

**City of San Diego  
Community Forest Advisory Board**

**SPECIAL MEETING  
Saturday December 4, 2010 - 9:00am to 2pm  
At Estrada Land Planning  
755 Broadway Circle Suite  
San Diego, CA. 92101**

**Members Present:**

Members – Vicki Estrada, Robin Rivet, Jon Becker, Victoria Heithaus, Stephen Lamprides, Craig Jones, Mary Johnson, Joe Jones, Tershia d’Elgin, Jeff Harkness.

**1. Welcome from the Chair: Inspiration to Action** Vicki Estrada 9:15 am  
√ Introduction of Agenda and goals of retreat  
√ Modifications to Agenda?

**2. Review of CFAB's Mission and Tasks** Jeff Harkness 9:30 am  
*Discussion:* Members' individual strengths/skills, desired contributions

Robin presented materials from her group, the Advice and Technical Assistance Center of the Center for Sustainable Energy, which can work in partnership with CFAB on educational goals.

The group will be developing lists of associated organizations to develop long-term relationships. CFAB can help with developing these contacts and sending Board members to scheduled events/meetings.

**3. Board Report Card** Jon Becker 10:30am  
*Discussion:* How well has Board performed its designated duties?

**4. The Importance of Urban Forestry in San Diego:** Vicki Estrada 11:30am  
**How to Bring it Home to the City's Decision-Makers?**

Decision-makers need to be identified and educated. For example, incoming Council members should be provided a "Welcome to CFAB"-type package of materials.

**5. Formation of Resource Groups and Break-Out (Working Lunch)** Vicky Heithaus 12:00pm

Resource Groups (RG) formed and should develop leader/charge/goals to present to Board early next year. RGs to report at every Board meeting (bring action items) and write reports. Currently signed-up:

- Policies/Programs: Vicky, Mary
- Networking/Partnerships: Joe, Robin, Jon
- Outreach/Education: Mary, Vicki, Robin, Tershia
- Funding: Craig, Tershia, Jon, Vicky, Stephen
- Emerging Technologies: Jon, Robin, Vicki

**6. Reports of Resource Groups: Mission and Goals**

Resource Group Leads 1:00 pm

Education is a key to bringing change. Effective messaging is critical.

Community Planning Groups are a good vehicle to exert political pressure by raising public consciousness

CFAB needs to stay on top of emerging technologies that allow for cost-benefit analyses. Board should stay informed on what other Cities are doing through Resource Group reports.

**7. Conclusion and Next Steps**

Vicki Estrada 1:50 pm

***Action Items:***

- √ Ask for City audit on CFAB's accounts(s)
- √ Find out who is the City's grant writer for urban-forestry related funding opportunities
- √ Find out who is point of contact at Environmental Services
- √ Request Drew to make presentation to the Board on where we stand with IT re: tree inventory
- √ On official Board Duties: add "interest groups" to networking
- √ On official Board Composition: remove People for Trees and make recommendation to Mayor/Council

**Public Comment:** none

**Adjourned** at 2:00 pm