

## SUFC Steering Committee Meeting Summary

### Semi-Annual Meeting, Washington, DC

May 29, 2013

2-5 p.m.

#### Participating:

Don Winsett, Julia Anastasio, Peter Hutchins, Rebecca Turner, Mark Garvin, Carrie Gallagher, Alice Ewen, Jen Hinrichs. By phone: Dan Lambe, Cara Boucher, Scott Maco

#### Decisions:

- **Steering Committees members revisited and re-affirmed willingness to fundraise to keep SUFC “afloat” which includes raising dues, instituting annual conference fees, and exploring foundation capacity building grants.** With close attention to scope creep and extreme sensitivity to SUFC member relationships – SUFC leadership continues to walk the line of raising funds to support SUFC core functions with strong sensitivity of existing funding relationships. (NOTE: This is a different process and end goal from SUFC’s broader convening funders work for green infrastructure and urban forestry community.)
- **2014 SUFC Annual Meeting will have a first-time fee associated with participation.** Cost TBD (based on projected expenses, event sponsorship, and funding situation).
- **2015 SUFC membership fee will increase from \$400 to \$600.** SUFC Steering Committee will inform membership of increase in 2014.
- **The Policy Working Group will create an ad-hoc committee to review the SUFC Advocacy Day/Fly-in model** and make recommendations for 2014 in the fall of 2013. Ad hoc committee headed by Danielle Dills, NACD (pending). Ad hoc committee will address multiple issues including bringing in a more diverse (not necessarily larger but more inclusive) advocacy base from more SUFC members (those receiving direct/indirect \$ from U&CF budget is wide); evaluating cost/benefit ratio; logistics issues including making appts. on the Hill; review follow-up methods; value of a “fly-out”; consider recruiting college campus advocates (ADF) and more.
- **There was unanimous agreement to develop an ad hoc governance committee to outline basic guidelines and operational procedures for SUFC** ranging from committee structure, leadership term limits, updated position descriptions etc. Cara Boucher (NASF) agreed to lead this effort, working backwards from an early December Steering Committee vote to approve.
- **Decision postponed re: the Strategic Engagement Working Group revisions.** There was a lengthy discussion on the varying needs from internal communication assessments, capacity limitation, strategic

communications planning to external outreach. Dan, Jennifer, Carrie and Don will revisit the issues raised at the meeting and make recommendations back to the Cmte. There are multiple approaches and solutions but this will take more time to analysis and decide how/where to spend SUFC resources.

## **Action Items:**

- ALL:** Complete self-assigned outreach to SUFC members and supporters to encourage additional contributions – or in some cases – payment of dues. Relay responses to Jennifer & Don.
- ALL:** Complete scheduling request/polls: Second 2013 SUFC DC meeting (December 2013/Jan. 2014?) <http://doodle.com/zeucvqpxneawe6sp> AND standing date and time for SUFC Steering Committee calls (via email sent 6/4/13) from Jen.

**Don, Carrie, Jen & Dan:** Re-convene by phone to discuss organizational communications (inclusive of strategic outreach, internal membership communication/needs assessment etc.) and suggest path forward to Steering Committee - June.

**Julia, Alice and Jennifer** will follow-up with EPA – Urban Waters program (Roy and Terry in Surabhi’s absence) to pursue a \$5,000 membership for the program area. This is seen as a first step; next SUFC could explore potential future expansion of membership to Dept of Water and/or grant funding - AND – discuss approach to other Sustainable Partnership members (HUD, DOT etc.). *Meeting 6/13/13.*

### **Jennifer:**

- Strategic Partnerships for SUFC: Jennifer will follow up with both Davey and SavATree to discuss benefits of Partnership from their perspective. “What are they getting out of it? *and* How do we talk about real benefits offered by SUFC?”
- Jennifer is invoicing ADF, Davey and NACWA for additional contributions AND distributing updated funding “ask” list to all Steering members.
- With AmForests, draft MOU between SUFC and AmForests outlining fiscal agent agreement. Outline transfer of un-restricted funds with ACTrees input.

## **Of Special Note:**

- Jan Davis will be leaving for a detail in June. Alice Ewen is now the Acting Assistant Director, Cooperative Forestry.
- Jan & Alice are particularly interested in SUFC continuing its work on convening funders. Larry Wiseman, Jen Hinrichs and SUFC members will continue this work through the 2013 Partners Conference.

- American Forests will take over as the new SUFC fiscal agent in the summer of 2013. American Forests will manage both unrestricted and restricted funds.
- Don has enjoyed his role as SUFC Chair and is honored to have held it for just over two years. He is willing to remain as the SUFC Chair through 2014 with an eye to cultivating a successor in the coming year. The Steering Committee will address chair succession, terms etc. as part of its overall governance work in 2013.
- Shannon Lawrence is wrapping up her Vibrant Communities work and completing her contract. She will handoff the last deliverables to SUFC the first two weeks of June. The Steering Committee highly commended her work throughout the year and wishes her great success on her next ventures – and adventures.
- SUFC Steering Committee membership currently encompasses 12 individuals representing 8 member/partner organizations (ISA, APWA, Arbor Day, Davey Tree Foundation, NASF, ACTrees, American Forests, TCIA and the Forest Service)