

SFUC Steering Committee Call
4/3/12

Participating: Dan Lambe, Don Winsett, Gerry Gray, Cara Boucher, Carrie Gallagher, Jen Hinrichs, Jim Skiera, Keith Cline

The purpose of the call was to brief the committee on various SUFC activities and receive feedback from members on several topics, including:

1. Vibrant Cities (VC):

- a. Grant has been approved and paperwork is in process
- b. Communications firm to help develop strategic plan for VC (*see attached RFP for outline of expected deliverables*)
- c. VC Coordinator has been selected – plan to confirm within the week (*job description/posting attached*)
- d. VC ad hoc advisory committee under development (will look to include elected leaders such as Mayor Frank Cownie, Des Moines); new advisory committee members should be well-versed (or informed through orientation process) of shared SUFC/TF history, shared interests and mutual trust of players
- e. SUFC and VC will be complementary but separate – keeping SUFC identity intact was confirmed as important

2. Fundraising for SUFC and Vibrant Cities:

- a. **SUFC** fundraising is primarily through new Strategic Partnership initiative
 - b. **VC** fundraising will be separate from SUFC efforts and be supported by many partners and consultants to convene and expand pool of funders for U&CF (goals and implementation plan to be construct red spring/summer).
 - c. Fundraising efforts by either/both are focused on expanding resources for larger UF/GI community; increasing SUFC/VC ability to meet minimal staffing/contractual capacity to serve SUFC membership needs; matching interests/funders with SUFC member expertise/program experience; Committee recognizes fundraising is vital but important to be sensitive to already existing relationships. Goal of SUFC leadership is to be as transparent as possible throughout.
- Brief updates on Farm Bill, Stakeholder Working Group and Urban Research interests.
 - Attached are background documents on Vibrant Cities for reference.
 - Committee would like to re-group on 4-6 week basis.