

PROMOTION AND OUTREACH COMMITTEE MEETING MINUTES

MEETING DATE	THURSDAY, MARCH 25, 2021
MEETING TIME	2:00 PM – 3:00 PM EST
MEETING FORMAT	Zoom

P&O COMMITTEE MEMBERS IN ATTENDANCE	William Jay Cude- Chair, Betty Allison, Steve Barilovits, Deborah Delmer, Michael Doochin, Dennis Liu, Lewis Lobdell, Rex Mann, Brian McCarthy, Linda Polin-McGuigan, Z. Cartter Patten, Kim Steiner, John Wenderoth, Samantha Bowers- Staff Liaison
NOT IN ATTENDANCE	Doug Gillis, Allen Nichols, Jeanne Romero-Severson
OTHERS IN ATTENDANCE	Lisa Thomson, Betty Gamber, Paul Wingefeld, Shana Zimnoch, Cherin Marmon-Saxe, Sara Fitzsimmons, Jared Westbrook, Brandon Yanez, Jules Smith, Carolyn Keiffer, Jim Searing

CALLED TO ORDER AT 2:02PM – JAY CUDE, CHAIR

Chair Jay Cude acknowledged a quorum and called for approval of prior Meeting Minutes from June 9, 2020. The committee approved the minutes unanimously.

JC- Opened the floor for a discussion on how can TACF grow. How do we grow our vision to allow a larger ask? This in no way detracts from the current mission of TACF, staying aware of mission creep.

DL- Big mission and vision is great and will appeal to some people. If there is a way to pull it apart to clarify separate programs and strategies also is useful. Some funders see vision, but most have restrictions and need to see a list of programs. We have a strong cultural dimension mixed with science. Cater to your audience. Consciously tailoring the messaging.

KS- Chestnut bight is one of many issues degrading forests today, Emerald ash borer being one. We don't know what is going to happen with the transgenic, so we need to work on cisgenic and other options if that does not go through. If we fail with chestnut, there will not be much energy or money behind other tree rescue missions. We are a model species. We have to get this right.

JaredW- Would like to station someone in a remote lab, i.e. Va Tech, to hire someone that would be a long-haul employee in a university setting to troubleshoot with colleagues, where TACF is the fundraiser for collaborative approaches funding partners. Looking at \$150,000 for two years for a discovery pipeline for understanding resistance with multiple components which does involve tissue culture. We are not limited by imagination we are limited by funding.

DL- We need to think about how this turns into a strategy on how to seek funding from private forestry or biotech money, or grant money with a more turnkey approach.

LT- Building support from corporate fundraising is mercurial. Working with philanthropists is a more lucrative approach.

SamB- Business sponsorship program is a priority of ours to seek corporate monies, but it is challenging to gain their attention. Time spent on private foundations is more of a priority.

BA- Proposed cultivating larger corporations. Inquired what the fundraising relationship is between SUNY and TACF.

SteveB- We need a product development plan, if we want big money. We need an end game to pitch in order to sell to investors. Clearly articulate a research and development plan that accelerates our research.

DD- Proposed launching scientific enterprises, fellowship approach.

SF- With other tree restoration groups, she hears we are looking to you, TACF, to know what to do. We should think about the overall umbrella of bringing all these tree restorations initiatives together.

DL- Establish a Chestnut Scholar program sounds better than “Fund this science tech for 10 years.” Be careful of the pass-through approach because you can find yourself in the nonprofit starvation cycle.

LL- Creating a digital map of different sources and research that are not linked but do coalesce with ecological restoration. We are not necessarily at the center of this but we are a collaborator. We are not going to be The Climate Change nonprofit, but our role is critical. How do you coordinate all these groups and convince a funder to bring us together?

SF- What is the story map and how do we put it on paper is where P&O can assist. Showing the level and complexity of our partnerships will be striking. Sara can assist visualize this. **ACTION (Partner list- Kendra)**

KS- Volunteered to curate a list of partners for the mapping. Contracting directed research is a way to succeed.

JC- There is a lot of commercial interest spending billions and we need a short list on these too. Build a list of natural investors. **ACTION (Customer/Funder list –Sam DONE), ACTION (List of trees that are imperiled – Jay/Kim DONE)**

JaredW- Can put together a map of ambitious collaborative science this fall. How do we ramp up production when/if the Darling 58 is approved?

JS- Envision these maps as infographics. **ACTION (Generate infographic maps, conceptualize – Sara/Jules)**

DD- Has anyone talked to NSF for grants? Offered to help organize thoughts here.

JaredW- We need to pull our scientists together to get organized for NSF.

JohnW- We need to lean on like-minded allies to raise awareness of our efforts, i.e. The Nature Conservancy.

SteveB- Science and Tech Committee should get a small number of volunteers together to start working on the tech and development road map for TACF; a list of scientific inquiry. **ACTION (Science list- Jared DONE)**

JC – We will have more regular meetings for P&O. Next steps will be sent out.

Meeting adjourned 3:18pm