

September 16, 2025 Regular Meeting of the McKinleyville Community Forest Committee

Time: 5:30 p.m.

Location: Azalea Hall, 1620 Picket Road, McKinleyville, California

Or

Teleconference via ZOOM or Telephone

Use ZOOM MEETING ID: 848 9634 6527 (<https://us02web.zoom.us/j/84896346527>)

or DIAL IN TOLL FREE: 1-888-788-0099 (No Password Required!)

To participate by teleconference, please use the toll free number listed above, or join through the internet at the Zoom App with weblink and ID number listed above, or the public may submit written comments to the Board Secretary at: comments@mckinleyvillecsd.com up until 4:30 p.m. on Monday, September 15, 2025.

All Public Comment received before the above deadline will be provided to the Committee at 9 a.m. on Tuesday, September 16, 2025 in a supplemental packet information that will also be posted on the website for public viewing.

Agenda

- 1 Call To Order & Roll Call**
- 2 Pledge of Allegiance**
- 3 Additions or Changes to the Agenda**

Items may be added to the Agenda in accordance with Section 54954.2(b)(2) of the Government Code (Brown Act), upon a determination by two-thirds vote of the members of the legislative body

present at the time of the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the McKinleyville Community Services District after the Agenda was posted.

4 Seating of Alternates (as needed)

5 Approval of the Agenda

6 Public Comment and Written Communications

Any person may address the Committee at this time upon any subject not identified on this Agenda but within the jurisdiction of the McKinleyville Community Forest Committee; however, any matter that requires action will be referred to staff for a report of action at a subsequent Committee or Board meeting. As to matters on the Agenda, an opportunity will be given to address the Board when the matter is considered. Comments are limited to 3 minutes. Letters should be used for complex issues.

7 Consider Approval of Minutes of the Regular Meeting of the McKinleyville Community Forest Committee on August 19, 2025

Attachment 1 – Draft Minutes from August 19, 2025 (Pg. 5)

8 Trails, Infrastructure, Clean-Ups, and Security Subcommittee Report (Pg. 9)

9 Forest Management Plan and Funding/Budget Subcommittee Report (Pg. 11)

10 iNaturalist Presentation by Chris Collier

11 Volunteer Trail Stewards (VTS) Workdays

12 Review the McKinleyville Community Forest Fund Fundraising Efforts (Pg. 13)

Attachment 1 – Draft Donation Letter (Pg. 15)

Attachment 2 – Possible Donor List (Pg. 17)

Attachment 3 – McKinleyville Community Forest Fund Fundraising Plan (Pg. 19)

13 Solicitation of Public Members for the Trails, Infrastructure, Clean-Ups, and Security Subcommittee (Pg. 25)

Attachment 1 – McKinleyville Community Forest Subcommittee Application (**Pg. 27**)

Attachment 2 – Draft Flyer (**Pg. 29**)

14 Committee Chair Report

15 Committee Member Announcements and Future Agenda Items

- Announcements
 - Next MCF Committee Meeting: October 21, 2025 at 5:30 p.m.
 - Next TICS Subcommittee Meeting: September 23, 2025 at 5:15 p.m. at the MCSD Office (1656 Sutter Road)
 - Next FMP Subcommittee Meeting: October 7, 2025 at 4:30 p.m. at the MCSD Office (1656 Sutter Road)
- Request for Future Agenda Items

16 Adjournment (Estimated 7:00 p.m.)

Posted 5:00 p.m. on September 12, 2025

Pursuant to California Government Code Section 54957.5. this agenda and complete packet are available for public inspection upon request at the MCSD office, 1656 Sutter Road, McKinleyville. If you would like to receive the complete packet via email, free of charge, contact the Board Secretary at (707)839-3251 to be added to the mailing list.

McKinleyville Community Services District will, on request, make agendas available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals who need this agenda in an alternative format or who need a disability-related modification or accommodation in order to participate in the meeting should contact the Board Secretary at (707) 839-3251. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements for accommodations.

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**MINUTES OF THE REGULAR MEETING OF THE MCKINLEYVILLE COMMUNITY
FOREST COMMITTEE (MCFC) HELD ON TUESDAY, AUGUST 19 2025 at 5:30 P.M.
IN PERSON AT AZALEA HALL – 1620 PICKETT ROAD, MCKINLEYVILLE, CALIFORNIA**

and

TELECONFERENCE Via ZOOM & TELEPHONE:

**ZOOM MEETING ID: 848 9634 6527 (<https://us02web.zoom.us/j/84896346527>) or DIAL IN TOLL FREE:
1-888-788-0099**

NOTE: Items are listed in the chronological order in which they were considered.

1 Call To Order

The meeting was called to order at 5:30 p.m. by Gregory Orsini.

Roll Call

The following Committee Members were in attendance in person at Azalea Hall.

Gregory Orsini, Chair, MCSD Board Director (Non-Voting Member)
Patrick Kaspari, MCSD General Manager
James Henry, MCSD Operations Director
Kirsten Messmer, MCSD Parks and Recreation Director
Jens Andersen, MCSD Recreation Coordinator
Maya Conrad, MMAC Appointee Member
Jennifer Ortega, PARC Appointee Member
Joel Rink, Forester/RPF Member
Tyler Brown, Natural Resources Services Agency Member
Desiree Early Dorvall, Natural Resources/Biologist Member
Michele Stephens, McKinleyville Resident Member
Christopher Collier, Alternate Natural Resources Agency Member
Nicole West, Alternate Natural Resources/Biologist Member

The following Committee Members were Absent.

James Biteman, MCSD Board Director (Non-Voting Member)
Todd Truesdell, At-Large Member
Kevin Creed, At-Large Member
Mersadies Campbell, Alternate Forester Member

The following Staff Members were in attendance in person at Azalea Hall.

Jess Elm, MCSD Environmental Programs Coordinator

2 Pledge of Allegiance

The Pledge of Allegiance was led by Joel Rink.

3 Additions or Changes to the Agenda

There were no additions or changes to the agenda.

4 Seating of Alternates

Christopher Collier was seated as a voting member in the absence of Todd Truesdell.
Nicole West was seated as a voting member in the absence of Kevin Creed.

5 Approval of Agenda

Motion: It was moved to approve the agenda.

Motion by: Michele Stephens **Second:** Joel Rink

Roll Call: Ayes: Patrick Kaspari, James Henry, Jens Andersen, Maya Conrad, Jennifer Ortega, Joel Rink, Tyler Brown, Desiree Early Dorvall, Michele Stephens, Christopher Collier, Nicole West

Nays: None

Absent: Todd Truesdell, Kevin Creed, Kirsten Messmer

Motion Summary: Motion passed.

6 Public Comment and Written Communications

There was no public comment.

7 Consider Approval of Minutes of the Regular Meeting of the McKinleyville Community Forest Committee on July 15, 2025

Motion: It was moved to approve the July 15, 2025 meeting.

Motion by: Patrick Kaspari **Second:** Maya Conrad

Roll Call: Ayes: Patrick Kaspari, James Henry, Jens Andersen, Maya Conrad, Jennifer Ortega, Joel Rink, Tyler Brown, Desiree Early Dorvall, Michele Stephens, Christopher Collier, Nicole West

Nays: None

Absent: Todd Truesdell, Kevin Creed, Kirsten Messmer

Motion Summary: Motion passed.

8 Trails, Infrastructure, Clean-Ups & Security (TICS) Subcommittee Report

Charlie Caldwell, TICS Subcommittee Chair, reviewed the item. He described how the Subcommittee discussed the potential addition of a Tribal Land Acknowledgement to the Trail Plan they are creating. Charlie explained how there were two guest speakers, Keoki Burbank and Hank Seemann. The Subcommittee then began mapping out possible trails for different user groups in the McKinleyville Community Forest (MCF).

The Committee commented, discussed and asked clarifying questions.

There was no public comment.

This was an information only item. No action was taken.

9 Forest Management Plan and Funding/Budget Subcommittee Report

Maya Conrad, Vice Chair of the Forest Management Plan and Funding/Budget Subcommittee, presented the item. She explained how the Subcommittee discussed the possible recommendation for MCSD to submit comments to CAL FIRE regarding the Timber Harvest Plan (THP) from Roshan Ranch. The Subcommittee also finished the first round of revisions to the Draft MCF Forest Management Plan.

The Committee commented, discussed and asked clarifying questions.

There was no public comment.

This was an information only item. No action was taken.

Kirsten Messmer, MCSD Parks and Recreation Director, arrived at 5:43 p.m..

10 Volunteer Trail Stewards (VTS) Workdays

Jess Elm, MCSD Environmental Programs Coordinator, presented the item. She explained that MCSD is going to be working with Humboldt Trails Council volunteer group, VTS, on building and maintaining multi-use trails in the MCF during monthly workdays. These workdays will continuously be held on the second Saturday of each month from 10a.m.-noon, beginning on September 13th.

Committee members discussed and asked clarifying questions.

There was public comment from Charlie Caldwell.

This was an information only item. No action was taken.

11 Formation of the McKinleyville Community Forest Fund Fundraising Plan

Kirsten Messmer, MCSD Parks and Recreation Director, presented the item. She requested that the Committee review the current list of possible donors and select specific ones they would be willing to reach out to for requesting donations for the McKinleyville Community Forest Fund. She also requested that Committee members reach out to any other businesses, organizations, or individuals that may be willing to donate and add them to the list.

Committee members discussed and asked clarifying questions.

There was public comment from Charlie Caldwell.

Chair Gregory Orsini requested Staff send item back to the Forest Management Plan and Funding/Budget Subcommittee for further development. No action was taken.

12 Consider Recommending the MCSD Board of Directors Provide Public Comments on the Roshan Ranch Timber Harvest Plan

Patrick Kaspari, MCSD General Manager, presented the item. He recommended that the Committee provide comments to CAL FIRE concerning issues with Roshan Ranch's THP.

Committee members discussed and asked clarifying questions.

There was public comment from Charlie Caldwell.

Motion: It was moved to recommend that MCSD Board should provide comments to CAL FIRE regarding the proposed Roshan Ranch Timber Harvest Plan and give staff the authority to submit subsequent comments if time is of the essence.

Motion by: Patrick Kaspari **Second:** Desiree Early Dorvall

Roll Call: Ayes: Patrick Kaspari, James Henry, Kirsten Messmer, Jens Andersen, Maya Conrad, Jennifer Ortega, Joel Rink, Tyler Brown, Desiree Early Dorvall, Michele Stephens, Christopher Collier, Nicole West

Nays: None

Absent: Todd Truesdell, Kevin Creed

Motion Summary: Motion passed.

13 Consider Separate Mountain Bike Tribal Trail Alliance (MBTTA) MOU & Request for Funding

Kirsten Messmer, MCSD Parks and Recreation Director, presented the item. She explained that MCSD has a MOU with Humboldt Skate Park Collective (HSC), a nonprofit, that currently has a partnership with MBTTA. Now that MBTTA has acquired its own nonprofit status, they want a MOU separate from HSC, along with adding an addendum which includes compensation for their trail work.

Committee members discussed and asked clarifying questions.

There was public comment from Charlie Caldwell.

A discussion of funding will be considered at a later date.

Motion: It was moved to recommend that MCSD Staff should draft a new MOU between MCSD and MBTTA which will then be brought back to the MCF Committee for review.

Motion by: Maya Conrad **Second:** Desiree Early Dorvall

Roll Call: Ayes: Patrick Kaspari, James Henry, Kirsten Messmer, Jens Andersen, Maya Conrad, Jennifer Ortega, Joel Rink, Tyler Brown, Desiree Early Dorvall, Michele Stephens, Christopher Collier, Nicole West

Nays: None

Absent: Todd Truesdell, Kevin Creed

Motion Summary: Motion passed.

14 Committee Chair Report

Gregory Orsini reported that Wright Tree Service now has a MOU with MCSD. He also reported that the fire on July 30th was not on MCF property and that trail cameras are going to be placed in the MCF for safety reasons.

15 Committee Member Announcements and Future Agenda Items

Maya Conrad announced that on August 27th, the McKinleyville Municipal Advisory Committee meeting will be held at 6 p.m. in Azalea Hall.

16 Adjournment

Meeting Adjourned at 7:27 p.m.

Jess Elm, Environmental Programs Coordinator

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McKinleyville Community Services District

McKinleyville Community Forest Committee

September 16, 2025

TYPE OF ITEM: **INFORMATION**

ITEM: 12 **Review the McKinleyville Community Forest Fund Fundraising Efforts**

PRESENTED BY: **Kirsten Messmer, Parks & Recreation Director**

TYPE OF ACTION: **None**

Recommendation:

Staff recommends that the Committee review and discuss the material provided and take public comment about the McKinleyville Community Forest Fund Fundraising Efforts. Staff further recommends that Committee members review the possible donor list (Attachment 12.2) and identify specific individuals, companies, and organizations they are willing to contact regarding contributions to the McKinleyville Community Forest Fund.

Discussion:

At the May 7, 2025 McKinleyville Community Services District (MCSD) Board of Directors meeting, the Board unanimously approved establishing a McKinleyville Community Forest Fund (the MCF Fund) at the Humboldt Area Foundation (HAF). The MCF Fund offers a secure, tax-deductible avenue for individuals, organizations, and businesses to contribute toward the stewardship and development of the McKinleyville Community Forest. Donations will help support trail construction, habitat restoration, forest management, community outreach, and other related projects.

The fund was launched with a \$10,000 donation from Rick Littlefield and Eureka Natural Foods, demonstrating strong community support for the project. In addition, Rick Littlefield and Eureka Natural Foods have expressed interest in matching up to \$25,000 total — meaning that if the community contributes up to \$25,000, they will match that amount dollar-for-dollar. This matching opportunity doubles the impact of community contributions and creates a clear, time-sensitive fundraising goal.

With the fund now established, the Committee’s focus is working toward hitting the goal of \$25,000. As part of this process, Committee members are asked to:

- Review the Possible Donor List (Attachment 12.2) and identify specific potential donors they are willing to personally reach out to and/or add additional potential donors to the list. Please provide recommendations/comments to Jess Elm.
- Consider outreach strategies and promotional opportunities to encourage giving.

- Identify, if possible, one Committee member to serve as “Fundraising Lead” to take the lead on coordinating and advancing ongoing fundraising efforts outlined in the McKinleyville Community Forest Fund Fundraising Plan (Attachment 12.3). This role would work closely with staff and the Committee to ensure momentum and continuity in donor engagement.

The attached draft donation letter (Attachment 12.1) can be customized for different audiences and used as a starting point for outreach. Committee members’ existing community connections will be instrumental in building strong relationships and encouraging contributions.

Alternatives:

Take No Action

Fiscal Analysis:

Not applicable

Environmental Requirements:

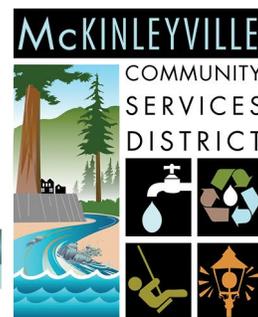
Not applicable

Exhibits/Attachments:

Attachment 1 – Draft Donation Letter

Attachment 2 – Possible Donor List

Attachment 3 – McKinleyville Community Forest Fund Fundraising Plan



Dear [Donor Name],

We are excited to share an important opportunity to help shape the future of McKinleyville, through a gift to the McKinleyville Community Forest Fund.

The McKinleyville Community Forest is more than a natural resource—it's a shared legacy and a space for recreation, education, wildlife habitat, and climate resilience. With your support, we can ensure this land is protected, thoughtfully managed, and accessible to all for generations to come.

Thanks to the vision of local leaders and the support of our community, the McKinleyville Community Services District (MCSD) is actively working to steward and enhance this incredible forest. Donations to the McKinleyville Community Forest Fund, held at the Humboldt Area Foundation, support trail development, forest restoration, community engagement, and long-term conservation goals.

We're thrilled to announce that Rick Littlefield and Eureka Natural Foods have generously jump-started the fund with a \$10,000 gift. They have also pledged to match community donations dollar-for-dollar up to a total of \$25,000! Which means if we can raise \$25,000, they will match it, doubling the impact of your contribution. This is a unique opportunity to leverage your gift for twice the benefit to the Community Forest.

Your contribution, of any size, directly supports:

- Creation and maintenance of public trails
- Educational signage and access improvements
- Forest health and wildfire resilience projects
- Community volunteer events and environmental education

We invite you to join us in this effort. To make a tax-deductible donation, please visit the Humboldt Area Foundation's website at <https://hafoundation.org/our-funds/mckinleyville-community-forest-fund> and search for the *McKinleyville Community Forest Fund*. You may also send a check payable to *Humboldt Area Foundation* with *McKinleyville Community Forest Fund* in the memo line to:



Together, we can protect what makes McKinleyville special. Thank you for considering a gift to help grow our Community Forest, now and for the future.

Warm regards,
Kirsten Messmer
Parks & Recreation Director
McKinleyville Community Services District



1656 SUTTER ROAD
MCKINLEYVILLE, CA 95519



PHONE: 707-839-3251
FAX: 707-839-8456



15 mckinleyvillecsd.ca.gov



PO BOX 2037
MCKINLEYVILLE, CA 95519

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Business Name	Contact Responsibility	2025 Donation	Mailing Address Line 1	Mailing Address Line 2	Mailing Address Line 3
A & L Feed			Weston Kime	2308 Central Avenue	McKinleyville, CA 95519
Advanced Security				1336 4th St	Eureka, CA 95501
Alto Equipment				2395 Central Ave.	McKinleyville, CA 95519
Alves, Inc.				4200 West End Road	Arcata, CA 95521
Arcata Animal Hospital	Nicole West			1300 Giuntoli Ln	Arcata, CA 95521
Ashley's Seafood					
Avelo Airlines				TEXAS??	
Azalea Realty				1225 Central Ave Suite 1	McKinleyville, CA 95519
Balanced Spa				1681A Sutter Rd.	McKinleyville, CA 95519
Beau Pre Golf	Nicole West			1225 Central Ave Suite 1	McKinleyville, CA 95519
Beautiful Both Ways			Kelly Leal	Unit G, 1660 Central Ave	McKinleyville, CA 95519
Bella Vista Realty				2090 Babler Rd	McKinleyville, CA 95519
Blue Lake Casino				777 Casino Way	Blue Lake, CA 95525
BMW of Humboldt Bay				1795 Central ave	McKinleyville, CA 95519
Brant Electric	Jens Andersen			520 S G St	Arcata, CA 95521
Cal Poly Humboldt				1 Harpst St	Arcata, CA 95521
Central Ave Service Center				2785 Central Ave.	McKinleyville, CA 95519
Cher-Ae Heights Casino				27 Scenic Drive	Trinidad, CA 95570
CCCU	Kirsten Messmer			1968 Central Ave.	McKinleyville, CA 95519
Coastal Business Systems	Jens Andersen			336 1st St	Eureka, CA 95501
Community Realty				2850 E St	Eureka, CA 95501
Compass Community Credit Union				1033 G St	Arcata, CA 95521
Crawford Pump	Patrick Kaspari			6977 Russell Ln	Redding, CA 96002
Diane's Sweet Heat				100 Ericson Ct #105	Arcata, CA 95521
Dow's Prairie Grange				3995 Dow's Prairie Road	McKinleyville, CA 95519
Edward Jones - Brandon, Sara & Holly	Sara & Holly: Maya Conrad			Brandon: 1533 City Center Rd. / Sara & Holly: 1973 Central Ave	McKinleyville CA 95519
Eureka Glass Co	Jens Andersen			2555 Central Ave #B	McKinleyville, CA 95519
ENF	Kirsten Messmer	\$10,000	Rick Littlefield	2165 Central Ave.	McKinleyville, CA 95519
Eureka Payments				2930 E St	Eureka, CA 95501
eXp Realty	Maya Conrad			1553 City Center Rd	McKinleyville, CA 95519
Express Employment	Michele Stephens		Shelley Nilsen	14 W. Wabash Ave.	Eureka, CA 95501
Fabulous				1580 Nursery Way H	McKinleyville, CA 95519
Friends of the McK Library				P.O. Box 2612	McKinleyville, CA 95519
GR Sundberg				5211 Boyd Rd.	Arcata, CA 95521
Ganjery	Jens Andersen			1580 Nursery Way Suite C	McKinleyville, CA 95519
GHD	Patrick Kaspari			718 Third St	Eureka, CA 95501
Green Diamond	Joel Rink			PO Box 68	Korbel, CA 95550
Grocery Outlet	Kirsten Messmer			1585 Central Ave.	McKinleyville, CA 95519
Guns and Buns Fitness				1985 Central Ave	McKinleyville, CA 95519
Healthsport				1500 Anna Sparks Way	McKinleyville, CA 95519
Heather Vina State Farm				1631 Sutter Rd.	McKinleyville, CA 95519
Holiday Inn				3107 Concorde Drive	McKinleyville, CA 95519
Hooven & Co	Patrick Kaspari			3445 Central Ave	McKinleyville, CA 95519
Humboldt Mortgage				2037 Harrison Ave	Eureka, CA 95501
Humboldt Sanitation				2585 Central Ave	McKinleyville, CA 95519
Humboldt Skatepark Collective				2437 E Cochran	McKinleyville, CA 95519
Humboldt Tech Solutions/Mostly Mac				2620 Central Ave.	McKinleyville, CA 95519
Jackson & Eklund	Patrick Kaspari			1680 Sutter Road	McKinleyville, CA 95519
Jason Cimolino - State Farm				1225 Central Ave. Ste. 15	McKinleyville, CA 95519
JLF	Patrick Kaspari			3329 Halfway Ave.	McKinleyville, CA 95519
Kalos Salon	Michele Stephens		Cate Holm	1834 Central Ave suite a	McKinleyville, CA 95519
Kennedy Jenks	Patrick Kaspari				
Kiwanis Club				PO Box 2189	McKinleyville, CA 95519
Kreations Auto Body	Jens Andersen			1560 Bates Rd	McKinleyville, CA 95519
LACO Associates	Nicole West			21 West 4th Street	Eureka, CA 95501
Les Schwab Tire Center				2210 Central Ave.	McKinleyville, CA 95519
Los Bagels				WHICH ONE?	
Lube Central				1590 Nursery Rd. #1	McKinleyville, CA 95519
Mad Rlver Community Hospital				3800 Janes Road	Arcata, CA 95521

Business Name	Contact Responsibility	2025 Donation	Mailing Address Line 1	Mailing Address Line 2	Mailing Address Line 3	
Mad River Radio	Jens Andersen			728 7th St. Suite. "2A"	Eureka, CA 95501	
Mad River Rotary		Ken Burton/ Patrick Kaspari			P.O. Box 2698	McKinleyville, CA 95519
Mad River Union				791 8th Street #8	Arcata, CA 95521	
Matsen Insurance	Jens Andersen			3101 Concorde Dr Suite C,	McKinleyville, CA 95519	
McKinleyville Animal Care				2151 Central Ave.	McKinleyville, CA 95519	
McKinleyville ACE	Patrick Kaspari			2725 Central Ave.	McKinleyville, CA 95519	
McKinleyville Lions Club				PO Box 2352	McKinleyville, CA 95519	
McKinleyville Glass				1607 Central Ave.	McKinleyville, CA 95519	
McKinleyville Office Supply				1928 Central Ave.	McKinleyville, CA 95519	
McKinleyville Shopping Center				1505 City Center Rd	McKinleyville, CA 95519	
Mercer Fraser				77 W 2nd St	Eureka, CA 95501	
Mickey's Quality Cars				1901 Central Ave.	McKinleyville, CA 95519	
Miller Farms	Michele Stephens			1828 Central Ave.	McKinleyville, CA 95519	
Moonstone Crossing	Jens Andersen			529 Trinity St	Trinidad, CA 95570	
Muddy Paws				2288 Central Ave.	McKinleyville, CA 95519	
New Heart Church				1490 Murray Road	McKinleyville, CA 95519	
New Trend Wireless				1537 City Center Rd.	McKinleyville, CA 95519	
Norcal Pet				1580 Nursery Rd Suite F	McKinleyville, CA 95519	
Norcal Tattoo				1618 G St	Arcata, CA 95521	
North Coast Naturopathic	Michele Stephens		Dr. Deborah Angersbach	1727 Central Ave.	McKinleyville, CA 95519	
North Fork Lumber Co.	Desiree Early Dorvall			1165 Maple Creek Rd	Korbel, CA 95550	
Orchids for the People	Michele Stephens			1975 Blake Rd	McKinleyville, CA 95519	
Ramone's	Michele Stephens			1555 City Center Rd.	McKinleyville, CA 95519	
Redwood Capital Bank	Kirsten Messmer			1315 G St.	Arcata CA 95521	
Redwood Community RX	Kirsten Messmer			1567 City Center Rd.	McKinleyville, CA 95519	
Safeway				1503 City Center Rd.	McKinleyville, CA 95519	
Satori Wellness	Nicole West			1551 Nursery Way, Suite A	McKinleyville, CA 95519	
Scrapper's Edge				728 4th Street	Eureka CA 95501	
Sea Goat Farmstand	Nicole West			1450 Hiller Rd	McKinleyville, CA 95519	
Sequoia Gas Co.				1907 Heindon Rd.	Arcata CA 95521	
Shred Aware				P.O. Box 2911	McKinleyville, CA 95519	
Six Rivers Brewery	Michele Stephens			1300 Central Ave.	McKinleyville, CA 95519	
Spot to Spot				3065 McKinleyville Ave. Apt A	McKinleyville, CA 95519	
Steve's Septic				1810 Murray Rd.	McKinleyville, CA 95519	
The Bigfoot Taproom	Desiree Early Dorvall			1750 Central Ave.	McKinleyville, CA 95519	
The CLUB for Fitness				1570 Betty CT	McKinleyville, CA 95519	
The Parlour				1936 Central Ave	McKinleyville, CA 95519	
Thomas Home Center				1685 Sutter Rd.	McKinleyville, CA 95519	
To Diane With Love Cookies				1759 HENRY Lane	McKinleyville, CA 95519	
Tri Counties Bank				1640 Central Ave.	McKinleyville, CA 95519	
Trillium Realty Group				1660 Central Ave. Ste. D	McKinleyville, CA 95519	
Umpqua Bank				2095 Central Ave.	McKinleyville, CA 95519	
VIP Boarding & Daycare	Nicole West			5601 Heindon Rd,	Arcata, CA 95521	
Wes Green	Michele Stephens			6360 West End Rd	Arcata, CA 95521	



MCKINLEYVILLE COMMUNITY FOREST FUND FUNDRAISING PLAN

McKinleyville Community Services District

Our Mission

McKinleyville Community Services District provides authorized services fundamental to the health and well-being of the community.

*Established Month XX,
2025*

DRAFT

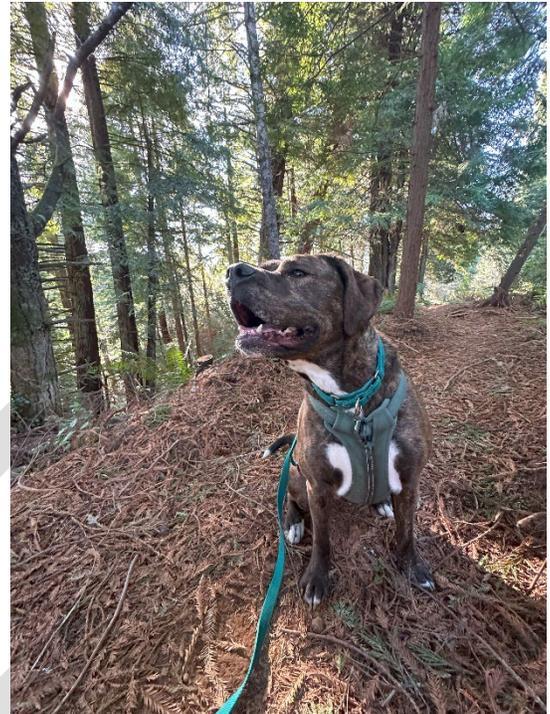
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Section 1: Purpose of the Plan

The purpose of this Fundraising Plan is to guide coordinated efforts to generate financial support for the McKinleyville Community Forest Fund (MCF Fund) at Humboldt Area Foundation (HAF). The plan outlines key goals, strategies, responsibilities, and timelines to maximize community engagement and secure funding for trail construction, habitat restoration, forest management, community outreach, and related projects.



Section 2: Goals

- **Raise Awareness:** Increase public understanding of the MCF Fund and its role in supporting the McKinleyville Community Forest.
- **Secure Donations:** Obtain contributions from individuals, businesses, organizations, and philanthropic partners.
- **Build Relationships:** Develop long-term donor relationships to support ongoing stewardship and development needs.
- **Create a Sustainable Process:** Establish annual fundraising activities and outreach practices.

Section 3: Target Donor Groups

- **Individuals:** Residents with a personal interest in environmental conservation, recreation, or local community improvement.
- **Businesses:** Companies located in or near McKinleyville, especially those in outdoor recreation, tourism, construction, environmental services, or retail sectors.
- **Service Organizations:** Rotary, Kiwanis, Lions, and other community service clubs.
- **Nonprofits & Foundations:** Local, regional, and state-level organizations with missions aligned to conservation, outdoor recreation, or youth programs.
- **Philanthropic Partners:** High-net-worth individuals and charitable trusts with a history of community investment.

Section 4: Strategies

1. Committee Member Outreach

- Review the Possible Donor List and select donors to personally contact.
- Utilize personal or professional connections where possible.

2. Direct Mail & Email Campaign

- Send tailored letters using the Draft Donation Request Letter.
- Include personal notes where Committee members have relationships.

3. Community Events & Tabling

- Host a booth at local events (e.g., Pony Express Days, Music in the Park, McKinleyville Farmers Market).
- Distribute brochures and engage in one-on-one conversations.

4. Media & Online Promotion

- Submit press releases to local media outlets.
- Share donor stories, project updates, and giving opportunities on social media and MCSD's website.

5. Matching & Challenge Campaigns

- Partner with a local business or donor willing to match contributions during a set period.
- Promote challenges on social media and through local press.

Section 5: Roles & Responsibilities

Committee Members:

- Select and reach out to assigned donors.
- Report back on outreach progress at monthly meetings.

Staff:

- Maintain donor database and track contributions.
- Provide fundraising materials and coordinate communications.
- Schedule and coordinate tabling and promotional activities.

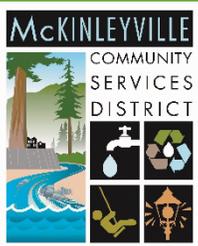
Section 6: Timeline

Month	Activity
August 2025	Approve Fundraising Plan; assign donor contacts.
September–October 2025	Send initial letters/emails; follow up with calls/meetings.
November 2025	Publicize Giving Tuesday campaign.
December 2025	Promote year-end giving push.
January 2026	Review results; adjust plan for spring outreach.
Ongoing	Event tabling, media engagement, donor stewardship.

Section 7: Evaluation & Follow Up

- Track total funds raised, number of donors, and donor retention rate.
- Review progress quarterly at Committee meetings.
- Send thank-you letters within two weeks of receiving donations.
- Highlight donor support publicly when possible.

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McKinleyville Community Services District Subcommittee Forest Committee Application

Name _____ Date _____

Home Phone _____ Cell Phone _____

Mailing Address _____

Permanent Address _____

Email Address _____

Which of the following Subcommittees would you like to apply to volunteer for:

- Forest Management Plan
- Trails Plan
- Funding/Budget
- Security/Clean Ups
- Restoration
- Infrastructure
- Partnerships

Can you commit to 8-10 hours of volunteer time per month? Yes No

Can you commit to a term of 1 years? Yes No

What knowledge, skills and experience will you bring to the Community Forest Subcommittee? (You may attach a resume or additional page if necessary).

Please describe why you want to participate as a member of the Community Forest Subcommittee.

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JOIN THE TICS SUBCOMMITTEE

Now Accepting Applications for the Trails,
Infrastructure, Clean-ups & Security (TICS)
Subcommittee

**Are you passionate about outdoor spaces,
community trails, and forest stewardship?**

The McKinleyville Community Forest Committee
(MCFC) is seeking dedicated public members to
serve on the TICS Subcommittee for the 2026
calendar year!

Applications Available at the McKinleyville
CSD Office (1656 Sutter Road) and the
QR Code Below

Deadline: October 31st



For more info, contact the District Office or visit our website!

