

SUFC Outreach Call
May 5, 2010
3:30 p.m. EST

Attendees: Dan Lambe, Jim Skiera, Deb Bogar, Don Winsett, Jess Kebert, Susan Cahill, Jerri LaHaie, Keith Cline, Carrie Gallagher, Jennifer Hinrichs

Decisions and Action Items for WG members:

- Outreach WG approved initial draft of communications calendar and suggested forms of communication (*See attached working document*).
- Outreach WG will produce a one-page Notes and News "bulletin" distributed *quarterly* beginning with first issue ready for June outreach push.
- Target distribution dates for the "bulletin": June, September, December, and March
- Distribution list (database) will include all SUFC members, affiliated partners and a growing targeted audience (to include Hill staff, enviro. NGO's, federal agency staff, non-traditional interest groups etc.
- To accomplish all the above, two subcommittees were created to support:
 - 1. The development and review of the on-going "bulletin" (collecting content, editorial review, related design issues).
 - Volunteer members: Susan Cahill, Dan Lambe, Jerri LaHaie and Keith Cline AND
 - 2. The development of a comprehensive database (mailing list) for all SUFC communications and specifically the "bulletin" and appropriate Calls-to-Action, as well as address logistical and technical issues (tracking metrics, updating, avoiding spam boxes etc.) associated with large electronic mailings and mailing list management.
 - Volunteer members: Jim Skiera and Carrie Callagher (or their staff)
- The revised Urban Forests Champion template was approved by the WG. The final copy will be distributed within the next two weeks. *Dan and Jennifer*

Specific Action:

- Both subcommittees need to meet within the next week to meet pending late May deadlines (to accommodate early June outreach push). *Jennifer is pulling together a meeting for each group.*
- A proposed date of May 24th or 25th was put forth for an ALL-MEMBER SUFC conference call to debrief coalition on June events and all communications. *Jennifer/Jess will set up date and time.*

- Dan and Jennifer will coordinate on preparing communication materials available for the NUCFAC meeting on June 2. More information is forthcoming on the NUCFAC event which all members should share with their respective membership and extend an invitation to potential new SUFC members or interested parties.
- Jennifer and Jessica have drafted an initial set of broad communication protocols. It will be distributed this week for comment and review by the WG.
- Jennifer and Jessica are implementing several updates and improvements to the current SUFC website. A longer-range website review is needed to extend over the summer months. Additional WG members are needed to serve on this subcommittee. *Please contact Jen or Jess if you can serve.*
- Dan and Jennifer will send out reviewed release statement on SUFC next week for WG member comments. *A short turn-around by WG members is requested.*
- *Jennifer contact Stephanie Bertaina, EPA Smart Growth Program to set up EPA brown bag lunch for summer months.*