



Development and Communications Committee Report

Prepared by: Paul Fletcher, Chair

Date Submitted: April 21, 2017

Meetings:

- Committee Chair: Brian Sayers
December 13, 2016
- Committee Chair: Paul Fletcher
January 10, 2017; February 27, 2017; April 11, 2017

Accomplishments:

Our committee was in a holding pattern as CCS worked through and completed their work.

- Paul Fletcher agreed to assume the Chair, after much internal debate.
- We agreed that a split of our committee into Development and Communications makes sense, with each body focusing accordingly. Eric was to take the split recommendation to Governance and Executive Committees for consideration. Governance Committee was to review Dave Krause's Trustee application and nominate him to the board as a Trustee and Communications Committee Chair. Our committee members are to choose which committee to serve post-split.
- We discussed operating appeal ideas to encourage donations for a tangible cause. For example, Facebook appeals, Earth Day \$x buys \$y. Eric Smith took committee ideas for a virtual and social media appeal platform to a contractor, with a September target for launch.
- We listened to Jeff Wilson's idea to seek ways to better interpret research for commercial arborists. He suggested that we ask Rex Bastian and other notable researchers to write easily understood and useful articles.
- We gained a better understanding of our roles as committee members as well as the function and the expectations of the committee.
- We opened the door for Eric to engage Bartlett. He spent time at the lab and has an invitation to formalize future research summits there.

Objectives for the next 3 months:

- Formalize committee split and define roles.
- Provide additional ideas for fundraising.
- Open more doors for Eric.
- Provide support, and encourage others to provide support, in some fashion to the Tour.

Next Meeting Date:

- June 13, 2017