

Illinois Forestry Association Plan of Work **March 17, 2006**

Objective 1: Membership promotion statewide (Membership Committee responsible)

Goal 1: Achieve a membership goal of two hundred (200) by July meeting and four hundred (400) by end of 2006.

Actions:

1. Establish a membership committee for Illinois Forestry Association (IFA) and subcommittees for membership in each region.
2. Develop membership packet that can be sent via mail, e-mail, or hand delivered.
3. Each current member contacts or sends a minimum of ten (10) packets to potential members.
4. Sub-committees in each region will send out or hand-deliver at least one hundred (100) additional packets to potential members.

Goal 2: Attend at least seventy-five (75) percent of all annual Soil and Water Conservation District (SWCD) meetings and Land Use Councils throughout the state to inform and promote membership.

Actions:

1. IFA membership committee acquires master list of dates, time, and place of each SWCD meeting and provides to four (4) subcommittees in regions.
2. Sub-committees make local contacts, obtain permission to promote IFA, and assigns person to attend each meeting.
3. Assigned person sets up table and display banner, provides information, hands out packets, signs up members, collects fees to forward to Treasurer.

Goal 3: State membership committee develops, by the annual meeting, a strategic long range membership plan that includes:

- Goals
- Activities
- Contacts
- Methods

Goal 4: Contacts are established and a liaison person is named to provide and receive information, promote membership, and identify areas of mutual concern and action:

- Special interest groups
- Professional and trade associations (i.e. IL Arborist Assn., IL Nurserymen Assn.)
- Organizations
- Governmental agencies
- Others, as identified

Actions:

1. A complete list of all members is prepared by membership committee that shows:
 - Principal contact
 - Address
 - Phone number
 - E-mail address
 - IFA contact person
2. Public relations/communications committee sends periodic informational releases to each via contact person
3. Contact person keeps file records of all communications and shares feedback via newsletter (if we set one up) or to Board of Directors periodically.

Goal 5: E-mail directory of members is maintained and updated quarterly to facilitate information delivery.

Actions:

1. Membership form designed to allow self entry
2. Secretary develops and maintains complete list

Goal 6: E-mail question and answer mailbox is set up to provide information to members.

Objective 2: Business plan developed

(Finances Committee Chair Bob Sloan in conjunction with Stephanie Brown)

Goal 1: Develop a three year budget to be included in the application for the 501c3 non-profit tax-exempt status.

Objective 3: Public relations plan developed

(Public Relations Chair Jay Hayek responsible)

Goal 1: Current information about, community, urban, and traditional forestry issues in Illinois are disseminated.

Actions:

1. Develop information pieces about forestry issues, including IFA's stand on the issues and actions to address the issues.
 - news releases
 - magazine feature articles
 - fact sheets
 - talking points
2. Disseminate information through postal mail, e-mail, and IFA website.

Goal 2: Attend various meetings and conferences of forestry organizations to inform and promote membership.

Actions:

1. Representative (Dave Gillespie) to attend March 28, 2006 Annual Meeting of NIFA and have a booth at the event.
2. Follow through on having a booth on March 11, 2006 at Tri-State Forestry Conference in Sinsinawa, Wisconsin.
3. Investigate having a booth at the Illinois Arborist Assn. Annual Meeting in the fall of 2006.
4. Investigate attending a meeting of the IL Association of Land Trusts (contact Steve Black @ Southwestern IL RC&D).

Goal 3: Publicize IFA activities with all other affiliated groups and organizations (coordinated with Membership Committee).

Actions:

1. Issue news releases about IFA activities.
2. Develop a PowerPoint presentation for IFA contact use at meetings of forestry groups.
3. Invite groups to the IFA Annual Meeting.

Goal 4: Electronic data system established and accessible.
(Mark Jackson, Kathy McTighe, and Jay Hayek responsible.)

Actions:

1. Select web host and domain name for IFA website.
2. Web page that provides essential information about IFA is developed and maintained.
3. Review web page and update links semi-annually.
4. Develop partner links other appropriate agencies and organizations.
5. E-mail newsletter is set up for sending information to members regularly

Objective 4: Key community, urban, and traditional forestry issues identified and addressed statewide.
(Technical Assistance Committees responsible)

Goal 1: Achieve full staffing of all IDNR Forester positions in established districts.

Actions:

1. Meet with IDNR leadership to determine intentions and priorities
2. Build working coalition with all other support groups and associations
3. Develop mutual plan of action.
4. Initiate political contacts

Goal 2: Establish IDNR community and urban forestry positions in targeted areas of the state simultaneously with traditional forestry positions.

Actions:

1. Meet with IDNR leadership to determine intentions and priorities

2. Build working coalition with all other support groups and associations including green industry organizations
3. Develop mutual plan of action
4. Initiate political contacts

Goal 3: Pursue issue of forest land taxation rate change to address concerns of members

Actions:

1. Develop list of issues and concerns of IFA members
2. Meet with appropriate Illinois Department of Revenue staff to establish dialogue
3. Develop plan of action as evolves from #1 and #2 action.
4. Contact sponsors of bill (Eddy & Ries) about adding IFA as Task Group member.
5. Conduct a survey of landowners to regarding attitudes and responses to various taxation issues.

Goal 4: Recover the 4% harvest fee funds and ensure the fund is protected in the future.

Actions:

1. Build coalition of support for issue
2. Develops action plan to achieve goal (coalition group)
3. Carry out action plan

Goal 5: Secure new or enhance existing forestry assistance programs that result in twenty (20) members receiving cost share for tree planting, forest stand improvement, thinning, or pruning in line with forest management plans.

Actions:

1. Establish technical assistance committee with sub-committees in each region to determine priority needs and concerns throughout state.
2. Committee develops plan that includes actions to achieve goal. Plan would include:
 - Building support group
 - Making local, state, federal contacts to discuss existing programs
 - Propose new programs
 - Increase range of practices
 - Gain political support
 - Prepare grants
 - Set up field days
 - Complete other actions as identified
3. Hold at least one (1) forestry field day that addresses members needs in each region

Goal 6: Encourage a stable dedicated focus of urban and community forestry funding for Tree USA, the Urban and Community Forestry Grant Program, TREES COUNT!, Inner City Initiatives Program, and community service contracts.

- Goal 7:** Promote tree inventories and management plans in communities as a vehicle for forest health and citizen safety.
- Goal 8:** Develop and encourage adoption of model ordinances (i.e. tree protection/preservation, ravine overlay districts, watersheds, forest fragmentation)
- Goal 9:** Initiate statewide erosion in woodland study to work toward state and/or federal cost share funding.

Actions:

1. Set up working committee that include all interest groups and units of government (local, state, federal)
 2. Conduct field reviews of forestland erosion in all four (4) regions with review team set up by #1 action.
 3. Prepare preliminary report of findings, recommendations or suggestions (written)
 4. Submit report to all groups involved to allow review and comment to team.
 5. Propose future actions.
- Goal 10:** Emerging issues relating to disease, pest, and invasive species throughout the state are identified and action programs are developed.

Objective 5: Association structure and by-laws analyzed and concept of urban, community, and rural forestry is fully integrated into official documents
(Committees assigned below are responsible)

- Goal 1:** Members from the initial four (4) regions offer suggestions to the Board of Directors by the Annual Meeting concerning association structure.

Actions:

1. Each region establishes a committee to collect data to support recommendation
 2. Data collected is used to support divisions within current region or combinations of groups of counties in adjoining region(s).
 3. Regional committees report at annual meeting.
- Goal 2:** By-laws Committee is established to make recommendations on amendments and/or additions/deletions at annual meeting.

Actions:

1. President selects chair and at least one additional member from each current region
2. Chairperson holds meetings as needed before the annual meeting to develop recommendations
3. Recommendations are presented for vote at the annual meeting

Goal 3: A special ad-hoc committee is established to address the urban, community, and rural forestry concepts.

Actions:

1. President selects chair and at least one member from each current region.
2. Committee reviews mission statement, brochure, by-laws, logo, and plan of work to offer recommendations for improving
3. Board of Directors approves/rejects recommendations

Objective 6: Successful Annual Meeting and elections carried out
(Program and Nominating Committees responsible)

Goal 1: First Annual Meeting carried out July 22, 2006

Actions:

1. Interim President Stephanie Brown appoints program committee with representation from all regions (Dick Little has been appointed chair)
2. Program committee develops all details (time, place, agenda, speakers, etc) for Annual Meeting at least by June 1, 2006
3. Program committee involves other standing or ad hoc committees to assist (publicity, membership, nominating, awards, by-laws, etc)
4. Officers (4 interim) are ex-officio members who act as needed on details for Annual Meeting

Goal 2: Elections of Board of Directors and Officers shall be held as specified in Article IV of the IFA by-laws.

Actions:

1. Interim President Stephanie Brown sets up a nominating committee, state-wide chair, plus one person from each region who will be chair of the regional nominating committees
2. Each committee will meet (face-to-face, telephonically, or electronically)-as needed before the Annual Meeting to list, solicit, and select candidates for election
3. State nominating committee must compile ballot and mail at least 30 days prior to Annual Meeting
4. Each region should elect two (2) directors prior to Annual Meeting
5. Nominating committee will also tabulate ballots

Objective 7: Strengthen Urban and Community Forest Input.

Goal 1: Contacts made with appropriate local, state and federal agency personnel that result in IFA co-sponsoring urban and community forestry workshops in northeast Illinois and one other region.

Actions:

1. With IDNR Forester make necessary contacts to set up planning committee in regional and another region (Metro East).

2. Committee develops details of time, place, and content.
 3. IFA Board of Directors assists as necessary (budget, grants, etc.)
 4. Workshop(s) held.
- Goal 2:** Position papers developed by Policy Committee and State and Regional Technical Assistance Committees
- Goal 3:** Develop informational packet that addresses at least five (5) common urban and community forestry issues and release findings.
- Actions**
1. Develop list of urban forestry issues via each regional technical assistance committee.
 2. Via membership rank issues.
 3. Develop fact sheets that fully address (at least five (5)).
 4. Acquire grant(s) or sponsors to print.
 5. Provide packets to each region for distribution.
- Goal 4:** Set-up and hold a meeting with key community and urban forestry stakeholders to identify key issues. (Reinee Hildebrandt will coordinate this effort)

Appendix – Comments received that relate to certain objectives

Objective 3 comments

Comments received to date that relate to this objective will be sent to Bob Sloan

Comments received:

- Non-profit organization charter obtained
- Dues Structure
- Grant application and utilizations

Objective 5 goal 5 – comments

Comments received to date that relate to this objective will be sent to technical assistance committee

Comments received:

- Develop political support group at all levels
- Recover funds taken from four (4) percent tax
- Consider all forestry practices in urban and rural setting
- Raise qualifying scoring values for forestry projects in programs like EQIP and WHIP
- Forest funding included in the Conservation Security Program (CSP)