

Notes from 21 May 03 meeting LA/OC Urban Forest Council

Present:

Edwin Cabnal, Hollywood Beautification Team hbteam@earthlink.net
Catherine Waters, THE GARDEN, robcatwaters@earthlink.net
Cuong Dinh, West Coast Arborists, www.wcainc.com
David Cooper, WCA, dcooper@wcainc.com
Loni Brown, Landscape Designer, lonibrown@earthlink.com
Kevin Kane, L. A. County Parks & Recreation, kvkane@co.la.ca.us
Janica Jones, L.A. Zoo, lazoohorticulture@earthlink.net
Bill Fregoso, L.A. Street Tree Division, rfregoso@bss.lacity.org
John Melvin, CDF-U&CF Program, john.Melvin@fire.ca.gov
Ronald Lorenzen, L.A. Street Tree Division, rlorenzen@bss.lacity.org
Angee Beckett, West Hollywood Tree Preservation Society, angeebeckett@msn.com
Herbert Spitzer, Spitzer Fire and Environmental, hasacton@aol.com
George Gonzales, LA Street Tree Division
Scott Wilson, Northeast Trees, scotttrees@earthlink.net
Mel Johnson, California Urban Forests Council, mel@caufc.org

Welcome and Introductions – Everyone introduced themselves. Kevin Holman was unable to attend the meeting. Mel Johnson opened the meeting and gave a brief review for the benefit of newcomers of the origins of the LAOCUFC which first started with meetings on 9/11 & 12, 2002. These meetings resulted in the formation of a network to advance urban forestry in the LA Basin.

Update from CaUFC

- CaUFC has hired a new Program Director, Dena Kirtley, dena@caufc.org
- Upcoming Conferences & Workshops - The Annual Urban California Urban Forest Conference will once again be a joint effort with CaReleaf. “Marketing Urban Forestry” will be the theme. It will be held Oct. 23 – 26 at the Long Beach Hilton, more information will be available on the CaUFC website: www.caufc.org soon.
- There will be an Urban Wood Utilization workshop in San Marcos at Palomar College on June 12 & a “Diagnosing Tree Problems” workshop in conjunction with ISA in San Jose on August 21; if successful it will be repeated in the south.
- Statewide Public Education Campaign – Angee is working with Chuck Cole (CaUFC’s Development Director) on billboards and transit shelters statewide. So far several major utility companies, Viacom and Clear Channel Outdoor have signed on as sponsors. Original concept came from West Hollywood Tree Preservation Society. CaUFC has applied for a National Tree Trust Grant in addition to sponsors to bring campaign statewide. Sponsors can sign on for roughly \$700 – \$1000/billboard depending on number or roughly \$500 for transit shelter ads. The program can be streamlined to fit groups with 7 different slogan choices, such as Right Tree Right Place, Got Shade, Don’t Top Trees, etc
- California Certified Urban Forester Program – Beta test will be given in July, first public exam in fall. Latest information is on CaUFC’s website
- Other Regional Councils/Chapter Activities - All regional urban forest councils are now chapters of CaUFC, Inland Empire just completed a successful Arbor Day event, San Joaquin is going to offer _ day workshops pruning aimed at small communities, Sacramento is providing feedback to a regional plan being developed by the Sacramento Tree Foundation, Bay Area is working on a State of the Urban Forest

Report for the 9 county Bay Area, San Diego is being reactivated, Central Coast is planning a 1 day workshop on mentoring the next generation of urban foresters.

National Urban Forest Conference

USDA Forest Service is providing travel and registration to the National Urban Forest Conference in San Antonio (9/17- 20), for two people from each Regional Council. The group discussed and then decided to send Ron Lorenzen and Angee Beckett. Mel will give names to the Forest Service.

Sub-Committee Reports

Publicity/Education – Angee Beckett reported that business cards and stationery are ready for chairs of the sub-committees

Advocacy – Catherine Pannell reported that she is continuing to network and attended a function for local politicians and got the LAOCUFC as one of the sponsoring organizations.

Review Structure and Sub-committees

Mel reviewed the current structure and operating procedures. The LAOC UFC operates on consensus with some fallback voting procedures if necessary (see guidelines). The group agreed to continue this model.

There was some discussion of how often steering committee and sub committee meetings should meet. A recommendation was made for the entire council to meet 3 or 4 times a year with sub-committees meeting more often, but this could be via conference call, email chats, or in person. It was decided to let sub-committees decide what works best for them. It was agreed to try and have 3 or 4 meetings of the entire council a year.

The group reaffirmed the steering committee structure: Chair, Chair Elect, sub-committee chairs, recorder and CDF Representative

There was discussion to clarify how the sub-committees overlap and the charge of each sub-committee. The standing committees were reaffirmed and their overlap areas defined as follows:

Education (No members at this time) - role is to provide programming at meetings, perhaps for CEU's; develop or spearhead educational events for the public like booths at fairs or Arbor Day event; works with marketing committee to publicize events.

Marketing (Angee) – role is to get the name of the regional council and urban forestry out there, helps with web site development and providing materials to members such as business cards, stationary, etc., works with education and networking committee and developing ways to market events and materials.

Networking (Catherine Waters Pannell, Kevin Kane) – to develop contacts and opportunities for networking, works with marketing group to follow through.

Policy (Ron Lorenzen, Scott Wilson, Janica Jones) – role is to develop a mission statement for the regional council; oversee activities to make sure they fit with mission; and works with CaUFC to insure compliance with Chapter and Fiscal Agent agreements.

Next Steps

Discussion of offering CEU's to attend meeting, tabled to next meeting as this would come under the Education Committee and need members to undertake this.

Discussion of kick starting group by doing the mission statement – policy committee will work on this.

Discussion of having networking committee do a community e-mail directory . This is Kevin Kane's idea and he agrees to work on it with Cat.

Elect Chair, Clerk, CDF Rep, CaUFC Rep

The group reaffirmed Catherine as the CDF Representative for another year

No Clerk or recorder for minutes was elected but Cat offered to take notes at the meetings.

Scott Wilson was elected as board representative to the CaUCF board. Scott currently serves on the CaUFC Board and his term will expire at the end of 2004 when a new representative will have to be elected.

Herb Spitzer was elected chair for one year with Ron Lorenzen elected as chair-elect for one year when he will automatically assume the chair and new chair elect will need to be elected.

Next Meeting

August 14, 2003, 10:30 – 1:00, LA County Arboretum, with a possible tour of the arboretum and will include lunch.