



**Leading statewide efforts to preserve, renew and enhance  
community forests**

# **2011 - 2015 Strategic Plan October 21, 2011**

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## Executive Summary

The Colorado Tree Coalition (CTC) is a successful volunteer organization whose mission is “Leading statewide efforts to preserve, renew, and enhance community forests”. This document updates the 2005-2010 strategic plan based on decisions made at the March 15<sup>th</sup> strategy session of the Colorado Tree Coalition (CTC) Executive Committee and the Board meeting of August 12, 2011. The document serves as an update to the CTC strategic plan and will guide CTC’s work in the coming months and over the next five years. The CTC Board recommends reviewing and updating this document at least every 2 years.

The Executive Committee determined a stream-lined version of the strategic plan was necessary to effectively use volunteer time and more realistically achieve goals and tasks over the next five years. To accommodate this revised strategy we will return to a three committee structure (Board Development, Funding and Marketing/Outreach) with the Program Leaders reporting progress, needs and ideas to the CTC Executive Committee at least quarterly. Each program should develop annual work plans concurrently with their budget requests prior to each new year.

### Partners

A big part of CTC’s success is due to our expanding list of partners. Partnering stretches scarce resources and brings together talented individuals to achieve specific goals. Continuing CTC partners include:

**Colorado State Forest Service**-The Colorado State Forest Service continues to provide the support necessary for CTC to succeed as a non-profit organization. The CTC welcomes and relies on the technical and financial support of the CSFS.

**United States Department of Agriculture Forest Service**-The USFS continues supporting urban and community forestry programs and groups administering them: the CTC’s grant program receives federal funding through the Farm Bill each year.

**Plant-It 2020**-Plant-It 2020 helped sponsor the Colorado Tree Coalition grant program over the last thirteen years, and added more than \$92,500 in tree planting money. With the support of Plant-It 2020 and its Executive Director, Michael Thau, our grant program continues to thrive.

**International Society of Arboriculture Rocky Mountain Chapter**-The ISA-RMC combines efforts with the CTC to provide educational seminars, workshops and conferences. ISA-RMC is also a key partner coordinating and marketing the Champion Tree Classic bike ride.

**Xcel Energy Vegetation Management**-Xcel Energy supports proper tree planting and management near utility lines throughout Colorado; partnering with CTC to get the “right tree in the right place”. In addition to sponsoring the Notable Trees of Colorado calendar for eight years, Xcel Energy continues to support the CTC Grant Program funding projects promoting proper tree selection near utility lines. Xcel has funded \$13,000 in projects the past seven years.

**Xcel Energy Foundation**-CTC teamed with the Xcel Foundation to fund five tree planting projects around the state of Colorado in 2011 and plans to continue this project in 2012. These projects amount to \$25,000

worth of new trees in Alamosa, Pueblo, Sterling, Wheat Ridge and Louisville in 2011 with a like amount projected for 2012.

**Mile High Million**-The Mile High Million Tree Planting Initiative (a program of Greenprint Denver) expanded their partnership with the CTC in 2011. Since 2009, the Mile High Million has provided over \$96,000 in new trees for Colorado landscapes through the CTC grant program.

**Trees Across Colorado**-CTC began partnering with Trees Across Colorado (TAC) in 2004 and continues that relationship in 2011. TAC is a shade tree distribution program led by Gertie Grant providing trees to community groups at wholesale prices. Trees Across Colorado successfully distributes thousands of trees to communities and in Colorado and has contributed over \$30,000 for CTC programs!

**ReForest Colorado**-partners include **Colorado Public Radio, Tagawa Gardens, Aspen Mortuary, Faith United Church in Windsor, CPT12 and individual donors.**

**Colorado Tree Coalition Members**-Last, but certainly not least, our wonderful members join in around the state to provide support for grant projects, local educational opportunities, Arbor Day programs and numerous other events that promote sound community forestry management in Colorado.

**2012 Notable Trees of Colorado Calendar Sponsor partners:**

**USDA Forest Service, Colorado State Forest Service, Alameda Wholesale Nursery, Fort Collins Wholesale Nursery, Eagle Crest Nursery, Seven Falls Company, City of Brighton, City of Lone Tree, Mile High Million Tree Planting Initiative, ISA/RMC, Little Valley Wholesale Nursery, and Xcel Energy**

Some new and exciting partnerships include:

**ArborScape**-a Denver area tree services company came “on-board” in 2011 helping sponsor the CTC poster contest and commemorative tree planting. With 20 years of tree and lawn care experience ArborScape owner, David Merriman, brings marketing experience and energy to help CTC sustain vital programs.

**Colorado Public Radio**-The CTC is thankful for the continued partnership with Colorado Public Radio. Through its Evergreen Partner program, members choose this convenient and cost saving option and never have to worry about renewing again. A portion of these funds are shared with the CTC’s ReForest Colorado program.

**Colorado Public TV/Channel 12**- April 2011 brought a new partnership with Colorado Public TV Channel 12 (CPT12). In honor of Earth Day and Arbor Day, CPT12 took another green step forward by partnering with CTC to help raise awareness of the ReForest Colorado program. For every \$40 membership with CPT12 in April, \$5 was shared with the CTC’s ReForest Colorado.

We thank all of our partners for working closely with CTC and look forward to future endeavors working together to preserve, renew and enhance our community forests.

## CTC Strategic Plan Elements Summary

### I. Board Development

### II. Funding

### III. Marketing and Outreach

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Board is both diverse geographically and professionally</li> <li>▪ Contracted Executive Director</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ CTC becomes financially sustainable</li> <li>▪ Actively seek grants from government agencies, corporate and philanthropic organizations whose missions complement the CTC mission</li> <li>▪ Expand membership from and interact more with associations whose missions complement CTC's</li> </ul>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ CTC is recognized at the regional and national level as an example of an effective non-profit</li> <li>▪ All CTC programs receiving great visibility and exposure throughout the state</li> <li>▪ Improve on-line and off line marketing strategies</li> <li>▪ Market through appropriate print, non-print and electronic formats to introduce CTC to the widest possible audience to inform and educate members and the public about CTC activities and programs</li> <li>▪ Seek entities and organizations with shared or similar missions and goals and collaborate marketing efforts to add value for each membership pool</li> </ul>
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Clarify and draft board roles</li> <li>2. Prioritize needs and recruit potential new board members</li> <li>3. Consider eliminating inactive chapters and emphasize more invited representation</li> <li>4. Contract for Admin assistance for CSFS Executive Administrator</li> </ol>	<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Develop fundraising/development plan</li> <li>2. Partner with the Mile High Million TPI to jointly contract with fundraiser</li> <li>3. Identify and prioritize grant funding opportunities</li> <li>4. Cultivate and recognize new and on-going sponsors and partners of current programs</li> </ol>	<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Work with each existing committee/program to identify their marketing needs</li> <li>2. Coordinate marketing of workshops, symposia and events with Program Leaders</li> <li>3. Expand use of media releases</li> <li>4. Keep CTC website and Facebook page current and fresh with new content</li> <li>5. Expand use of e-mail alerts to members</li> <li>6. Develop Twitter account</li> <li>7. Promote CTC at community and industry events</li> <li>8. Evaluate and improve marketing strategies annually</li> </ol>

# Plan Elements

## I. BOARD DEVELOPMENT

The board of directors is key to the success of any organization, and critical for a volunteer coalition. Board diversity indicates the CTC mission resonates beyond true believers. The ongoing task of building and maintaining a diverse board of directors requires regular assessment of current and future needs and focused recruiting by CTC’s leaders. CTC Board members are encouraged to engage with other organizations and assist the Boards of partner and affiliated organizations (ISA/RMC, CNGA, ALCC, GREENCO etc.)

- Scott Grimes
- Becky Wegner
- Keith Wood
- Vacant
- Vacant

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Board is both diverse geographically and professionally</li> <li>▪ Contracted Administrative Professional</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Clarify and draft board roles</li> <li>2. Prioritize and recruit potential new board members</li> <li>3. Revise Board structure and emphasize more invited representation of industry liaisons</li> <li>4. Contract for administrative assistance for CTC Executive Administrator</li> </ol>	<p><b>Who</b></p> <p>Executive Committee</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>President and CTC Executive Administrator</p>	<p><b>Timeframe</b></p> <p>December 2011</p> <p>September 2011 then Annually</p> <p>March 2012</p> <p>October 2011</p> <p>Renew annually</p>

## II. FUNDING

CTC must actively seek partners, donors and grants to keep our programs active and vibrant. Interacting with and growing our membership expands our reach and helps cultivate CTC’s future leaders.

- Scott Grimes
- Karen Scopel
- Vince Urbina
- Neal Bamesberger
- Keith Wood
- Vacant

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Set a path for financial sustainability</li> <li>▪ Actively seek grants from governments including non-traditional partners such as the Office of Energy Conservation and storm water management agencies as well as corporate and philanthropic organizations whose missions complement the CTC mission.</li> <li>▪ Expand membership from and interact more with associations whose missions complement CTC’s</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Create a specific fundraising/development plan</li> <li>2. Partner with the Mile High Million TPI to jointly contract with fundraiser</li> <li>3. Identify grant opportunities and apply both locally, regionally and nationally</li> <li>4. Cultivate and recognize new and on-going sponsors and partners of current programs</li> </ol>	<p><b>Who</b></p> <p>Committee</p> <p>CTC Executive Board representative and CSFS Staff Forester</p> <p>Committee</p> <p>Program leaders</p>	<p><b>Timeframe</b></p> <p>December 2011 and Update annually</p> <p>December 2011</p> <p>Fall 2011 and annually as new opportunities are identified</p> <p>Continuously</p>



<p>symposia, projects and events to reach the broadest possible audience</p> <p>3. Expand frequency and breadth of media releases, e-mail alerts and newsletters</p> <p>4. Keep CTC website and Facebook page content current; develop new content that promotes CTC’s mission, is relevant to members and serves as a resource for individuals and institutions</p> <p>5. Develop and maintain a CTC Twitter account</p> <p>6. Promote CTC at community and industry events</p> <p>7. Evaluate marketing strategies to gauge effectiveness</p>	<p>Executive Committee, Marketing Chair and Program Leaders</p> <p>Executive Committee, Marketing Chair and Program Leaders</p> <p>Marketing Committee and sub-committees</p> <p>Marketing Committee and sub-committee</p> <p>Executive Board, Marketing Committee</p> <p>Executive Board</p>	<p>On-going as needed</p> <p>Continuously with weekly or bi-weekly updates for Facebook</p> <p>Weekly/Bi-weekly updates</p> <p>On-going as needed</p> <p>Annually</p>
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## **CTC PROGRAMS**

CTC has many diverse programs that provide revenue and exposure to help increase visibility and sustain our mission. Program leaders provide the ideas, direction and evaluation for each of these programs and report their ideas, progress, needs and results to the Executive Committee prior to the CTC Board meetings. While the CTC Board wants to improve the visibility of existing programs rather than create new ones, the Board recognizes a number of opportunities that CTC could pursue over the next five years as interested, creative and committed individuals join us preserving, renewing and enhancing community forests.

*To volunteer or for questions regarding a Colorado Tree Coalition program contact the Program Leader (**in bold**).*

### Membership

- **Kristin Drye, Phil Hoefer**

### Awards

- **Dan Odell, Phil Hoefer, Wendy Ball, Ralph Zentz**

### CTC Grants

- **Keith Wood, David Flaig**

### Champion Tree Bike Classic

- **Scott Grimes, Michelle Cadena, Robert Bond**

### Champion Trees

- **Neal Bamesberger, Kyle Sylvester, Ben Rickenbacker, Vince Urbina**

### Community Forestry Conferences

- **Keith Wood** for Eastern Colorado Communities
- **Vince Urbina** for Western Colorado Communities

### Colorado Tree Trust and ReForest Colorado

- Colorado Tree Trust – **Scott Grimes**
- ReForest Colorado – **Vince Urbina, Keith Wood**

### Tree Risk Assessment

- **Bill Cassel, Ralph Zentz, Jerimiah Deerr, Patrick Bohin, Kyle Sylvester, Scott Grimes, Ken Wicklund, David Merriman, Becky Wegner**

### Arbor Day Poster Contest

- **Doug Schoch, Donna Davis, Tanya Czerniakowski, Keith Wood, Shawna Crocker, David Merriman**

### Communications

- Newsletter – **Becky Lamphear, Keith Wood, Susan Hardin**
- Website – **Kamie Long**
- Facebook– **Mike McGill, Kyle Sylvester, Jennifer Hrobar, Dan Odell**

### Notable Trees

- Notable Tree Tours – **Mike McGill, Karen Scopel**
- Notable Tree Calendar Transition Team– **Becky Wegner, Kathleen Alexander, Neal Bamesberger, Phil Hoefer, Vince Urbina, Keith Wood, Jennifer Hrobar, Kristin Drye**

### Select Tree Evaluation Program

- **Tim Buchanan, Gertie Grant**

### Trees Across Colorado

- **Gertie Grant, Jennifer Hrobar, JoAnn Phillips, Robert Bond, Scott Grimes**

## Membership Program

- **Kristin Drye**
- Phil Hoefer
- 

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Increase memberships/renewals</li> <li>• Develop a means to expose CTC to more people.</li> <li>• Renew our relationship with the Colorado Municipal League.</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Request/compile member email addresses</li> <li>2. Board, Committees, Programs become/renew memberships-send additional notification</li> <li>3. Develop “early-bird or special” incentives</li> <li>4. Send renewal notices, coordinate membership list(s) work with website coordinator</li> <li>5. Brainstorm CTC Activities that will attract members. Select 2 opportunities for 2012.</li> <li>6. Create dialogue with Colorado Municipal League: Contact Sam Mamet or Mark Radke--see what opportunities for mutual cooperation exist</li> </ol>	<p><b>Who</b></p> <p>Kristin</p> <p>Kristin</p> <p>Kristin</p> <p>Kristin/Phil</p> <p>Executive Committee</p> <p>Committee</p>	<p><b>Timeframe</b></p> <p>End of year annually</p> <p>End of year annually</p> <p>End of year annually</p> <p>End of year annually</p> <p>March 2012</p> <p>June 2012</p>

## Awards Program

- **Dan Odell**
- Phil Hoefer
- Wendy Ball
- Ralph Zentz

### Goals

- Establish an annual fundraising and public awareness banquet or event to inform and educate the public about current issues and activities within community forestry.
- Recognize a professional community forester and a citizen volunteer that have contributed to the health and sustainability of Colorado's community forests with "Distinguished Service Awards"
- Recognize an individual that has fostered a change in our historical usage or appreciation of the value of trees within our communities to create a more sustainable relationship to our forests with a "Sustainable Forestry Award"
- Recognize an individual whose lifetime of work has unfailingly served to 'preserve, renew and enhance community forests' with a "Lifetime Achievement Award"

### Tasks

1. Develop selection criteria and evaluation metrics for the various awards
2. Solicit nominations, review accomplishment and select award winners
3. Solicit sponsors and donors to cover costs for awards and banquet or event
4. Create awards, select type of and location for event
5. Host event and present awards

### Who

Committee  
 Committee  
 Committee  
 Committee with Marketing/Outreach  
 Committee with CTC President

### Timeframe

July 2012  
 October – December  
 On-going  
 February – March 2013  
 April (Arbor Day) 2013

## Grants Program

- **Keith Wood**
- David Flaig
- Vacant

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Continue partnership with CSFS/USFS to leverage Federal funding to expand our statewide grant program emphasizing projects in smaller communities</li> <li>▪ Continue partnerships with the Mile High Million Tree Planting Initiative to focus tree planting grants in Denver Metro and eligible Front Range communities</li> <li>▪ Continue seeking funding from new partners, such as the Xcel Energy Foundation for our grants</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Coordinate grant application, awards and project documentation processes</li> <li>2. CTC/CSFS agreement for grant services</li> <li>3. Recruit and cultivate local, regional and national sponsors that share similar missions and goals with CTC</li> </ol>	<p><b>Who</b></p> <p>Keith/Contractor</p> <p>Keith</p> <p>Keith/Contractor/CTC Executive Committee</p>	<p><b>Timeframe</b></p> <p>4<sup>th</sup>/1<sup>st</sup> quarters annually</p> <p>2<sup>nd</sup> quarter annually</p> <p>Continual</p>

## Champion Tree Classic Bike Ride Program

- **Scott Grimes**
- Michelle Cadena
- Robert Bond

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Continue expanding the number of sponsors and riders so we increase fundraising success.</li> <li>▪ Continue providing a fun and safe ride that meets the needs of the riders, sponsors and CTC.</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Review previous ride and analyze what works well and what we can improve. Recruit planning and logistics team.</li> <li>2. Recruit sponsors to cover fixed costs for t-shirts (jerseys), insurance, lunches and snacks</li> <li>3. Secure host location and route confirmation (currently New Belgium Brewery in Fort Collins)</li> <li>4. Enhance and expand marketing</li> </ol>	<p><b>Who</b></p> <p>Committee</p> <p>Committee</p> <p>Committee</p> <p>Marketing Committee</p>	<p><b>Timeframe</b></p> <p>Annually in fall</p> <p>Annual: January – May</p> <p>Confirm host in fall and route details by May</p> <p>On-going with emphasis Jan – Apr annually</p>

## Champion Tree Program

- Neal Bamesberger
- Kyle Sylvester
- Ben Rickenbacker
- Vince Urbina
- Becky Wegner

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Keep the tree list up to date, measuring every tree once every 10 years</li> <li>▪ Organize digital tree pictures into one folder</li> <li>▪ Increase number of linked pictures of champion trees to website list</li> <li>▪ Find and document National Champion Colorado Blue Spruce in Colorado</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Train committee members how to measure trees and update the champ tree list and other duties of champion tree coordinator</li> <li>2. Organize digital pictures of champion trees</li> <li>3. Add 50 tree pictures per year to website list</li> <li>4. Publicize 'REWARD for Bringing Home the Blue' and enlist big tree enthusiasts to find and document new champions</li> </ol>	<p><b>Who</b></p> <p>Neal, Kyle and Ben</p> <p>Neal</p> <p>Neal</p> <p>Marketing Committee</p>	<p><b>Timeframe</b></p> <p>By the end of 2011</p> <p>By the end of 2012</p> <p>Annually</p> <p>March 2012</p>

## Community Forestry Conferences

- **Keith Wood**
- **Vince Urbina**
- Vacant
- Vacant

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Coordinate and conduct annual conferences in western and eastern Colorado</li> <li>▪ Identify host communities and coordinate with local CSFS district to assist host with meeting logistics.</li> <li>▪ Cultivate and support community forestry programs by providing educational programs and speakers for communities throughout Colorado</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Work with CSFS district office(s) to schedule, plan and implement the ECCFC</li> <li>2. Work with CSFS district office(s) to schedule, plan and implement the WCCFC</li> <li>3. Identify host community from conference evaluations</li> <li>4. Meet w/prospective host before EOY, develop theme/agenda</li> <li>5. Produce a topic and speaker list of professionals eager to educate community leaders on the benefits and needs of community forests</li> </ol>	<p><b>Who</b></p> <p>CSFS UCF Staff</p> <p>CSFS UCF Staff</p> <p>CSFS UCF Staff</p> <p>CSFS UCF &amp; District Staff</p> <p>Marketing/Outreach Committee</p>	<p><b>Timeframe</b></p> <p>Feb/Mar annually</p> <p>Sept/Oct annually</p> <p>Appropriate timelines for each conference</p> <p>Appropriate timelines for each conference</p> <p>December 2012 then update annually</p>

## ReForest Colorado Program

- **Vince Urbina**
- Keith Wood

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Maintain current level of donations coming into ReForest Colorado account.</li> <li>• Redo the ReForest Colorado page on the CTC website under the Programs tab to better describe the existing program, inspire potential donors, provide application and eligibility procedures, and report what is done with the donations.</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Respond to donations with Thank You letter on CTC letterhead in timely manner</li> <li>2. Develop application and reporting forms</li> <li>3. Redevelop ReForest Colorado page on CTC website</li> </ol>	<p><b>Who</b></p> <p>Asst. Staff Forester or CTC Director</p> <p>Asst. Staff Forester or CTC Director</p> <p>Asst. Staff Forester or CTC Director</p>	<p><b>Timeframe</b></p> <p>Within 7 days of notification to CTC</p> <p>Rough concept and redesign developed by Dec 2011</p> <p>Final ReForest Colorado page posted on CTC website by March 2012</p>

## Colorado Tree Trust Program

- **Scott Grimes**
- Vacant

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Grow the endowment fund of the Colorado Tree Trust to \$ 100,000</li> <li>• Create guidelines for the investment and disbursement of Colorado Tree Trust funds as needs and opportunities arise</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Develop and launch a marketing program to solicit donors</li> <li>2. Research investment options and present to CTC Board of Directors</li> <li>3. Update Colorado Tree Trust information on CTC website</li> </ol>	<p><b>Who</b></p> <p>Scott with Marketing and Outreach Committee</p> <p>Scott and CTC Executive Administrator</p> <p>Scott</p>	<p><b>Timeframe</b></p> <p>2013</p> <p>Oct 2012</p> <p>Redesign developed and posted on website by March 2012</p>

## Tree Risk Assessment Program

- **Bill Cassel**
- Ralph Zentz
- Jerimiah Deerr
- Patrick Bohin
- Kyle Sylvester
- Scott Grimes
- Ken Wicklund
- David Merriman
- Becky Wegner

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Continue providing members w/Tree Risk Assessment programs incl. current &amp; proposed policies &amp; procedures to be incorporated into individual agency programs.</li> <li>• Develop an updated Tree Risk Assessment CD for CTC</li> <li>• Develop Tree Risk Assessment training workshop outline</li> <li>• Tree Risk Assessment Workshops</li> <li>• Develop “train the trainer” program to expand speaker pool</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Update rating form to comply with ANSI/ISA BMPs</li> <li>2. Develop new CD</li> <li>3. Workshop outline including “train the trainer”</li> <li>4. New workshop training</li> </ol>	<p><b>Who</b></p> <p>Cassel</p> <p>Committee</p> <p>Committee</p> <p>Committee</p>	<p><b>Timeframe</b></p> <p>December 2011</p> <p>February 2012</p> <p>February 2012</p> <p>May 2012</p>

## Arbor Day Poster Contest Program

- **Doug Schoch**
- Donna Davis
- Tanya Czerniakowski
- Keith Wood
- David Merriman
- Shawna Crocker

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Continue growing the number of entries in the CTC Arbor Day poster contest by encouraging state wide participation</li> <li>•</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Finalize poster contest rules and post to CTC website</li> <li>2. Create media release and distribute state wide</li> <li>3. Procure sponsors and donors for prizes and travel expenses</li> <li>4. Schedule recognition event at Capitol for Arbor Week</li> <li>5. E-mail reminder to schools and distribute second media release</li> <li>6. Schedule judging and invite judges</li> <li>7. Notify winners, invite dignitaries from winning school/town and media to Capitol</li> <li>8. Invite appropriate legislators and media to attend recognition ceremony at Capitol</li> </ol>	<p><b>Who</b></p> <p>Committee</p> <p>Tanya</p> <p>Committee</p> <p>Donna</p> <p>Committee</p> <p>Doug</p> <p>Committee</p> <p>Committee</p>	<p><b>Timeframe</b></p> <p>December (annually)</p> <p>January (annually)</p> <p>February (annually)</p> <p>Dec – Jan</p> <p>March</p> <p>March</p> <p>April</p> <p>April</p>

## Communications (Newsletter, Website and Facebook) Program

- Mike McGill
- Kamie Long
- Becky Lamphear
- Kyle Sylvester
- Susan Hardin
- Dan Odell
- Jennifer Hrobar
- Keith Wood

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Produce one newsletter and one Annual Report per year and distribute to electronic mail list</li> <li>▪ Update CTC website design, usability</li> <li>▪ Improve the ‘Feature Tree’ section on website</li> <li>▪ Find ways to increase website traffic, promote more</li> <li>▪ Improve CTC store and shipping methods (reduce errors)</li> <li>▪ Expand Facebook followers</li> <li>▪ Create CTC Twitter account</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Hire website designer to update/redesign CTC website</li> <li>2. Old/past feature tree articles need to be updated – write up and pictures (Feature tree articles need to be formatted in the same style to be consistent)</li> <li>3. Update website to be more user friendly (Do more marketing so public knows about the website)</li> <li>4. Keep store up to date and easy to purchase</li> <li>5. Recruit committee members to aid in managing Facebook site</li> <li>6. Expand Facebook content and followers</li> <li>7. Create Twitter account</li> <li>8. Recruit committee members to aid in managing twitter account</li> </ol>	<p><b>Who</b></p> <p>Contractor</p> <p>All/Contractor</p> <p>Contractor</p> <p>CTC board/Kamie</p> <p>Board and Subcommittee</p> <p>Subcommittee</p> <p>Subcommittee</p> <p>Board and Subcommittee</p>	<p><b>Timeframe</b></p> <p>Completed by winter 2011</p> <p>Winter 2012</p> <p>November 2011</p> <p>No time frame/ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>December 2011</p> <p>Ongoing</p>

## Notable Tree Calendar Transition Team

- **Becky Wegner**
- Kathleen Alexander
- Neal Bamesberger
- Phil Hoefer
- Vince Urbina
- Keith Wood
- Jennifer Hrobar
- Kristin Drye

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Determine next publication/item to develop</li> <li>▪ Maintain sponsors to help fund next publication</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Contact sponsors and let them know status of calendar/future publication/item opportunities</li> <li>2. Select publications/items for Board review/approval</li> <li>3. Determine lead /committee members for new publication/item</li> <li>4. Secure sponsors/produce item</li> </ol>	<p><b>Who</b></p> <p>Committee</p> <p>Committee</p> <p>Committee</p> <p>New committee</p>	<p><b>Timeframe</b></p> <p>By end of 2011</p> <p>2012</p> <p>2012</p> <p>2013</p>

## Notable Tree Tour Program

- **Mike McGill**
- Karen Scopel

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Create additional Notable Tree Tours</li> <li>▪ Secure funding sponsorship for additional tours</li> <li>▪ Keep current and update existing tours</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Secure funding sponsorship</li> <li>2. Create tour for Denver area or region</li> <li>3. Gather data/pictures</li> <li>4. Format/produce</li> <li>5. Create tour for Greeley, Brighton, Longmont or other interested region of Colorado</li> <li>6. Gather data/pictures</li> <li>7. Format/produce</li> </ol>	<p><b>Who</b></p> <p>All Board Subcommittee</p> <p>Subcommittee Subcommittee</p> <p>Subcommittee Subcommittee</p>	<p><b>Timeframe</b></p> <p>February 2012 August 2012</p> <p>May 2013 August 2013</p> <p>May 2014 August 2014</p>

## Select Tree Evaluation Program

- Tim Buchanan
- Gertie Grant
- Vacant (suggest someone from Colorado Nursery and Greenhouse Association)

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Continue the STEP program in 3-4 communities annually</li> <li>▪ Work with nurseries and other partners to determine species selections</li> <li>▪ Find interested individual(s) and funding to begin compiling information on past STEP trees, locations and status</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Select 3-4 communities for the STEP in 2012.</li> <li>2. Identify individuals that can conduct an evaluation on trees planted in previous years through the STEP program.</li> <li>3. Obtain suggestions from nurseries on trees they would suggest be used in the STEP</li> <li>4. Publish results from STEP trials</li> </ol>	<p><b>Who</b></p> <p>Tim</p> <p>Tim</p> <p>Tim</p> <p>Marketing/Outreach Committee</p>	<p><b>Timeframe</b></p> <p>By early 2012</p> <p>Ongoing</p> <p>Ongoing</p> <p>Annually</p>

# Trees Across Colorado Program

- **Gertie Grant**
- Jennifer Hrobar
- Robert Bond
- Scott Grimes
- Joann Phillips

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Get local growers involved</li> <li>▪ Increase number of trees to 3,000 each year</li> <li>▪ Increase the diversity of trees offered</li> <li>▪ Provide educational materials with trees</li> <li>▪ Train others to take over TAC</li> <li>▪ Market and promote TAC</li> </ul>		
<p><b>Tasks</b></p> <ol style="list-style-type: none"> <li>1. Contact local nurseries about growing trees we want and can sell</li> <li>2. Revise and distribute invitation to participate in TAC</li> <li>3. Create a brochure w/photos to hand out at events where CTC has a booth</li> <li>4. Solicit input for suggested less common trees for Front Range. Pass results on to growers, both potential local nurseries &amp; current suppliers.</li> <li>5. Find funding source &amp; write hangers to put on trees with: planting instructions, CTC contact information &amp; referrals to web pages with more detailed info</li> <li>6. Train committee and volunteers in each phase of TAC: ordering trees; tree descriptions; computer forms; paperwork for unloading; unloading; follow-up/evaluations</li> <li>7. Press releases for TAC activities: participation invites Fall, unloading photo opportunities in April</li> </ol>	<p><b>Who</b></p> <p>Gertie and Scott</p> <p>Jennifer and Gertie</p> <p>Marketing/Outreach Committee</p> <p>Gertie, Scott and Committee</p> <p>Jennifer and Funding Committee</p> <p>Gertie, Robert Bond, Joanne Phillips, Jennifer Hrobar</p> <p>Marketing/Outreach Committee</p>	<p><b>Timeframe</b></p> <p>Fall 2011 (begin)</p> <p>Fall 2011</p> <p>Fall 2011</p> <p>Summer 2011</p> <p>Fall – Winter 2011 – 2012</p> <p>Start in summer 2011 and go through the year with each step</p> <p>Fall 2011; Spring 2012</p>

## Colorado Tree Coalition Committees

### **Board Development Committee**

*Overview:*

The board of directors is key to the success of any organization, and critical for a volunteer coalition. Board diversity indicates the CTC mission resonates beyond true believers. The ongoing task of building and maintaining a diverse board of directors requires regular assessment of current and future needs and focused recruiting by CTC's leaders. CTC Board members are encouraged to engage with other organizations and assist the Boards of partner and affiliated organizations (ISA/RMC, CNGA, ALCC, GREENCO etc.) Continue the task of building and maintaining a diverse board of directors as a regular assessment; to analyze and revise chapter representation; begin to develop a job description for a paid Executive Director.

*Members:*

Scott Grimes – South Suburban Parks and Recreation  
Keith Wood – Colorado State Forest Service  
Becky Wegner – Mountain High Tree, Lawn and Landscape Company

### **Funding**

*Overview:*

CTC must actively seek partners, donors and grants to keep our programs active and vibrant. Interacting with and growing our membership expands our reach and helps cultivate CTC's future leaders. Create funding database to track potential sponsors; attract and maintain membership base.

*Members:*

Scott Grimes  
Karen Scopel  
Vince Urbina  
Neal Bamesberger  
Keith Wood

### **Marketing and Outreach Committee**

*Overview:*

CTC has many programs that will benefit from focused efforts of the Marketing/Outreach Committee. Focusing on the visibility and success of existing programs rather than creating new programs will enhance their viability and increase member involvement and help recruit new partners. Determine needs of committees/programs to market their activities. Tell story, get branded and “out there.”

*Members:*

Mike McGill, Town of Erie  
Gertie Grant – Trees Across Colorado  
Tom Wells – City and County of Broomfield  
Keith Wood – Colorado State Forest Service  
Vince Urbina – Colorado State Forest Service  
Becky Lamphear – City of Colorado Springs