

PROMOTION AND OUTREACH COMMITTEE MEETING MINUTES

MEETING DATE	FRIDAY, JULY 30, 2021
MEETING TIME	3:30 PM – 4:30 EST (2:30 PM – 3:30 PM CST)
MEETING FORMAT	Zoom (recorded)

P&O COMMITTEE MEMBERS IN ATTENDANCE	William Jay Cude - Chair, Betty Allison, Steve Barilovits, Doug Gillis, Lewis Lobdell, Linda Polin-McGuigan, Kim Steiner, CEO Lisa Thomson (ex officio), Samantha Bowers (staff liaison, recorder,, ex officio)
NOT IN ATTENDANCE	Deborah Delmer, Michael Doochin, Dennis Liu, Rex Mann, Brian McCarthy, Allen Nichols, Z. Cartter Patten, Jeanne Romero-Severson, John Wenderoth
OTHERS IN ATTENDANCE	Cherin Marmon-Saxe, Shana Zimnoch, Judy Antaramian, Jared Westbrook

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Call to Order

Chair Jay Cude acknowledged a quorum and called for approval of prior meeting minutes from 03/25/2021. Steve Barilovits motioned for approval of the March 25, 2021 minutes, seconded by Betty Allison, the item passed unanimously.

Review Lists:

1. Partner List
Jay Cude said staff is working on curating the partners of TACF.
2. Funder List (attached)
Samantha Bowers presented the handout including a 5-year and 12-month summary of funding activity on a grant level. Kim Steiner said our rate of return is pretty good in comparison to other groups. Steve Barilovits asked what our smallest grant size is and Samantha Bowers answered \$5,000. Lisa Thomson said we take into account the requirements of the grant application process when we decide to spend staff time on small grants or not. Specifically, a \$5,000 grant that takes a brief two-page summary is worth our time and effort whereas a \$5,000 grant that has a multi-page application that is very tedious is not worth staff time.
3. Imperiled Tree List (attached)
Jay Cude presented the handouts. Kim Steiner recommended we reach out to Scott Schlarbaum who created a document of threatened trees. Kim Steiner said the IUCN list was not as detailed as it should be. Jay Cude said the additional list was better suited to the needs of this group. Kim Steiner said we are not in a place to take on other species. Lisa Thomson said this exercise was good to see what other groups are out there for single species efforts. Kim Steiner said we are the flagship program in the tree restoration effort. The Long leaf pine restoration is focused on restoring an ecosystem not on the premise that the Long leaf pine is a

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threatened species. Betty Allison asked if there are other groups that have worked with genetically engineered trees. Linda McGuigan said no. Steve Barilovits said we are at the cusp of achieving success.

4. Science List

Jared Westbrook and Sara Fitzsimmons are continuing to update the TACF science plan and implementation plan components. We have accomplished a lot of what was in our multi-year strategic plan thus far.

5. Infographic (attached)

Jay Cude presented the infographic and said staff will build out other graphics to add. Betty Allison commended the team on the infographic. Jay Cude said this is a great start.

What are our Next Steps?

Jay Cude said we are in the middle of the regulation process with the transgenic chestnut and a second public comment period is coming up. We think we are heading towards a decision by the 4th quarter of next year.

Jay Cude asked what should our next priorities be as a group? Betty Allison said we should be ready for the next public comment period and make a list of people to solicit comments. Lisa Thomson said we do have a database to reference for the next phase, though we are undecided if we will hire a public relations firm this next go around.

Meeting adjourned at 4:31pm.