

Minnesota Shade Tree Advisory Committee (MnSTAC)

Minnesota's Urban Forestry Council

Strategic Planning Subcommittees

Definitive Mission/Vision Statements & Motto Subcommittee: Review and update the Minnesota Shade Tree Advisory Committee mission statement to make it more representative and effective in describing the Minnesota Shade Tree Advisory Committee's mission and develop a vision statement and a motto.

Improved, Audience-Specific Communication Subcommittee: Develop a plan focused on using the Minnesota Shade Tree Advisory Committee's brand to deliver messages about the benefits of healthy trees, educate citizens and community leaders about community forest issues, and advocate for stronger community forest programs and improved community forest resources throughout the State of Minnesota.

Enhanced Citizen Engagement Subcommittee: Develop a plan to renew the Minnesota Shade Tree Advisory Committee's historic commitment to citizen involvement and improve efforts to motivate and engage Minnesota citizens in advocating for their community forest resources and provide the education and resources needed to promote and sustain such engagement.

More Efficient Structure & Organization and Dedicated Staff & Funding Subcommittee: Review and simplify the Minnesota Shade Tree Advisory Committee's Board and Membership structure to build a broader, stronger, more committed membership and expand the Minnesota Shade Tree Advisory Committee's influence and ability to protect and improve Minnesota's community forest resources **and** evaluate the Minnesota Shade Tree Advisory Committee's human resources and funding needs and recommend options for acquiring the people and funding the activities needed to enable the Minnesota Shade Tree Advisory Committee to be more proactive and effective in achieving its mission and vision. **Note:** Given their close relationship to each other, it was decided that these two strategic initiatives should be combined to create a joint subcommittee.

Public-Private Partnerships Subcommittee: Review how the Minnesota Shade Tree Advisory Committee's mission relates to the missions of government agencies and private groups and consider how the Minnesota Shade Tree Advisory Committee can encourage and pursue partnerships with these organizations to achieve shared goals and objectives.