

**Steering Committee Call
March 29, 2012**

Participating: Steve Sinclair, Julia Anastasio, Jim Skiera, Don Winsett, Dan Lambe, Jen Hinrichs, Alice Ewen

- Partners Meeting, Sacramento <http://www.arborday.org/shopping/conferences/brochures/pcf/2012/call.cfm>, CA: Nov. 14-15 (13th ACT, SMA, Continental Dialogue etc. pre-meetings):
 - ACTION ITEM: Jen, Alice and Dan discuss about brief potential general session/plenary presentation on Vibrant Cities and possible after-hours event/reception. SUFC is also welcome to carve out some time for SUFC members to congregate (breakfast?)
Jen to set up call time/date.
 - Between now and November, if there are other venues and forums to talk and present on Vibrant Cities, please alert Steering Committee/Jen. Water Env. Federation has a storm water symposium in July (Baltimore) and has offered SUFC pro-bono time/space to host presentation or similar event.
- SUFC Annual meeting: Feedback from Steering Committee was positive across the board and “surpassed expectations”. Preference to keep Advocacy Day and Annual Meeting together. “Having them coupled creates a great vibe leading into the meeting the next day.” Location/hotel was right choice for annual meeting and “reception made SUFC look great”.

Suggestion (Julia) to continue to have member of Congress present and possibly to develop an award of sorts to present (every other year).

Suggestion to move onus on appt. setting from SUFC members to fly-in participants to make their own appointments (as APWA and others do). But there is still a strong need for behind-the-scenes coordination. Julia and Jen can discuss offline. Bottom line: Funds to hire (or in-kind) coordinator to manage Advocacy Day as it grows (several labor intensive aspects outside appt matrix begin two+ months out as platform begins to gel.)

- Vibrant Cities: Jen/Don provided update. Forest Service is very certain SUFC grant funds will be awarded in April. SUFC will move forward with some foundation laying work such as Communication RFP and recruiting of Vibrant Cities Coordinator.
Recommendation from Committee: Create Vibrant Cities committee Jen/other can lean on for immediate support/assistance with initial steps of grant work and potentially build out advisory group. Dan Lambe willing to be part of Vibrant Cities advisory committee.
 - ACTION ITEMS: Jen to convene Vibrant Cities Advisory Committee in April.
 - Jen to discuss Steve’s suggestion of FS “detail” or Presidential Scholar for SUFC Vibrant Cities support with Alice/Jan.
- SUFC Strategic Partners: Discussion @ support levels. \$2,500 was consensus about MINIMUM starting funding level; \$5,000 for higher level with increased benefits.
 - ACTION ITEMS: Jim Skiera and Jen to discuss funding levels, benefits of sponsorship etc. offline.
 - Distribute information to full SUFC membership and get information out to interested supporters in April.
- Urban Research: SUFC Policy WG hosting in-person meeting (and call-in available) for April 12th at 10 AM as follow-up to growing interest and need to better distribute and utilize FS and other ecosystem research to underscore SUFC advocacy efforts.