

SUFC Outreach and Communications Working Group Conference Call: 2/4/11

Attending: Suzanne and Jennifer (KAB), Keith, (FS), Jerri (SMA), Jess, Jen, Jim Scwhab (APA), Don (ISA), Dan (NADF).

- Jennifer and Jess will produce an internal update eBulletin in late March. The external eNewsletter will be issued in April (including Vibrant Cities update, iTree Suite info., APA Urban Forest Planning WS updates etc.)

ACTION: Please send Jennifer/Jess event dates and other content suggestions over the next 2-3 weeks.

- Vibrant Cities planning committee should be completing selection process in approx. 1-2 weeks. SUFC will receive first-hand briefing on recommendations/outcomes at annual April DC meeting.

ACTION: Send all BEST PRACTICES to NYPR (see Sarah's contact info. below) for Vibrant Cities Initiative. Assume they DO NOT have all pertinent information from your sector. BMP should include certification programs, on-ground programming etc.

- Two new SUFC members in process of joining: America In Bloom and American Rivers. Additional outreach to be conducted with TreeCanada and National League of Cities (Dan and Jerri).

ACTION: Dan to contact Tree Canada and NLC.

All WG members to send suggestions for invitation list to SUFC reception on April 12. Please send to Jess/Jen by 2/17. Attached is current list of invitees *outside* SUFC members.

Jen JH to follow up with Assoc. of Botanical Gardens.

Susanne/Jen JH to follow-up re: Peter Raven from Mo. Botanical Gardens as potential keynote speaker at SUFC event.

- Outreach WG members to be 'hosts' at SUFC reception to engage all guests, promote effective networking and promote SUFC. Save-the-Date being sent this week through March 1st.

ACTION: Send suggestions for key note speakers to Jen JH.

- Advocacy Day, April 12th. Jen JH will pass along message/concern re: crisis in cities re: slashing/terminating UF budgets. Jerri to join next Policy WG discussion re: advocacy day activities.

- Gen'l (not Advocacy Day) Policy WG meeting will be held Friday, Feb. 11th at 2:30. All welcome to join. Will be discussing U&CF budget recommendations and EPA storm-water rulemaking opportunity for SUFC/green infrastructure.