

SUFC Outreach and Communications Meeting Summary

Wednesday, August 4, 2010

ACTION ITEMS:

- Outreach to organizations:
 - National League of Cities *and* Urban Sustainable Directors Network - *Dan*
 - Green Roof Alliance *and* Green Infrastructure Institute - *Jen*
- Develop readily identifiable ACTION ALERT template for policy or other requests for member action. *Jen*
- WG members should sign-up Jen for their respective organizational newsletters. This will provide additional content and event notices for possible inclusion in SUFC eBulletins – *ALL*
- Jen will convene late August conf. call to provide content direction for September external eBulletin issue.
- **Partners in Community Forestry:** WG members email Jen and WG suggestions to integrate SUFC information into the Partners conference. (SUFC info. packet in process.) Agenda details: <http://www.arbodayfoundation.org/shopping/conferences/brochures/pcf/2010/?breadcrumb=homepagebottom>

NOTE: Steering Committee had several suggestions and requests about how to raise awareness of SUFC and its work for conference attendees. Jim Skiera will follow up with Dan Lambe directly. In short, attendees will be most interested in learning that SUFC is working to raise “all boats around urban forest/green infrastructure” and to work across technical boundaries to address programmatic, policy and technical issues of common interest. More details re: policy agenda and issues can be addressed in side meetings.

DECISIONS/DISCUSSION:

SUFC eBulletin (external)

- WG members liked the Profiles section, length of document just right. No additional suggestions at this time.
- With several issues out, the WG can measure success of outreach efforts by tracking growth and readership rates in the months to come.
- Jen will solicit additional feedback from Policy WG members as well as hill staffer email contacts of interest.

eUpdate (internal)

- Next issue will be October. Jen will prompt SUFC members for content to share.

SUFC Urban Forest Champion network – all members should have their respective networks prepared for SUFC policy alerts in 2010-2011. Alerts will be sent via Constant Contact and all background materials will be available on the SUFC website to improve ease of use and tracking capabilities for SUFC.