



COLORADO TREE COALITION

Minutes of the October 13, 2007 meeting
Broomfield, Colorado

I. Meeting Called to Order and Introductions – Michael Swanson

President Swanson called the meeting to order at 10:17 a.m. and welcomed the attendees. In attendance were: David Hoefler, Phil Hoefler, Mike Swanson, Mike McGill, Ralph Campbell, Kamie Long, Gertie Grant, Keith Wood, Vince Urbina, Neal Bamesberger, Donna Davis, Karen Scopel, Kristin Drye

II. Time Distribution Reports – Ralph Campbell

Campbell noted that it appeared that everyone had submitted their report. ☺

III. New Business

A. 2008 Poster Contest Deadline and Judging - Donna Davis

Davis reported that she is getting ready to send out 1407 packets to schools this coming week. Press releases and announcement will be going out as well.

B. 2008 Fort Collins Tree Tour – Michael McGill

McGill reported that he and Tim Buchanan are in process of putting together the notable tree tour for Ft. Collins. They are meeting on the 26th to drive route.

C. 2008 Trees Across Colorado – Gertie Grant

Grant reported that she has ordered 2300 trees, up a little bit from last year. There are no ash trees on the list. She noted her concern with the issue with safely transporting trees from the pick up sites to the communities. Bare root trees weren't being protected and root balls were dry. Gertie needs someone to be sure that this is handled as she can't handle everything. She also noted that a lot of people are asking about what species will do well in their area. Keith and Vince suggested she refer them to the CSFS web page or to them.

D. 2007 Report to the State Forester – Michael Swanson

Michael requested photos of CTC activities from this year and other information including budget to include in the report. **He needs these materials by December 15th** so he can work on it over the break. David Hoefler noted that he couldn't open the report. Ralph will convert the new report to a PDF format.

E. Federal Budget Outlook – Ralph Campbell

Campbell reported that the 2008 budget numbers went down about 15% from previous years. Another \$2 million was taken from the top to fund other projects. And another 15% went into competitive grants that are targeted to special programs. 2009 is projected to only be about \$9 million down from \$32 million in previous years. This decrease in available federal funding will have a significant impact on CTC's grants program and operations.

F. Federal Redesign – Ralph Campbell

Campbell then distributed information on the redesign effort the federal government is doing for urban and community forestry. This redesign restructures how programs are done. CTC will need to redefine “community”. Ralph explained that in federal terms “urban” is the cities and towns and “community” is the surrounding area which would include the urban component. Some of CTC’s programs can probably stay the same while others will need to change to fit this new structure. This means that CTC will need to expand its view to include “community” programs and not just urban settings, especially as it relates to the grants program. Ralph stated that funding to state councils will probably hinge on their adoption of the same perspective as the federal program. Scopel noted that this might be a great opportunity to begin to be involved in emerging issues related to urban and community forestry such as air quality and pollution reduction. Everyone is urged to look at their program areas and think about ways to bring them into line with the federal focus.

G. Rename CFDF – Ralph Campbell

Ralph proposed that this program (Community Forest Disaster Fund) be renamed to Reforest Colorado. The State is going to rename Colorado Releaf to Reforest Colorado and the DNR is expected to also rename their program to the same name. Based on the federal redesign and conversations with organizations that have expressed interest in donating funds to reforestation projects, Ralph feels that renaming CTC’s with the same name would reduce confusion and help bring money into CTC for planting projects. He suggested that certificates could be issued to donors that list all three agencies. CTC could take a 5% administrative fee (which is much less than the state’s 11%). Colorado Public Radio (CPR) and Aspen Mortuary Service have expressed interest in donating to reforestation projects. CPR would help promote the reforestation program.

Motion by Gertie Grant to rename the CFDF program to Reforest Colorado.

Second by Phil Hoefler.

Discussion of this proposal ensued. It will cost a little bit to print new checks. Phil asked who would have control of where the funds go. CTC would control the funds that come through CTC. CTC has about \$12000 that came from American Forests that needs to go to a reforestation project. This money could be turned over to the state to reimburse them for one of the reforestation projects they’ve done. Donations could be designated to specific projects based on the donor’s preference which could include reforestation or community tree disasters. Keith noted that we need to capitalize on the media.

Karen Scopel called for the vote. **Motion passed unanimously.**

H. Web Page – Michael Swanson

Swanson noted that Scott Grimes reported there is hardly any CTC merchandise left. Apparently the e-commerce site has not been working and also costs us extra money to support. Most of the Board felt there is a need to still take memberships and sell calendars via the website to make it convenient for people. We’re paying Pragmatic to manage the site. Some thought we might want to redesign the page. Vince Urbina noted that the people who know most about this issue are not here at today’s meeting. He recalled that we received very few proposals when we selected Pragmatic and it appears that they’re doing a good job. He felt that part of the problem (delays getting updates, etc) is that we have to rely on volunteers to do a lot of the work. Pragmatic proposed \$1375 to set up a new e-commerce site and \$275 for the newsletter engine for a total of \$1645.

Motion by Neal Bamesberger, seconded by Vince Urbina to authorize Pragmatic to establish a new e-commerce site and newsletter engine for \$1645. Becky noted that

most, if not all, of the communications budget has been spent but there is money in other line items. Keith noted he going to try to further reduce cost of the newsletter. **Motion passed.** Michael will notify Brian of this.

I. Update Strategic Plan – Ralph Campbell

The dates on the strategic plan need to be updated. Everyone is asked to look it over and **send comments to Ralph by December 15th** so that he can update it before the January meeting.

J. Proposed By-Law Changes – Michael Swanson (NOTE: This is a discussion only item per Michael's memo)

Ralph reported on feedback he has gotten from board members that couldn't make today's meeting: no one wanted to go to one meeting per year. Most would like to have 2 per year. We have to have the annual meeting, generally in October/November. Suggestions included that CTC have projects and events to participate in, more on a social basis. Other comments were on the proposed Executive Board. It was suggested that the past President be added to this group. Ralph suggested that duties include: Member at Large - programs, Past President - board development, and funding and outreach will be the executive administrator. The problem of chapter representation was discussed. It was noted that CTC is more program driven than chapter driven. **Motion by Phil Hoefler to proceed with drafting proposed changes to the bylaws to reflect Michael Swanson's recommendations along with the suggestions made by other members.** These would be distributed to the Board of Directors by December 15th and voted on at the January 25, 2008 meeting. **Second by Neal Bamesberger. Motion passed.**

K. CTC Vacancies – Ralph Campbell

Web Page – Brian would like to have someone else take over the web site management. He's willing to stay on and train someone. **Kamie Long** offered to step in to keep the site updated as long as she doesn't have to deal with contract or technical issues. Thanks, Kamie ☺!

Membership – Ralph will be lowering his involvement in this. **Kristen Drye** will be working on this. Thanks, Kristen ☺!

Program and Development – this may become the role of the member-at-large if the proposed by-laws changes are adopted. **Michael McGill** noted he is willing to help out where ever he can, but not on the web page. Thanks, Mike ☺!

IV. Old Business

A. Compilation of Tree of the Month Articles – Vince Urbina

Vince distributed a list of past trees of the month and species that haven't been written up yet. He also sent around a committee report about a proposal to develop a book compiling tree of the month articles. It would cost \$700 to 800 (donation) for a graphics art intern from the Colorado Center for Community Design to produce the layout design. Signal Graphics estimated costs of \$2800 to \$3800 to print and shrink wrap 500 to 1000 sets for sale. These would be designed to go in a three-ring binder. Questions about who would buy them and how they would be marketed were brought up by the board. One suggestion was that it might be better to print to CD rather than hard copy. McGill suggested that the booklet could include planting and care of trees in Colorado. Item tabled to January's agenda to allow more time to consider these issues.

B. Update on DACC – Keith Wood

Wood reported that the 8th Annual ride had 13 riders. Over \$1000 was raised before expenses (split between ISA and CTC). He plans to step out of most of the organizational work to do this event and expects that some of the active riders will take on that responsibility.

V. Budget Items

A. Acceptance of Treasurer Report – Becky Wegner

Wegner distributed the report. She has grouped items into the main program areas. TAC exceeded projections substantially. Tree Trust has \$31970, CFDF has \$5215, CTC \$66000. **Motion to accept the treasurer's report as stated made by Karen Scopel, second by Mike McGill. Motion carried.**

B. 2008 Budget Requests

Becky stated that she will need **2008 budget requests by December 1st** to allow her time to prepare the budget for the January 2008 meeting. Mike McGill asked about funding for the tree tour guide. Alameda contributed \$1000.

C. Grant Amount for 2008 – David Flaig/Keith Wood

It appears at this time that we don't know how much will be available to allocate to grants since there will only be \$8 to \$10K from the federal funds. Dave and Keith are suggesting that the application and review process be entirely electronic to save time and money. Dave feels that if there isn't at least \$20K available we won't have an effective program and suggested that the program be suspended until more is available.

D. American Forest Money – Ralph Campbell

In 2006 CTC received \$11,800. \$1657.33 of that was spent for one reforestation project. The 5% admin fee is \$590 leaving a balance of \$9552.67. In 2007 another \$25000 was received of which \$21385.58 was spent on a reforestation project. With the 5% admin fee of \$1250, a balance of \$2364.42 is left from that pot for a total of \$11,917.09 that needs to be either given to the state or transferred to CTC's Reforest Colorado account. **Motion made by Karen Scopel to transfer the \$11,917.09 into the new Reforest Colorado account (CFDF). Second by Gertie Grant. Motion carried.**

VI. Strategic Planning Committees

A. Board Development – Scott Grimes/Michael Swanson

No report.

B. Marketing and Outreach – Ralph Campbell

Ralph is going to start doing more on this since Kristen will be taking on the membership program.

C. Program Development – Tom Wells

No report.

VII. Program Reports

A. Grants – David Flaig

Keith Wood reported that most of the grants have been closed out and the rest should be soon.

B. Champion Tree – Neal Bamesberger

Bamesberger reported that American Forests set new standards for measurement of champion trees to be uniform across the country. National champions have to be updated every 10 years. Neal decided CTC should follow the same policy in Colorado for

state champions. Earlier this year he sent out a list of trees to be re-measured to state and city foresters and to verify their existence. Some data has come back in. About 4-5 former champions have been lost. Neal will be updating the Champion Tree list as information comes in. He has also been working on the picture library so that it can be posted back up to the web.

C. Notable Tree Calendar – Becky Wegner

Becky handed out a calendar to attendees. Everyone needs to help market these.

D. Membership – Phil Hoefer

There are 225 members. 146 renewed in 2007 so far. Phil proposed that 3 letters be sent. The first will go out in early November. A suggestion was made to do the first mailing electronically and the second by regular mail.

E. Awards – Wendy Ball/Phil Hoefer

Phil remembers reviewing 5-6 applications and that two were selected. They were to be notified but this has apparently not been done as of Friday. Ralph will follow up to see what needs to be done.

F. Poster contest – Donna Davis

March 7th is the deadline for the posters. **March 11, 2008** is the date for the judging of the posters. Put this on your calendar as a great CTC event to participate in.

VIII. Chapter Reports

17th Annual Western Colorado Community Forestry Conference was held in Aspen.

IX. Other Business

A. Election of Officers – Vince Urbina

Vince presented the slate of candidates:

President – Tom Wells

Vice-President – Neal Bamesberger

Secretary – Karen Scopel

Treasurer – Becky Wegner

At-Large – Mike McGill and Brian Green

Gertie Grant made a motion to accept and elect the slate as presented. Second by Becky Wegner. Motion carried. Thanks everyone for volunteering ☺!

X. Adjourn

With no further business to come before the board the meeting was adjourned at 2:50 p.m.