

## SUFC Steering Committee Call February 9, 2012

Participating: Jim Skiera, Don Winsett, Jennifer Hinrichs, Gerry Gray, Julia Anastasio, Dan Lambe, Alice Ewen, Carrie Gallagher, Steve Sinclair

Conversation Summary: Jennifer, Don and Alice provided an overview of SUFC's potential role/s to champion/facilitate the next phase of Vibrant Cities. To this end, a draft proposal (including the five project elements below) is being circulated and will be submitted formally to the FS in the near future. As many of the implementation details need to be discussed and more fully vetted by SUFC members (and likely a dedicated subset/committee to oversee the planning and management), the proposal is written broadly to address the potential role of SUFC and SOW of work under the projects list below. This and other work will set a foundation for more in-depth discussion at the March 8<sup>th</sup> Planning Meeting in DC.

Grant excerpt:

"SUFC will raise seed money to plan, build and roll out the five project components below. While the steps are in chronological order according to our proposed timeline, many of the steps will have some clear overlap and elements will be addressed concurrently.

- 1. Develop Vibrant Cities Clearinghouse:** Establish preliminary infrastructure and administrative platform to support implementation of Vibrant City *Call to Action* report recommendations
- 2. Design and Implement Communications Campaign:** Promote and champion Vibrant Cities (*Call to Action*) through a strategic communications plan
- 3. Convene Funders:** Bring together current and an expanded pool of potential funders to support Vibrant Cities work *and* to benefit the larger urban forestry sector
- 4. Analyze Progress:** Monitor, track and evaluate collective efforts under the Vibrant Cities umbrella
- 5. Manage Program:** Oversee all aspects of described program, report progress and obstacles to USDA, and generally make sure all steps and tasks are accomplished in an effective and cost-effective manner. "

Points of note from members:

- Strategic communications and roll out is a vital component. Is there role/opportunity with ADF's "Faces" project?
- The project areas/outcome from the Jan. meeting "is exciting and reflects thoughtful and strategic thinking."

- Am. Great Outdoor report may be ideal way to open conversations on Advocacy Day. SUFC will work on coherent messaging with all three platform issues and best way to build clear bridges b/w Farm Bill, U&CF program, Vibrant Cities and AGO.
- Convening funders would be to “stoke interest in the sector.”

Action Items:

- Jennifer will set up an informal dinner for SUFC members/guests who are in DC on March 6<sup>th</sup> (prior to the SUFC Advocacy Day, March 7<sup>th</sup>). Please alert Jennifer you would like to join us. Current line-up includes: Don Winsett, Jim Skiera, FS (TBD), Steve Sinclair, Bob Dilibois.
- Jim meeting with Bob Dilibois, ANLA ED. Will make push to re-engage ANLA in SUFC and invite to dinner March 6<sup>th</sup> and reception 7<sup>th</sup>.
- All SUFC members will be asked to respond to the Survey Monkey Jennifer is sending out re: Vibrant Cities Recommendations – identified areas of interest/implementation.
- Jennifer to approach Larry Wiseman re: funding possibilities through NUCFAC. NUCFAC has expressed interest in VC and discussing structured effort to cross-walk VC recommendations with Council strategies.
- Send along strategic invitations to Jennifer for SUFC members to attend March 7<sup>th</sup> reception.
- Jennifer will forward finalized March 7/8<sup>th</sup> SUFC agenda for final review by Steering Committee – to ensure content design and outcomes match expectations.