



Date: 2/16/2011

Location: City Of Littleton
2255 West Berry Avenue
City Center Community Room

Directions:

From the North-Take I-25 to Santa Fe Drive (SH 85). Go south to South Prince Street, (the first traffic light south of West Belleview Avenue). Go east on South Prince Street (which immediately curves south) two blocks to West Berry Avenue. Go east on West Berry Avenue one block to the large City Center parking lot on your left. The meeting is inside the City Center in the first floor Community Room south of the central courtyard.

From the South or East-Take I-25 to Belleview Avenue and go west to Santa Fe and proceed as described above.

Call Dave Flaig's cell phone at 303-808-9678 if you get lost or if you need additional information contact Keith Wood at 303-438-9338 or keith.wood@colostate.edu.

Time: 10:00 – 3:00

Attendance:

Phil Hofer
Donna Davis
David Flaig
Neal Bamesberger
Mike McGill
Becky Wegner
Keith Wood
Kyle Sylvester
Becky Lamphear
Dan Odell
Karen Scopel
Sara Davis
Gertie Grant
Scott Grimes

Agenda

- I. Meeting Called to Order and Introductions – Scott Grimes
Mike McGill called the meeting to order at 10:10
- II. Acceptance of 10-22-2010 Meeting Minutes (Please review on the CTC web site) – Scott Grimes
A motion to accept was made by Dave Flaig, second by Dan Odell. Motion carried.
- III. Acceptance of Treasurer Report – Becky Wegner
Becky reviewed the Income/Expense report through Dec 2010. She noted that income includes TAC 2011 income that was deposited before the end of the year. A motion to accept the Treasurer's Report was made by Gertie, second by Dan. Dave suggested that the donation from the Bicycle Classic be detached from the expenses so that it doesn't look like there was only a \$200 profit. Gertie suggested another column that explains that. Motion carried.
- IV. New Business
 - A. 2011 Budget – Becky Wegner
Becky distributed a draft budget. The board reviewed and discussed the draft and made several modifications. Gertie made a motion to approve the revised 2011 budget, second by Phil. Motion carried.
 - B. ReForest Colorado Application Form – Vince Urbina – tabled.
 - C. Strategic Plan Update for 2011 and Beyond – Scott Grimes
Several members have offered comments. The Executive Board will meet on March 15th in Broomfield to continue work on this. Details to follow. Phil noted that the Strategic Plan should be dynamic and feels the organization has become more valuable to communities, especially since we're a non-profit that assists in bringing in and administering funds that might not otherwise be available.

V. Old Business

A. 2011/2012 Grants – Keith Wood/Dave Flaig

A matrix of the grants was distributed and discussed. Donna asked if the match for CTC grants could be reduced. Keith noted that those funds are federal which requires a dollar for dollar match. Plant-it 2020 will not be able to provide any grant funds this year. Phil wondered if CPRA still offers grants and noted that it would be nice if they would combine with us. Motion to approve CTC funded grants by Phil, seconded by Kyle. Motion carried.

B. GreenCO Tree List Development – Scott Grimes/Dave Flaig

Dave reported on the makeup and work of the group. The list of trees was evaluated on experience and graded. Comments can be made on the CNGA web site. The list is intended to offer a guide to select appropriate tree species for landscape projects along the Front Range. The template could be used for other areas of the state to do a similar evaluation. Copies of the report were distributed. The report is also on the CNGA website. Mike asked if there could be a link from CTC to the report. Dave said they are working on that.

C. 2011 Colorado Poster Contest – Donna/Keith

Although NADF is no longer running their program, there was enough interest in the State to continue the program as a CTC program. Donna reviewed notes from a committee meeting. She said there is a lot of energy for the project and she is looking to step back and allow the others to move the program forward. This year's theme is "Celebrate Trees in Our Communities." Keith reported that Doug Schoch is willing to chair the committee at this time. Costs are estimated at \$2000 and Scott is seeking a sponsor for at least half of that. Phil urged that it should be feasible to find a Colorado sponsor.

VI. Committee Updates

A. Board Development – Reported in Item IV.C Above

B. Marketing and Outreach – Scott Grimes/Sara Davis

i. Fundraising Partnership with the Mile High Million Program

Sara was challenged by her Advisory Council to find alternate funding sources. CTC is also in the same boat so it appears to be a good opportunity to work together on this issue. Need to have a Development Plan – what do we need money for, how much and someone to find it. Neither organization has the internal expertise and time so it would be beneficial to find someone to do that – i.e. a contract fundraiser/grant writer. Need to craft a development plan and then write an RFP to retain the services of a person/firm that would do this type of work. CTC approved \$2500 in the 2011 budget to match \$2500 from MHM for this.

ii. Marketing Webinar – Karen Scopel

Karen reported on the webinar she attended on "Getting Creative with Integrated Marketing" through the Colorado NonProfit Assoc. Karen suggested CTC join CNPA.

C. Program Development – Mike McGill

VII. Program Reports

A. Grants – Keith Wood/Dave Flaig

Keith noted that it might be possible to increase the federal grant funding next year. Scott noted that Xcel Foundation has funds to give to local tree non-profits. Keith has press release templates for each awardee to use as well as an overall press release.

B. Champion Tree Classic/Tour de Poudre Bike Ride – Scott Grimes

June 26th – Fort Collins/New Belgium Brewery. There may be a family ride as well.

C. Champion Tree – Neal Bamesberger

Updated list to Kamie for website. About 30 new additions to the list such as Netleaf Hackberry and Osage Orange. We have 5 trees to nominate to the National list so he will be nominating them by April. Neal suggested that we ask photographers to release use of photos and then allow CTC and others to use the photos for educational purposes with credit to CTC as the source.

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

ECCFC is March 12th in Windsor. WCCFC will be in Buena Vista this fall.

E. CTT/ReForest Colorado – Vince Urbina

F. Hazard Tree – Bill Cassel

G. Poster Contest – Reported in Item V.C Above

H. Website/Newsletter/Facebook – Kamie Long/Becky Lamphear/Mike McGill-Kyle Sylvester

Becky asked for comments on the newsletter. Everyone was pleased with the annual report edition. The next one is the mid-year edition. There was a suggestion to list patron, community and family level members. Kyle shared some stats on the Facebook page – we have over 100 followers. Kamie sent an update on the website – we had over \$5600 in sales and dues transactions. The board approved \$10,000 in the 2011 budget to update the website.

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

Plan for calendar orders and mailing in 2011-Becky Wegner/Vince Urbina

Becky handed out the plan for the 2012 calendar – Notable Natives. Distribution will be handled via PayPal and the website.

J. Select Tree – Tim Buchanan

K. Trees Across Colorado – Gertie Grant

Unloading days are April 12th and 13th. 19 groups have ordered, some new, some have dropped off. Almost 1700 trees this year and will be about \$10,000 less than last year.

VIII. Chapter Reports

IX. Other Business

A. Ordering merchandise off the web site may entail several different shipping venues depending on what is ordered.

Need to look into options to reduce the confusion.

B. Next Meeting(s) – Executive meeting in March.

X. Adjourn – meeting adjourned at 3:30