

Continental Dialogue Steering Committee Meeting 11/10/2017

Attendance: - Mike Powell (moderator), Leigh Greenwood, Chuck Bargeron, Tricia Bethke, Faith Campbell, Kayla Collado, Brad Gething, Rachel Holmes, Scott Pfister, Abbey Powell, Piera Siegert, Rick Otis

1. Agenda Review - quick review by Leigh and Mike
2. What went well at CFD 2017 – group discussion
 - a. Good location and integration of local knowledge
 - i. Local presentation is really helpful and creates diversity of topics
 - b. Rapid fire session was a good format
 - c. Layout of breakout sessions was good - ability to float, not too loud with two groups, stayed in the rooms to prevent people getting lost/confused
 - d. This meeting had a more open and engaged discussion vibe, which was welcome and productive.
 - e. Regulatory updates and frank factual approach to tricky issues was helpful
 - f. Panels were well designed and speakers did well
 - g. Multiple professional networking opportunities added value
3. What could have gone better at CFD 2017 – group discussion
 - a. Avoid scheduling on federal holiday for Friday
 - b. Having the meeting until late Friday is hard on travel and personal schedules
 - c. Interaction with Gypsy Moth group
 - i. Wasn't as smooth as we'd hoped (cross schedule error on Thursday a.m. caused delays)
 - ii. Joint sessions went well once schedule error was addressed
 - iii. Joint field trip would've been great had it been feasible
 - iv. Cross attendance communication could have been more clear
 - v. We lost a whole speaker due to the Thursday a.m. error w Gypsy Moth agenda
 - d. Timing for Q&A – might be better after each speaker, instead of at the end. This is a schedule issue worth debating- perhaps we could allot more time.
 - e. Pre-meeting reminder to speakers that we do not need a review of pest or management history of well known pests- best tailoring the talks to audience is key
4. Feedback on CFD 2017 from evaluations – report out by Kayla
 - a. Excitement about the Coalition for Outreach
 - b. Good timing of speakers
 - c. Many people wrote that the professional connection opportunities were excellent and/or exceeded expectations
 - d. Some people didn't get a lot out of the partnership with Gypsy Moth, and freestanding scheduling is less difficult, but partnering helps with costs
 - e. Breakout sessions were enjoyed by all
 - f. Difficult to hold Q&A at end of panel instead of right after a speaker, because people want to ask questions right away.
 - i. Comment: But that would make timing difficult (Piera)

5. What can CFD do next?

- a. Need a place to share resources
 - i. For PDFs, videos, outreach materials, techniques, social media → Tricia/Rachel have experience (Tricia)
- b. Review mission statement, determine if needs adjusting (Steering Com calls 2018)
- c. CFD is very fluid, but comments call for more integration throughout the year
 - i. But it's just a central place to touch base which is helpful → things live outside CFD
 - ii. Must do some soul-searching to figure out the best path forward
 - iii. Ideas to use a digital tool (perhaps LinkedIn Groups or similar) to facilitate year-round closer interaction
- d. Follow-up
 - i. Set up named and accountable leads so that follow-up is easier i.e. "Champions" model (Leigh + Kayla)
 - ii. Update CFD initiatives page on the website (Kayla + Leigh)
 - iii. Create a 12 month calendar (Abbey and Tricia)
 - iv. Type up CFD 2017 initiatives and vote / formulate into a road map and set into different priorities and timeline for 2018 - will help engagement during the year (Leigh + Kayla)
 - v. Preferred shippers list to promote and expand (Brad + Terry)
 - vi. Certified nurseries as a concept for industry and CFD 2018 (Faith + Craig)
 - vii. Suggestion to create monthly steering committee update emails (Leigh + Kayla)

6. Future CFD Locations?

- a. 2018 - General consensus was Arbor Day will be a good choice, likely a better option than returning to Indiana 2018 w Gypsy Moth
 - i. Discussion of Meeting in Irvine CA (Nov 5-6, 2018) with Arbor Day (Nov 7-8, 2018) - California plusses as follow:
 - a. Good to show us on a more national scale
 - b. Work with Katie Harrell to find partners
 - c. Vibrant urban forestry programs - lots of possibilities
- b. 2019 - No general consensus, just discussion
 - i. Joint meeting with NAISMA was flown as an idea
 - ii. Idea to pick a politically relevant district for location, perhaps NY
- c. General Meeting Timing and Location Feedback
 - i. Watch out for federal holidays!
 - ii. Move it earlier in the fall for weather/travel
 - iii. Keep it in places that are more/medium affordable
 - iv. Partnering with other groups is desirable for budget and shared attendees