



MEETING NAME **PROMOTION AND OUTREACH COMMITTEE MEETING**
DATE Tuesday, June 9, 2020
TIME 2:30 – 3:30 PM Est
MEETING FORMAT Zoom (Recorded)

COMMITTEE MEMBERS IN ATTENDANCE	Jay Cude, Chair, Steve Barilovits, Dr. Deborah Delmer, Michael Doochin, Doug Gillis, Rex Mann, Allen Nichols, Z. Cartter Patten, Linda Polin-McGuigan, John Wenderoth, Cherin Marmon-Saxe (Recorder)
NOT IN ATTENDANCE	Lewis Lobdell, Dr. Jeanne Romero-Severson, Dr. Kim Steiner, Dennis Liu, Samantha Bowers
OTHERS IN ATTENDANCE	Lisa Thomson, Betsy Gamber

CALLED TO ORDER AT 2:37 PM - JAY CUDE, CHAIR

- Jay welcomed new members and thanked everyone for their attendance and participation
 - Linda McGuigan, Michael Doochin, Rex Mann, John Wenderoth
- Review of Agenda

P&O CHARTER REVIEW - JAY

- The current charter was previously updated and approved by the Board of Directors in August 2019
- We will adhere to the 3-year term limit for committee members to ensure we have new talent and fresh ideas on an ongoing basis.
- There were no suggested changes to the charter at this time.

STRATEGIC PLAN 3.0 IMPLEMENTATION REVIEW – COMMITTEE DISCUSSION

- Initial activities will be to review the Strategic Plan and specific items associated with P&O
 - 7 main strategies to review
 - Starting point is to prioritize the actions - **Action LTT/BG**
 - BG: Summary of each action
 - What has been accomplished
 - What needs to be completed
 - Prioritize from there
 - LTT: Update to 3.1.4 Action 50 – Investigate greater “virtual presence” to appeal to younger audiences. It will be important to recruit younger people to ensure we are able to continue our mission into the future.
 - Committee to consider new recruits for the P&O committee
 - Jared, Sara, Lisa and other collaborators met with UniquePlaces, funded by Epic Grants, working on virtual reality forests for educational purposes They are very interested in partnering with TACF for a chestnut forest following their development of a virtual longleaf pine forest. We are currently working to find the best trees for this program.

DEFINE THE PRODUCT 3.1.1 - COMMITTEE DISCUSSION

- Pleased to see an actual document that starts to define what our output might look like
 - Layperson Version
 - Product / Process / Timeline
 - Technical Version
 - Product / Process / Timeline
 - Action LTT – Supply Technical version of product to Debby Delmer
 - Purview of this committee to define how the product will be presented to the public when it is ready
 - What do we want to call it?
 - How and will we monetize it?
 - How will we release it?
 - Process for finalizing the document - Science Staff, S&T committee, P&O
 - LTT: These questions relate to the proposed activities of a Marketing and Distribution Committee
- Other discussion points to consider are:
- Collaboration with ESF related to legalities and intellectual property
 - Distribution of material
 - NY Chapter Mother Tree Program

NEXT STEPS FOR REVIEWING AND UPDATING THE PLAN - COMMITTEE DISCUSSION

- Manage the input to prevent the document from getting unwieldy
 - LTT/BG know the history pre-review required before group action
 - Strategic Plan bred the Implementation Plan to keep it active and fluid
- Prioritize strategies based on current needs.
- Move excel information into separate word documents for track changes / discuss through completion.
 - DG offered to redesign the current excel document
 - Produce one document for each Strategy
 - List the original strategy at the top
 - List the original action items associated with that strategy.
 - List what actions have been taken to date.
 - Comment on what has worked AND what has not worked
 - Work on sharpening the focus and possibly consolidating goals. LTT/BG
 - Add analysis, next steps, and recommendations.
- Consider using Google Docs as the best forum for collaboration
- Work strategy
 - Committee members may choose areas that are meaningful to them
 - Work groups of 3 for each strategy (Jay + 2-3)
 - Every committee member gets 1 assignment

OTHER DISCUSSION

- JW: Currently working with middle school science teacher wanting to incorporate chestnut into his curriculum. Space for an orchard has been approved. The virtual reality opportunity would be a great edition to the curriculum.
- AN: How to control the root rot spread once distribution of product begins
- LTT: Vigilance is and continues to be a real focus

MEETING ADJOURNED AT 3:34 PM