate what “extra” members are receiving
 - Independent convener
 - Here is what we’re doing with SUFC investments...
 - Recent developments such as the governance structure
 - How dues/support work towards the sustainability of SUFC (vs. just fed support and sporadic sponsorship)

ACTION ITEM: Jen/Don will identify best Steering Cmte members to present this info. at Annual Meeting

Don and Julia?

SUFC Governance Document:

ACTION ITEMS:

- Comprehensive draft to be reviewed by ALL Steering Cmte members. Comments, questions or edits back to Jen and Cara by Monday, March 3rd.
- Jen will collect responses, update and send out to FULL MEMBERSHIP for comment period. Will be finalized prior to Annual Meeting.

SUFC Annual Meeting:

- Group decision to recognize Paul Ries as long-time friend and supporter of urban forestry at SUFC Reception, March 26th.
- Meeting will include one, possibly two panels (urban water/stormwater and climate change)

- Be sure to include adequate, lightly structured networking time into day.

ACTION ITEMS:

- ALL: Register and get hotel rooms ASAP for annual meeting (book alt. lodging NOW if not staying on site)
- Jen to reach out to him re: availability.
- Keith to follow up with Jan Davis re: invitations to Dep Under Sec Butch Blazer and Chief Tidwell to speak at SUFC Annual Meeting and/or attend SUFC Reception. U & CF Program will initiate invitations.
- Based on agenda design and space, Jen will reach out to potential presenters/panelists (consider [David Cleaves](#)/FS)

Strategic Engagement:

- Carrie and Dan proposed taking a narrowed strategic approach to new SUFC audiences (vs. shotgun). This list of 2-3 organizations would be developed from a larger list. Goal is to continue to diversify the Coalition while assessing key groups to bring to the table (and why). Seeking affinity organizational partnerships through leadership engagement.

ACTION ITEMS:

- Dan/Carrie will draft initial list to share with Steering Cmte (and/or at Annual Mtg) for broader input. Then lead next outreach steps for SUFC.