Meeting Minutes Draft

Tuesday, August 1, 2023, at 4:00 p.m.
1155 Market Street, 3rd Floor, Large Conference Room
San Francisco, CA 94103

Committee Members: Members Igor Lacan (Chair), Nicholas Crawford, Andrew Sullivan, and Lewis Stringer.

Order of Business

1. Call to Order and Roll Call.

   The meeting was called to order at 4:11 p.m.

   Present: Members Igor Lacan, Nicholas Crawford, and Lewis Stringer
   Excused: Member Andrew Sullivan
   Absent: None

2. Adoption of Minutes of the February 21, 2023, Urban Forestry Council Planning and Funding Committee Meeting. Explanatory Document: February 21, 2023, Meeting Draft Minutes. (Discussion and Action)

   There was no public comment.

   Upon a motion by Member Lacan and a second by Member Crawford, the minutes were approved without objection. (Ayes: Members Lacan, Crawford, and Stringer; Noes: None; Absent: Member Sullivan)

3. General Public Comment. (Discussion)

   There was no public comment.


   Jesus Lozano, Urban Forestry Council Coordinator, discussed the context of the 2019 Strategic Plan’s communication goals.

   Member Lacan and Jesus Lozano discussed barriers to implementing a communications plan.

   Member Crawford discussed the relationship between income and support for street tree planting projects.
Members Lacan, Crawford, and Stringer and Jesus Lozano discussed communication strategies to address concerns about tree planting projects.

Member Stringer discussed press releases highlighting tree planting projects.

Members Lacan, Crawford, and Stringer and Jesus Lozano discussed the merits of spotlighting public and nonprofit tree planting projects.

Member Lacan and Jesus Lozano discussed the importance of stories that engage members of the public who are not traditionally interested in urban forestry.

Member Stringer and Jesus Lozano discussed highlighting urban forestry needs in media stories.

Member Crawford and Jesus Lozano discussed the importance of publicizing the Council’s role in supporting urban forestry projects.

Member Stringer and Peter Brastow, Senior Biodiversity Specialist, discussed the Presidio Trust's communication strategy as it relates to urban forestry.

Members Lacan and Stringer and Jesus Lozano discussed opportunities to publicize the Council and its work to members of organizations represented on the Council.

Members Lacan and Crawford discussed the need to emphasize the Council’s mission in its communication strategy.

Members Lacan and Stringer discussed the goals of the Council’s communications plan.

Member Lacan and Jesus Lozano discussed opportunities to engage the Board of Supervisors on urban forestry issues.

Member Lacan, Jesus Lozano, and Peter Brastow discussed community events that promote the Council’s role in urban forestry issues.

Peter Brastow discussed resources needed to implement the Council’s communication plan.

Members Lacan and Crawford and Jesus Lozano discussed the allocation of responsibilities between Committee members.

There was no public comment.

5. **New Business/Future Agenda Items.** (Discussion)

Member Lacan and Jesus Lozano, Urban Forestry Council Coordinator, discussed a potential update on the status of communications goals.

Members Lacan, Crawford, and Stringer and Jesus Lozano discussed a potential presentation on sidewalk parking and racial equity issues.

Member Crawford and Jesus Lozano discussed a potential presentation on tree planting budgets.
There was no public comment.

6. **Adjournment.**

The meeting was adjourned at 5:26 p.m.