



Goleta Valley Beautiful

Mailing Address: P. O. Box 6756, Goleta, CA 93160-6756 www.goletavalleybeautiful.org
Office Address: 69 Calaveras Ave, Goleta, CA 93117 - (805) 685-7910 office – (805) 252-1952 cell
Board of Directors - David C. Fainer, Jr. - *President*, Phebe Mansur - *VP*, Tami Mason - *Treasurer*, Zea Bauer - *Secretary*,
Michael T. Bennett, Jeffrey Boyle, Oscar Briones, Haley Cox, Merlyn Cummings, Chris Guillen, Richard Jenkins,
Jennifer Price, Peter Shao, Al Turnbull, Ken Knight-*Executive Director /Certified Arborist/Urban Forester*

Goleta Valley Beautiful 2011 Business Plan

Draft 11/29/10

1. Description of the business

Goleta Valley Beautiful is a nonprofit 501c3 organization incorporated in 1974 as an environmental, educational and community service organization with no ongoing governmental support.

Mission: To enhance sustainable public beauty in the Goleta Valley.

Goals:

1. To support and enhance a healthy urban forest.
2. To encourage and recognize outstanding beautification efforts.
3. To advocate effective public policies.
4. To provide environmental education.
5. To promote broad community involvement in GVB beautification projects.

2. Services Provided

- a. Urban Forestry programs
 - Urban tree planting, inventoring, monitoring and maintenance in public areas
 - Partnerships with local, statewide and national urban forestry organizations
 - Youth educational programs including Project Learning Tree, Science Night, and Arbor Day Programs
 - Public training workshops including Citizen Forester Program
 - Government research, grant-writing, policy advocacy and recognition programs including Tree City USA and Tree Campus USA
 - Contractual agreements for tree planting and maintenance
 - Operate Devereux native tree Greenhouse & Growing Grounds
 - Celebrate Goleta arboricultural treasures with Heritage tree tour
- b. GVB monthly and annual awards for best design and landscaping
- c. Assist neighborhoods in developing and implementing beautification projects in their areas, including graffiti removal and litter cleanup
- d. Volunteer solicitation, training and guidance, including Evergreen Award status for volunteers of 10 hours or more

3. Market Information

Goleta Valley Beautiful serves the 80,000 residents of Goleta Valley from the Bacara Resort and Spa to the Santa Barbara City line (west of SR 154). This area includes Rancho Embarcadero, Isla Vista, UCSB, the City of Santa Barbara Airport, the City of Goleta, Hope Ranch and the unincorporated areas of eastern Goleta Valley.

Local organizations with which we have cooperative relationships include Growing Solutions Restoration Education Institute, Goleta Valley Historical Society, Goleta Valley Chamber of Commerce, the Central Coast Urban Forest Council, the Non Profit Support Center, Los Padres Council BSA, Devereux, UCSB Coastal Fund, UCSB Cheadle Center for Biological Diversity and Ecological Restoration and UCSB Environmental Affairs Board, service clubs, churches, schools, neighborhood and beautification organizations.

4. Public Relations

- a. Newsletter - Notification of GVB activities takes place primarily through a monthly e-mail newsletter to GVB donors, volunteers and supporters
- b. Press Releases - Community service announcements in local media, and through volunteers ads on the net.
- c. Website – www.goletavalleybeautiful.org provided through Network Solutions/Charity Advantage
- d. Mailing Address – The GVB post office box 6756 is located at the Patterson Avenue Post Office. GVB uses Goleta rather than Santa Barbara in the PO address; PO Box 6756, Goleta, CA 93160-6756. When a non-PO Box address is needed, the GVB administrative office address is used at 69 Calaveras Ave, Goleta CA 93117.

5. Facilities

- a. Meeting Areas - Monthly Board meetings take place at Pacifica Suites at 5490 Hollister Avenue on the first Wednesday of the month from 6:30 to 7:30 PM. The Executive Committee meets at the Calle Real Rabobank Branch, 5956 Calle Real on the third Thursday from 6:15 to 7:15 pm.
- b. Truck, Mulch and Storage shed Location - Storage facilities are provided gratis by Camino Real Marketplace off Phelps Road. Parking for GVB's 1 ton truck, flatbed trailer and 1000 gallon water tanker and storage sheds are provided by CRM gratis in a locked facility off Frey Rd and Storke Rd.
- c. Greenhouse and Growing Grounds - A Greenhouse and growing area for 2000 native trees with a GVB porta potty is located at the UCSB West campus on property leased from Devereux of Santa Barbara.
- d. Administrative Office – GVB has a dedicated landline phone (685-7910) at the home office of Executive Director Ken Knight, 69 Calaveras Avenue, Goleta, CA 93117. Entry to the rear office is through the mountain side gate. Mr. Knight also carries a cell phone, 252-1952. All other administrative operations take place in member homes.

6. Management and Personnel

Goleta Valley Beautiful has a 15 member Board of Directors that serves without compensation and meets monthly. An Executive Committee composed of the President, Vice President, Treasurer, and Secretary meets once a month to review administrative and policy matters and make recommendations to the Board. GVB employs one half time (20hr/wk) Executive Director/Certified Arborist/Urban Forester who provides Board support, grant-writing, and volunteer direction. Part-time contractual positions include a Volunteer Coordinator, Volunteer Trainer, Administrative Assistant, Fund Development Specialist, arborist consultants and UCSB and SBCC student interns.

7. Benefits to the community

Goleta Valley Beautiful is a non-partisan, non-religious organization that promotes a long-term perspective of the urban forest and of the natural and man made beauty in the Goleta Valley. We have planted over 3000 public trees in the urban forest that provide shade, protection from storm water runoff, increased wildlife habitat, and improved air and water quality.

8. Summary of future plans

The GVB annual objectives and actions steps are attached. The objectives are specific and measurable levels of achievement and the action steps are the detailed plans and activities directed toward meeting the objectives.

2010 GVB Action Plan

1. Board of Directors and Executive Committee

Objective 1.1 – All Board members are prepared to fulfill their Board responsibilities

Action Step 1.1a – All Board members will attempt to participate in one continuing education class annually in nonprofit Board management from the Nonprofit Support Center
By December 31

Action Step 1.1b – The Executive committee will annually evaluate the Executive Director's performance and compensation

At the June Exec Comm. meeting

Action Step 1.1c – The Executive Committee will meet monthly to review administrative and policy items in preparation for the next Board meeting.

The third Thursday of the month

Action Step 1.1d – The Executive Committee will review qualified candidates for Board approval at the next Board meeting following a Board vacancy. An effort will be made to increase the diversity of membership to include students, minorities and persons of color as reflected in the Goleta Valley community.

The third Thursday of the month

Action Step 1.1e – The Executive Committee will approve part time and intern positions to support the Exec Director as needed and to insure the necessary funding for those positions
Ongoing

Objective 1.2 – That the Board supports increasing membership to improve financial stability, increase volunteers, increase diversity and support public policy positions.

Action Steps 1.2a – The Membership and Development Committees will meet monthly to review donor goals.

The first and second week of the month

Action Step 1.2b – GVB donor membership goal totals are 50% of total budget revenues (including endowments and special events).and 500 individual and business members to sustain broad community support

By December 31

Action Step 1.2c – GVB annual volunteer goals are 1000 annual single service and 75 Evergreen (3 volunteer events or 10 or more hours annually) volunteers in 50 Saturday AM and PM tree care events/yr from Sept – June.

By December 31

Action Step 1.2d – Publish membership list on the web and thank each donor member individually in writing - *within 2 weeks of donation*

Action Step 1.2E – Update GVB logo on all GVB materials and vehicles

By December 31

Objective 1.3 – The Board supports improving communication with its members

Action Step 1.3a – Publish a monthly e-mail newsletter

Last Monday of the month deadline for inclusion of materials, publish by first of month

Action Step 1.3b – Conduct an annual phone call survey of each donor member

By December 31

Action Step 1.3c – Conduct a Board retreat every year to reaffirm vision statement, goals and long range plans

By January 20

Action Step 1.3d - Maintain an up-to-date web site with interactive capabilities and a dedicated webmaster

Update monthly

Objective 1.4 – Improve the long-term viability of Goleta Valley Beautiful

Action Step 1.4a – Establish a permanent greenhouse/growing ground location

By December 31

Action Step 1.4b – Board reviews Grant, Contract and Programs monthly with a goal of grants not exceeding 30%, contracts 20% and local resources covering 50% of total budget revenues

Monthly review by Executive Committee/Board

Action Step 1.4c – Adopt a balanced budget including funding a three month (\$25,000) operating reserve, revised midyear.

July/December Board meetings

Action Step 1.4d – Seek community input via an annual Advisory Council – March 24, 2011
Each March

Action Step 1.4e – Develop Major Donor Group, an endowment fund plan, and a Development Plan for GVB with a goal of a \$25,000 reserve

By December 31

Action Step 1.4f – Maintain Membership, Development, Finance, Awards, Events, and Executive Committees

Ongoing

2. Urban Forest Objectives and Action Steps

Objective 2.1 – Implement a Goleta Valley Urban Forest Management Program

Action Step 2.1a – Advocate Urban Forest management plans be developed (County) and implemented (City) in Public Plans and financing programs - *Ongoing*

Action Step 2.1b – Seek Tree City USA Growth Award for City of Goleta and Santa Barbara County and Tree Campus USA award for UCSB

By December 31

Action Step 2.1c – Secure funding and volunteers to plant and maintain 500 trees annually in public places, affordable housing sites and non-profit locations. - *Ongoing*.

Objective 2.2 – Initiate, review and comment on public space projects planned and implemented by all levels of government

Action Step 2.2a – Monitor Goleta City, County and Special District public space issues and provide advocacy information to public officials-*Ongoing*

Action Step 2.2b - Secure City and County approvals for a citizen tree advisory board
By December 31

Objective 2.3 – Initiate programs involving child and adult education regarding GVB mission

Action Step 2.3a – Perform California/National Arbor Day/Science Night Programs at schools in Goleta City, Goleta Valley and elsewhere upon request and availability

Ongoing

Action Step 2.3b – Conduct one public urban forestry training workshop - *January 22*

Action Step 2.3c – Conduct annual Goleta Valley Heritage Tree Tour/Garden tour
May 22, 2011

Action Step 2.3d – Conduct Arbor Day/Project Learning Tree Programs
March/when there is interest

3. Neighborhood Recognition Objectives and Action Steps

Objective 3.1 – Recognize best design and landscape practices in the Goleta Valley

Action Step 3.1a – Select and publicize one award from the 12 annual GVB award categories -*At the annual awards event. Monthly awards depending upon committee members.*

Action Step 3.1b – Hold a May 1, 2011 annual awards/recognition fundraiser

4. Beautification Objectives and Action Steps

Objective 4.1 – Promote general neighborhood beautification and graffiti control projects.

Action Step 4.1a – Conduct neighborhood outreach and publicity to let public know GVB is available to assist.

One news article by the end of each month

Action Step 4.1b – Support ongoing litter pickups by volunteers- *Ongoing*

Action Step 4.1c - Support ongoing graffiti reporting and cleanup – *Ongoing*