



DATE: 7/24/10

LOCATION: Colorado Springs
Monument Valley Park
I-25 Exit 143 (Uintah) east to Glen Ave.
Colorado Springs, CO 80907
For more information contact Keith Wood at
keith.wood@colostate.edu.



TIME: 9:00 – 1:00

HOTELS: If you are spending the night, you will need to make your own reservations.

PICNIC and TOUR: There will be a picnic lunch at 1:00pm then an optional tour of the Pinetum at nearby Colorado College.

AGENDA

I. Meeting Called to Order and Introductions – Scott Grimes

The meeting was moved to the Forestry Operations Center. Scott called the meeting to order at 9:30. Members in attendance:

Keith Wood
Becky Lamphear
Becky Wegner
David Hoefler
Donna Davis
Gertie Grant
Karen Scopel
Neal Bamesberger
Phil Hoefler
Scott Grimes
Susan Ford
Vince Urbina
Kathy Rediske

II. Acceptance of 5-7-2010 Meeting Minutes (Please review on the CTC web site) – Scott Grimes
Motion to accept the minutes made by Vince seconded by Becky L. Motion carried.

III. Acceptance of Treasurer Report – Becky Wegner

Becky distributed the report and reviewed the highlights. The federal grant funds will only be \$6500. There was a discussion about format of report and aligning it closer to the accountant's format. Becky will continue to work with him on this. Motion to accept the report by Scott, second by Gertie. Motion carried.

The 2010 Communitree Award was presented to Becky for her work on the Notable Tree Calendar program.

V. New Business

A. Strategic Plan Review – Scott Grimes

Scott received 10 responses to top priorities:

1. Public Recognition/Communication/Marketing:

- a. Phil felt the TAC, Poster Contest, and Calendar are the main tools. Discussion about purpose/need to reach the public. Donna felt the grants and conferences are important. She felt we need to be sure we are always promoting CTC in all our outreach first. Susan suggested focusing work where we have a story to tell. Discussion about potential opportunity to become the organization to take forward an expanded statewide tree planting program pending the outcome of this fall's election. Maybe there's an opportunity to collaborate with adjoining states to gain support for a federal grant.

2. Tree Planting/TAC

3. Active Membership

Scott asked for a team to work on developing a plan to become the organization of choice for funding tree-related programs and projects. Vince and Scott will also work on updating/redrafting the strategic plan.

B. ReForest Colorado Marketing Tools/Application Form – Vince Urbina

Vince hasn't worked on this yet.

C. Facebook Proposal – Mike McGill

Board is interested but concerned about the management side of the effort. It was decided this needs more research including checking with other organizations that are currently using this.

D. CTC Program Press Releases – Mike McGill

Scott will be the author of press releases but he needs a network for distributing. Keith, Scott and Mike will visit early next week to flesh out a plan for external communication.

VI. Old Business

A. Executive Director – Scott Grimes

Mike McGill suggested that an internship might be a better way to go. Following the discussion earlier about the strategic plan, Scott will move forward with completing a questionnaire from the Colorado Association of Executive Directors to get some feedback about what might best meet our needs.

B. GreenCO Tree List Development – Scott Grimes

Scott reported on progress on this project. It is anticipated that the final document for the Front Range will be presented at ProGreen. Lists for other areas of the state will come later.

VII. Strategic Planning Committees

A. Board Development – Scott Grimes/Michael Swanson

Scott and Vince will present a new organizational plan with a proposal that will eliminate chapters since there is only one active chapter as part of the strategic plan rewrite. Phil noted that the Articles of Incorporation and Bylaws should be reviewed as it pertains to this.

B. Marketing and Outreach – Phil Hoefler

Phil reported that there are 153 members (Kristen's numbers) which includes 32 complimentary members. Phil's numbers are slightly different. Discussion about how to approach renewals. Susan suggested that a membership application be included in the calendars. It needs to be easy for people to join. There seems to be a disjoint in collecting and updating the data base. It was decided that we need to stay a membership organization. Discussion about sending out renewal notices. There is money in the marketing budget that is available. Scott will visit with GreenCO folks to see if they will share their membership lists.

C. Program Development – Mike McGill

Mike recommended not adding new programs but rather focus on renewing and recruiting volunteers for existing programs that have been successful.

VIII. Program Reports

A. Grants – Keith Wood/Dave Flaig

Things have gone smoothly with this year's grants.

Mile Hi Million – still has \$50K to give out for metro area projects. Waiting on final legal approval of the grant application. Xcel Energy Foundation is offering \$25K to flow through CTC for grants to priority communities in their service area. Letter of intent is due Aug 20 and application in October. Colorado Garden Shows has a grant program and Scott thinks they might fund all or a portion of the 2012 calendar. Letter of inquiry by August 30 and application by October 30.

B. Champion Tree Classic Bike Ride – Scott Grimes

Bike ride was in the rain and route changed due to flooding on the Poudre Trail. Netted \$1450 with half to the Tree fund.

C. Champion Tree – Neal Bamesberger

Five nominations so far this year. Certificates sent out to new champions. Working to get photos of the #1 trees back on the website. Photos will be referenced with a camera icon that can be clicked to view the photo. The forester for the district where the Medano (Sand Dunes) fire was happening knew they had a champion limber pine. They were able to get the coordinates for the tree and a crew did mitigation and took photos.

D. ECCFC/WCCFC/Conferences – Vince Urbina/Keith Wood

Vince said he will need the \$500 for the WCCFC in New Castle. Keith is planning the 2011 ECCFC. He is meeting with Windsor who wants to host the event.

E. CTT/ReForest Colorado – Vince Urbina

We got \$3000 from Colorado Public Radio. Also got a contribution from Tagawa.

F. Hazard Tree – Bill Cassel

G. NADF Poster Contest – Donna Davis

Received a CD with talking points from NADF to explain why they are not hosting the national contest anymore. Donna is not in a hurry to decide if she will recommend a state only contest. She is thinking that an education focus/promoting NADF's online education program might be better. Susan said there may be a Children's Day in the Forest event along the Front Range next year as part of International Year of the

Forest.

H. Website/Newsletter – Kamie Long/Keith Wood

Kamie needs info and feedback on the website. The newsletter still costs quite a bit for the design at Signal Graphics even though it isn't printed. Keith would like some ideas on how to do it differently.

I. Notable Tree Calendar/Tours – Becky Wegner/Mike McGill

First draft of 2011 calendar should be out soon. Challenge is always getting good photos. Need to get invoices out for sponsors.

J. Select Tree – Tim Buchanan

Tim is reinvigorating the program. 3 communities are currently participating in tree evaluations.

K. Trees Across Colorado – Gertie Grant

Gertie sent out evaluation forms to this year's participants. Overall feedback has been positive and survival good. She asked for tree species they would like to see in the future. Crabapples seem popular. She will be getting the 2011 list out soon. She feels orders will be down even more.

IX. Chapter Reports

FRUFC met Thursday and talked a lot about the October freeze. European elm leaf weevil seems to be the main culprit in Siberian and cultivar elms.

X. Other Business

A. Next Meeting – October 22, 2010

B. Scholarship request -

Ben Rickenbacker requests \$230 to cover pre-registration to ISA-RMC Annual Conference on Sept 30.

Motion to approve by Phil, second by Gertie. Motion carried.

XI. Adjourn – 2:30 p.m.