



Development Committee Report
Prepared by: Paul Fletcher, Chair
Date Submitted: April 23, 2019

Meetings

January 8, 2019

Year End Appeal Final Status: Monika Otting stated that the goal of \$30,000 was reached for the individual appeal. The Quarterly Research Report and having the appeal letter signed by a researcher seemed to be beneficial. The Partnership Appeal fell short of the \$100,000 goal. Mowbray's invoice for \$35,000 is still open; Tom Wolf is following up.

Corporate Partners and Prospects: Bandit, Lewis Tree and Bartlett have multi-year proposals which are still open. Conversations continue with Sherrill. Paul Fletcher will follow up with Greg Carbone about a contact person at BrightView. Randall Miller stated that Arizona Public Service and Duke Energy are in play for 2019. Randy will follow up with American Transmission Company. Will Nutter will follow up with Rainbow Treecare Scientific Advancements, Southco, National Grid, Bayer Crop Science, Utility Once Source, Jarraff and Sherrill Tree.

2019 Fundraising Goals: President and CEO Smith reviewed the 2019 fundraising goals with the committee.

New Business: Steve Geist and Al West discussed approaching Stuart Crow. Eric and Monika will create a seven point touch moves management protocol in this regard. Al West offered to send Stuart a letter.

Old Business: President and CEO Smith stated that endowment results for year-end 2018 will be available from CCT in February. The new website implementation will be moved into 2019 with Karen Lindell's departure from TREE Fund in February. The Executive and Governance Committee will be reviewing whether Strategic Plan 2018 committee directives were met, whether 2019 and 2020 need to be revised and add 2021.

March 12, 2019

Endowment Goal Discussion: Committee discussed amending the Strategic Plan goal of \$7.0 million in total paid or pledged endowment funds by the end of 2021, based on

market changes over the past six months, changes in timelines related to the Tree and Soil Research Fund campaign, and the PG&E bankruptcy, which has eliminated a large expected matching gift program for UARF. The committee agreed that we need to continue building the endowment, but that Strategic Plan goals should be based on actual contributions, not on total market value, since that is beyond management's control. President and CEO Smith will investigate average amount that have been permanently restricted over the past four years and will make a recommendation for goals in 2019-2022 based on that data. President and CEO Smith will draft a letter for the Finance/Audit Committee to CCT to discuss our plans to no longer invest new funding there, and we will schedule a face to face meeting with CCT prior to the May Trustee Meeting to advise them of our concerns about their management of our assets. President and CEO Smith will recraft Strategic Plan language related to the endowment and submit to Strategic Planning Task Force and Executive and Governance Committee.

Corporate Partners and Prospects: President and CEO Smith reviewed the Corporate Partners and Prospects list and noted that Monika Otting is working to get Chapter commitments prior to June.

New Website Implementation Status: President and CEO Smith showed a sample page of the website revision expected to be launched the first week of April.

Strategic Planning Update: Strategic Planning Task Force met and asked Committees to review the plan and communicate any changes to 2019, 2020 or 2021. President and CEO Smith will craft updated language based on the conversations during this meeting. The committee agreed that the elements in the current plan should be continued into 2022, possibly adding reference to a proposed think tank initiative with Bartlett designed to increase engagement with industries beyond the core tree care community.

Objectives for the next 3 months:

- Revitalize Planned Giving Program - Re-Launch Heritage Oak Society – July 2019
- Identify New Prospects – Explore use of digital marketing to engage potential donors