

**Policy Work Group Meeting**  
**July 7, 2010**

Members in attendance: ACT, NASF, ASLA, APWA, KAB, AmF, TCIA, NACD)

Invited Guests in attendance: NUCFAC, Trust for Public Land and North-East/Midwest Institute

Decisions:

- The overarching Policy Work Group purpose statement (To advance national investment in urban forests) was supported with the caveat the WG clarify the term "national investment" to be inclusive of private and public funding support.
- SUFC would clearly benefit from bringing on an individual dedicated to advocating for common SUFC interests.
- An individual contractor (or Point of Contact/POC) would be a far better fit for SUFC than a firm for multiple reasons including lower cost and prioritizing SUFC issues.
- Policy Work Group to make recommendation to SUFC Steering Committee to move forward with fundraising while refining policy consultant/POC job description and related research.
- Next SUFC Policy Work Group meeting will be August 4th, 3 p.m. (ASLA hosting).

Recommendations to SUFC Steering Committee:

- Continue to refine potential policy consultant (POC) job description, gather information about cost estimates and pro-actively seek out new funding sources.
- Amend SUFC Policy Principles to reflect a clear endorsement of said legislation/position by 3/4ths vote of non-abstaining SUFC members. This amendment clarifies that the 3/4ths consensus stipulation for broad SUFC endorsement will not include abstentions in the total tally. This should prevent any pre-mature halt in the process of endorsing any specific legislation and provide a true reflection of the majority intent.
- This amendment will be presented to the Steering Committee for approval. If there are no outstanding concerns, the amendment will be incorporated into the current principles.

Additional notes:

- Several ideas for fundraising were discussed from foundations to corporate supporters to a nominal tiered-membership contribution/fee to create a portfolio of potential funding sources. Don Winsett/ISA is willing to take the lead on raising funds to support additional advocacy efforts and contractual support. An initial goal of \$100,000 has been proposed for a one year period. (Jennifer will relay all information from WG meeting to Don and Steering Committee.)
- Recognition that urban forestry issues are a small portion of several SUFC members' overall agenda - although urban forestry (and green infrastructure to some extent) is important, it is only a piece of the larger pie for some organizations. Other SUFC member organizations would consider hosting or more actively supporting advocacy efforts through a POC. All but one represented organization at this meeting recommended pursuing an external SUFC POC regardless of their level of involvement in UF.
- The proposed contractor/POC needs to be familiar and comfortable on the Hill but does not need to be a big-name player. A "facilitator" counterpart to Jennifer Hinrichs is appropriate (able to open doors, leverage membership expertise, conduct follow-up, and contacts, analyze

legislation etc.). Identifying a substantial pool of qualified applicants was not a concern with the WG.

- There was a limited discussion of incorporating SUFC as a 501c(3) and/or channeling funding through current member organization (such as ISA, ACT etc.) but no firm recommendation emerged.
- While there are advantages and disadvantages to narrowing the scope of legislative issues; the majority felt keeping the broad approach of urban forestry and green infrastructure was the most beneficial for achieving an SUFC-focused agenda. Note: Urban forestry remains the focus of the SUFC but is often used in conjunction with green infrastructure. Urban forestry is sometimes a stand-alone issue/topic and other times is folded within the larger umbrella of green infrastructure but it remains the focus of this Coalition.
- SUFC will continue to pursue relationships with all federal agencies and recognize that all agencies, including the FS, are not static and SUFC should continue to reflect the larger interests of the SUFC members at the table.
- Working group members clarified all advocacy activity has been conducted by SUFC members individually to date but to move forward and expand efforts, additional support is directly linked to increased effectiveness.