

# MISSOURI COMMUNITY FORESTRY COUNCIL

## STRATEGIC PLAN 2018-2020

**Mission:** Stewards for Missouri Community Forests

### **Preamble**

The Council is a Missouri organization operated exclusively for non-profit purposes and specifically to make recommendations to Missouri's Governor, General Assembly and other legislative and administrative branches of the State, public and private educational institutions, the counties, and individual citizens of the State of Missouri, on the best ways to preserve, protect, expand, and improve Missouri's urban forests and trees. To this end, the Council will:

1. Seek the broadest possible involvement of representatives of organizations, institutions, and other entities, as well as individuals involved in urban forestry, for discussion and study on matters relating to sound urban forestry practices;
2. Develop consensus recommendations, regarding sound urban forestry practices, which are scientifically based and technically correct, and make them available to Missouri governmental entities and others;
3. Work to coordinate activities of the institutions, entities, and persons involved in urban forestry matters, to avoid duplication and inefficiency; and,
4. Support the urban forestry objectives approved and set forth by the State Forester of the Missouri Department of Conservation.

### **Goals and Objectives**

**Goal 1 – Maintain an efficient and effective statewide organization that provides opportunities for active participation at the local, regional, and statewide levels.**

Objective 1.1 – Strengthen and clarify the existing regional and state council structure. Set reminder calendars of important events to take place and dead lines.

Action:

- Update constant contact membership. (*June of each year*)
- Conduct annual review of at-large members, revising as needed. (*April each year*)

Objective 1.2- Continue to implement a strategy to promote more interest and participation in areas of the State where activity has been limited or lacking.

Action:

- Implement recommendations of the Areas of Needs Task Force

Objective 1.3 -- Seek other partners to give the Council broader exposure.

Action:

- Using updated definition of at-large membership and entities established by Council, additional organizations and agencies will be invited to become at-large members (*April each year*).

Objective 1.4 – Evaluate the need, cost and benefits of part-time staff or contracted services whose task is to assist with the needs of the Council.

Action:

- Redesigning the web site and to keep it up to date

Objective 1.5 – Hold a minimum of five business meetings per year, and sponsor an annual conference open to the public.

Action:

- Continue to hold Executive Council meetings in Jefferson City on alternate months.
- Continue annual conference, organized and with theme set by hosting region. Annual conference should begin planning 2 years prior to event.
- Discuss a training seminar to the general public.

Objective 1.6 – Continue recognition activities, programs, etc. that recognize outstanding examples of community forestry stewardship.

Action:

- Promote existing recognition programs sponsored by MDC, Forest ReLeaf of Missouri, ISA, etc.
- Continue the section in Cityscape called "I Am Community Forestry" to recognize individuals and organizations throughout the state and rotate the write-ups throughout the regions.

**Goal 2 – Encourage scientifically based, technically correct, urban forest management techniques and actions, including correct tree selection, planting, and care.**

Objective 2.1– Continue the “Technical Oversight Committee” whose job is to monitor, investigate, and evaluate urban forest management actions and techniques, and recommend, for Council consideration, those that are suitable for Missouri conditions and needs.

Action:

- Reform committee members’ interest and replace as needed
- Members shall be appointed for two-year terms, coinciding with fiscal year.
- Diversify committee membership as members rotate from the committee. Suggested minimum makeup shall be urban forestry and tree care professionals.
  
- Report on two technical items per year. Include reports in Cityscape.

Objective 2.2– Promote educational opportunities across the state.

Action:

- Continue public outreach of the Education/Outreach Committee, whose charge is to develop and implement education strategies for the Council.
- Develop and implement urban forestry training seminars, workshops, etc. at the regional level, for both professionals and lay people.
- Continue mini-grants to sponsor and support regional training workshops
- Continue to fund and administer MCFC State Conference scholarships.
- Prepare and update materials that identify educational opportunities throughout the state.
- Form a MCFC professional development grant/scholarship funded by MCFC.

**Goal 3 – Provide a forum wherein institutions, entities, and individuals involved in urban forestry matters can communicate and share information, ideas, and activities.**

Objective 3.1– Continue Communications Committee

Action:

- Continue to expand communication to include a broader message, beyond but not excluding the original anti-topping message
- Implement calendar of monthly messages for email and social media, used throughout the organization
- Respond to current events that promote or encourage proper tree care practices, or instances of improper tree care practices on public property
- Increase readership of website, blog and other social media outlets.
- Continue quarterly publication of Cityscape newsletter quarterly, distributed electronically or through mail as requested.

Objective 3.2– Allocate time at two regular meetings each year (state level) for presentations, discussions, etc of items relating to activities that may be of interest/concern to the statewide urban forestry community.

Action:

- One topic of statewide interest will be introduced, discussed and -- when appropriate -- a position statement prepared for the State meeting. The statement will be catalogued and ready for public release when needed.
- Encourage regional leaders to share information from discussions at the state council meetings
- Regional and statewide leaders should be alert for opportunities and take action to connect people from different parts of the state who have the same issues, problems, interests, etc. and may benefit from direct interaction with each other.

#### **Goal 4 – Support and assist with all State forestry-related programs**

Objective 4.1– Promote and provide assistance with on-going MDC projects: e.g. Tree City USA, TRIM, and Arbor Day.

Action:

- Determine the curriculum focus and theme for the Missouri Arbor Day Poster Contest and otherwise assist MDC with the contest.
- Design and distribute calendars and other promotional materials featuring the Arbor Day Poster Contest Posters each year.
- Participate in evaluating TRIM grants continue to support and promote the MDC Trees Work Campaign
- As requested by MDC, participate in Arbor Award of Excellence nomination reviews annually.

Objective 4.2– Communicate and interact regularly with MDC staff.

Action:

- Invite MDC staff and administrators to all council meetings.
- Involve regional liaisons in all meetings.
- Provide a short, prioritized list of annual recommendations to the State Forester and a short organizational report of accomplishments. (*October 30*)

Objective 4.3 – Continue participation on Missouri Forestry Resource Advisory Council (MoFRAC).

Action:

- Provide member and alternate to serve as liaison to MoFRAC
- Appointee will serve as Urban/Community Forestry resource for MoFRAC

**Goal 5 – Oversee and review all financial documents and report to the board any discrepancies.**

Objective 5.1 – The committee shall monitor, investigate, and evaluate the financial management actions.

Action:

- Reassess committee members and replace as needed on a 2-year term.
- Report quarterly as necessary.
- Suggested makeup of the committee shall be of three members including the treasurer.