

SUFC Steering Committee Meeting, December 15, 2010

Washington, DC

Participating: Don Winsett, Jim Skiera, Julia Anastasio, Alice Ewen, Keith Cline, Dan Lambe, Jennifer Hinrichs

- **Leadership Transitions:** Due to expanding international responsibilities, Jim Skiera will be transitioning his SUFC Chair position to Don Winsett in the new year. Don, the current ISA FL Chapter Chair and Regional Sales Leader with Valley Crest. Don, Jim and Jennifer have been working closely for the last several months to bring Don up to speed on all SUFC activities and to begin the behind-the-scenes transition. Don has also been actively networking and expanding upon fundraising opportunities for SUFC and will continue to work closely with Jim moving forward.
- The Steering Committee approved the transition, noting it was a net gain and that ISA continues to serve as the grant holder/convenor.
- **ACTION:** Jim and Jennifer will compose a letter detailing the transition to the full SUFC membership for early 2011. A short job description will also be attached for the SUFC Chair (Jennifer).
- Alice Ewen will be leaving her position as ED at ACT to join the U&CF Program in February. While she will remain connected to SUFC, she will relinquish her role as Policy WG Chair.
- **ACTION:** Alice and Jennifer will connect and discuss potential candidates to approach for the Policy WG ASAP.
- **SUFC Annual Meeting & Advocacy Day:** Advocacy Day planning and subcommittee are underway. With 90 new members on the Hill, it will be important to begin building relationships, work on "holding the line", and expanding SUFC partnerships.

1-day working meeting (planning) committee is being pulled together by Jennifer. The Steering Committee provided the following initial guidance for the planning committee:

-How do we keep the "momentum" on community greening? How do we keep visibility on the targeted issues?

-With a reduced emphasis on new legislation (greening/livability etc.), what is SUFC's preservation strategy for U&CF program? What is the best way to manage the shift in policy focus for SUFC interests?

-How do we incorporate a productive stormwater & green infrastructure management dialogue @ the meeting?

-What communication tools (and content) does SUFC need

-Is there a need to integrate the Sust. Communities Initiative (DOT, HUD, EPA) into SUFC discussions/meeting?

-Can we provide a space for new members to introduce themselves and their organization to SUFC? (I.e., National Hazards Mitigation Assoc.)

- **Outreach:** Don and Jim will meet with KAB CEO, Matt McKenna in early January to discuss how KAB can continue to build its relationship with SUFC.
- Other new leads include: International Downtown Association, PLANET, National Wildlife Federation, National League of Cities, and American Rivers. Follow-up in progress.
- SUFC was invited to host and moderate a panel on green infrastructure and urban forestry at the upcoming Inaugural GI Conf. in Shepherdstown, WV Feb. 23-25, 2011. SUFC may also exhibit. <http://www.conservationfund.org/GIC2011>. Jennifer researching, vetting and coordinating panelists.
- **Fundraising:** The Steering Committee agreed to a annual membership fee to begin at the start of each calendar year starting in 2011. The expectation will be made clear; however, if a member organization is not able to make the full contribution, a reduced contribution can be made. The need for each member to contribute is key for many reasons, but no member org. will be excluded for inability to contribute fully.
- Don Winsett and Jim Skiera continue to develop relationships with potential corporate sponsors with interest in SUFC activities. SUFC will also approach the U&CF Program for continued future funding for baseline SUFC operations (leveraging external investments).
- **ACTION:** Jim and Don will approach various contacts to explore SUFC sponsorship. Jennifer will circle back to the FS to discuss further grant funding opportunities and how FS funds are being leveraged to date.
- **ACTION:** Jim and Jennifer will draft a letter from Jim and the Steering Committee introducing the new annual fee and justifying the investment. This will go out prior to Don's transition introduction.
- **Vibrant Cities Task Force:** The deadline for the Task Force nomination process will be extended past Dec. 15, 2011.
- **ACTION:** All SUFC members should pursue high-profile leaders in and outside of green infrastructure/UF to populate the Task Force.

