



DATE: 1/22/10

LOCATION: Douglas H. Buck Community Recreation Center
2004 West Powers Ave.
Littleton, Colorado
Phone: 303-797-8787

Time: 9:00 – 1:00

MINUTES

I. Meeting Called to Order and Introductions – Scott Grimes called the meeting to order at 9:07. Attendees introduce themselves. Those in attendance were: Scott Grimes, Mike McGill, Sara Davis, Tom Wells, Becky Lamphear, Becky Wegner, Phil Hoefler, Dan Odell, Andrea Rosenlof, Keith Wood, Karen Scopel, Dave Flaig, Marion Jones, Ralph Campbell, and Michael Swanson.

II. Time Distribution Reports – Ralph Campbell (PLEASE fill out the time report and return it electronically to rcampbl@lamar.colostate.edu)

III. Acceptance of 10/23/09 Meeting Minutes (Please review on the CTC web page) Motion was made by Phil Hoefler, seconded by Becky Wegner to accept the minutes of the last meeting. Motion carried.

IV. Acceptance of Treasurer Report – Becky Wegner distributed and reviewed the Treasurer's Report. Several items were revised including a \$5 typo in the Plant-It 2020 grant, moving the Mile High Million to the Funding/Membership category and changing the listing for the Community Forestry Disaster Fund to Reforest Colorado to reflect the name change approved early last year. Becky reported that there is \$34,000 in the Colorado Tree Trust fund and \$18,500 in the Reforest Colorado fund. A motion was made by Dave Flaig, seconded by Dan Odell to accept the Treasurer's Report with those changes. Motion carried.

V. Proposed 2010 Grants – David Flaig distributed a report showing the grants applications that were submitted, the scores and recommended funding. He reviewed the information and reported that 11 of the 22 applications were recommended for funding. Four of those will be funded by the Mile High Million program, one by Plant-it 2020 and six by CTC. Dave noted there were three other grants it would be nice to fund if there available funds. It was decided to withhold a decision until the 2010 budget discussion.

VI. 2010 Budget – Becky Wegner distributed a draft budget. The board reviewed the proposal line by line and made several adjustments. It was noted that the annual transfer of funds into the Tree Trust and Reforest Colorado funds had not been made prior to the end of 2009 so the 2010 budget reflects expenditures for both 2009 and 2010. With the adjustments made by the board the 2010 budget reflects \$94,550 in income and \$99,035 in expenses. A motion was made by Dan Odell and seconded by Ralph Campbell to approve the 2010 budget. Motion carried.

VII. New Business

A. Executive Director – Scott Grimes recapped the discussion from the October meeting regarding the issue of hiring an Executive Director. He noted that Gertie Grant had made a suggestion that half of the proceeds from the annual Trees Across Colorado be put towards hiring an Executive Director. He opened the issue for discussion. It was suggested that we need to define the role/scope of work in preparation to develop/release an RFP. The question was raised whether we need a dedicated Fund Raiser or an Executive Director as it seems our biggest challenge is raising support for the organization's work. Tom Wells felt it was important to find someone who is passionate about raising money rather than about trees (although both would be nice). Sara Davis stated that she believes the time is right for CTC to step up into a stronger role for trees but this will take both a time and money commitment to make it happen. Mike Swanson suggested the board undertake a "discovery" effort and research how other organizations are handling this matter. Ralph Campbell stated that he felt that in about 3 to 5 years CTC would not have CSFS staff available to function as Executive Administrator as we currently have. Scott said he thinks this should be a contract position rather than an employee. Phil Hoefler suggested that Scott, Gertie and Sara work with ACT to find out what other state tree organizations are doing. Becky Wegner thought we should do a needs assessment for the organization to see if CTC has value in the state – i.e. would we be missed if we went away? Phil suggested that CTC's value is as a networking tool. It was a consensus of the group to have a committee move forward with research and have a preliminary report by the next meeting. The committee will include Scott, Sara, Tom and Becky W.

B. Report to the State Forester – Tom Wells shared the report and noted that it is posted on the CTC web site. Everyone felt it was a great report and positively reflected the work that CTC has done.

C. ISA Liaison – a motion was made by Karen Scopel and seconded by Phil Hoefler to appoint Mike Swanson as the liaison to the ISA Rocky Mountain Chapter. Motion carried. Mike asked for feedback on what would be important to communicate to ISA.

VIII. Old Business

A. Champion Tree Classic Bike Ride – Marion Jones reported that Sunday, June 13th has been selected as the date for the event. It appears that New Belgium Brewery will sponsor the event again this year. The ride will follow the same route as last year. This will be good in that the more the ride is off of roads the less the issues with new state/local regulations for on-road rides will affect it. Scott Grimes reported that the director of Colorado Housing and Finance Authority is interested in a sponsorship of \$1500 and would want that to include up to 15 riders. Scott suggested that for the \$1500 they could sponsor a month in the calendar as well as the riders. No objections were voiced. Insurance will be the biggest cost of the event but Marion is looking into several options that should be much less than last year.

B. ECCFC/WCCFC – Mike McGill reported that the ECCFC will be February 25th in Springfield. Keith Wood reported that the WCCFC will be September 17th in New Castle.

C. Update on Mile High Million Grant Proposal – Sara Davis handed out some materials including an overview of the program, grant proposal and grant application. She reported that if CTC is in agreement she is ready to have the City Attorney draw up the contract between Denver and CTC. There were no objections to the program as defined. MHM will be giving out \$50,000 (including the grants approved in the CTC budget) in 2010. It is anticipated that there will be similar funding in 2011 and 2012. The funds will be handled as a pass-through by CTC with an

administrative fee of \$2500.

D. Poster Judging – Donna Davis was absent but it appears that the poster judging will take place after the March 11th FRUFC meeting.

E. CNGA/GreenCO Partnership – Scott Grimes reported on an effort to develop a list of Colorado recommended trees. A committee that includes representatives from the green industry, urban forestry, landscape architecture and academia will be working to develop this list.

F. CTC Board Meeting (dates and locations) – Scott Grimes asked about the meetings for the rest of the year. It was tentatively decided to have meetings on April 30, July 24 and October 15th. Locations will be determined. The April and October meetings will be on the Front Range and the July meeting will be a picnic.

G. Strategic Plan – Scott Grimes brought up the need to revisit the Strategic Plan. It was last revised in 2006 and most of the target dates have long since passed. It was decided that the Executive Board will review the existing plan and bring proposed revisions to the next meeting.

IX. Strategic Planning Committees - Scott asked for volunteers to work on the following committees:

- A. Board Development – Scott Grimes, Becky Wegner, Becky Lamphear
- B. Marketing and Outreach – Ralph Campbell, Mike McGill, Marion Jones
- C. Program Development – Mike McGill, David Flaig

Mike reviewed the programs for the benefit of the new members. Phil asked for a new chair for the awards committee noting that he and Wendy Ball are willing to stay on the committee but can't chair it. Dan Odell offered to also sit on the committee but isn't sure he is ready to chair it.

X. Program Reports

- A. Grants – David Flaig – see earlier discussion.
- B. Champion Tree – Neal Bamesberger In Neal's absence it was reported that there are some new champion and co-champion trees and that Neal has expressed a desire to get photos posted to the web page.
- C. Notable Tree Calendar – Becky Wegner distributed a list of trees/sponsors for the 2011 calendar. She said it is critical to get sponsorships firmed up as soon as possible so it won't delay printing the calendar. Mike McGill said he has a potential sponsor. Scott Grimes noted that following some tests with GreenCO members last year that we'll probably be able to get more calendars distributed through that network. Becky reminded everyone to take photos of trees for future calendars throughout the year.
- D. Membership – Phil Hoefler distributed a membership report that shows 88 members as of January 22nd. This is down from previous years but more memberships will probably be coming in.
- E. Awards – short discussion. The committee will see what they can come up with. Dan suggested that awards be made of wood.
- F. Trees Across Colorado – Gertie Grant was absent but it was passed along that tree sales are down about 30% from last year.
- G. Website – Kamie Long was absent but it was reported that all the web pages have been updated.
- H. CTT/ReForest Colorado – Scott Grimes – as noted above there is \$34,000 in the CTT and \$18,500 in RFC.

I. Bumper Sticker/Poster/Billboard – as a follow up to a discussion at the last meeting, Marion Jones displayed possible designs for a bumper sticker and poster that her son designed. She said there is a possible grant through the Colo Dept of Ag that might fund these. The application is due March 1st and has a 25% match requirement. She did not have a cost estimate for the project at this time. Scott asked her to develop a proposal and get it to him so that the Executive Board can determine if there are funds in the budget for the match. Sara and Keith suggested that the message be more tailored to “pocketbook” benefits rather than strictly environmental as that seems to be a better hook for the public. Keith offered to forward a study about environmental marketing messages to Marion.

J. ProGreen VIP Breakfast – Scott Grimes asked if the board would like someone to attend the VIP breakfast in order to mingle with some of the folks that have/might be calendar or other program sponsors. Motion made by Dave Flaig to pay for 2 people to attend at \$35 each. Seconded by Mike McGill. Motion carried. Scott and Becky Wegner will attend.

XI. Chapter Reports - none

XII. Other Business - none

XI. Adjourn – the meeting adjourned at 1:15.

Respectfully submitted,

Karen Scopel, Secretary