

Meeting: NKUCFC Board of Directors

Date: February 4, 2019

Location: Sanitation District 1

Officers: Kris Stone, Liz Fet, Chris Kaeff, Tara Sturgill

Secretary: Tara Sturgill

In Attendance: **Kris Stone, Maryann Shultz, Crystal Courtney, Tanner Yess, Kristy Hopfensperger, Chris Kaeff, Jessica Spencer, Susan Brown, Tara Sturgill, Liz Fet, Michele Stanton, Bridget Abernathy**

1. Meeting Kick Off

Kris welcomed everyone and thanked them for coming out.

2. Secretary Report

Kris asked for edits to the minutes from the Board of Directors (Board). Kris asked for motions to approved the minutes as edited. Chris motioned to approve; Jessica seconded. All approved.

3. Treasurer's Report

Chris explained no Treasurer's report was prepared because there is no change from the last report. Chris stated that the Public Tree Workers Seminar (PWTS) registration payments will be coming through soon so next Board meeting there will be more to report.

Chris explained he has still not received the Devou Good Grant for the Trees in our Community Forum (TIOC). Bridget indicated that she will check on it with her contact and report back. Bridget said her contact, Rebecca Ginsler, told her that the check was issued and mailed.

Chris announced to the Board that an opportunity with DHL and Kenton Co. Conservation District has presented itself which will plant 5,000 trees over 3 volunteer events. DHL has a corporate goal to plant 1,000,000 trees a year globally. Chris explained that DHL's Vice President (VP) has stated interest in becoming a corporate sponsor of the Council or an event sponsor for Reforest NKY. Chris would like to present DHL's VP a Board approved option for becoming a sponsor. Jessica suggested, knowing the Reforest NKY finances, that we offer a Council sponsorship. Jessica asked Chris if they would want an itemized cost. Chris said that they want to see what they will get for that sponsorship and we need to come up with a presentation. Jessica explained that Great Lakes sponsors Reforest NKY at \$2,500 and we could pitch DHL for the \$5,000 sponsorship. Chris suggested that maybe we should present a similar sponsorship amount to Great Lakes being \$2,500. Chris said they want a one or two-page document to present to his contact and they will in turn present that document to the DHL VP. Jessica committed to using the Reforest NKY sponsorship form and tailoring it to the \$1,000 and \$5,000 levels for Chris to give to his contact. Crystal submitted that the City of Covington was approached by DHL and they gave a breakdown of the cost of planting large trees in an urban setting and there was some sticker shock; she advised to keep that in mind during discussions. Chris asked how much it was, Crystal said she estimated \$100 per tree, and 5-10 trees planted per person over 8 hours. Discussion amongst the Board about planting logistics. Chris said DHL is very eager and he is having them plant some trees in April.

Chris explained the tax process for last year, which was submitting an abbreviated form available for Nonprofits that have under \$50,000 in expenses for the year. Chris asked that a professional do our taxes this year with the introduction of the new membership program and dues and also the new tax laws. Chris stated that in the past it was approximately \$500 to get our taxes done by a professional. Kris said that Roger Smith from Nonprofit Executive Services of Ohio does taxes. Chris asked if Kris would reach out to him. Kris said yes, but he will caveat that he is not currently taking on new clients but he will ask. Kristy asked if he would know someone that he could refer us to if he cannot take us on. Kris said he will reach out to him and ask for a referral if he cannot commit to helping us this year. Kristy said that it sounds like it is worth the approximate \$500 to get the taxes done by a professional.

4. Executive Committee

Tara committed to get the Executive Committee (EC) minutes out to the EC from November. Tara will send invites to Kris's work email for Executive Committee going forward due to the conflict with Google for Nonprofits which the Boone County Arboretum uses as well.

5. Development Committee

Tara updated the Board that the Development Committee (DC) had held their first meeting on January 31, 2019. Tara explained that the meeting agenda included discussion of the DC's role in meeting the Strategic Plan objectives/strategies outlined and the DC brainstormed and prioritized objectives for 2019; the discussion was cut short due to time; however, the DC will finish the discussion at the next meeting and come up with plan for 2019. Tara reported that the DC is also completing an audit of the membership benefits which will be presented to the Board upon completion for approval; the audit is to assess the financials associated with the Annual Partnerships and Lifetime membership benefits. Tara also explained that the DC is working on the biannual membership newsletter and plans to have the inaugural issue out by the end of March. Tara explained what the DC is hoping to include in the March newsletter and asked the Board to let her know if there were any thoughts on what should be included in the newsletter. Tara asked the Board for ideas on the name of the newsletter and showed them where on the Drive additions to naming suggestions could be placed.

6. Operations Committee

Jessica explained that Thursday, January 10th was the first 2019 Operation Committee (OC) meeting at which was held at Larosa's. Jessica stated that the goal of this meeting was to identify the Council's most important programs and strengthen programs. Jessica explained that the OC talked about the upcoming membership meeting for engaging Citizen Science meeting, organization of the meeting, and working through the details of the meeting. Kris interjected the details of the Arboretum's recent chili cook off. Kris explained that 6 chilis were brought for the contest and 35 people showed up all during an ice storm; Kris said they let attendees eat and then they had a discussion, voted, and the winner got prize of a plant. Jessica stated that OC meetings will be Monday nights, but not the third Monday of the month and at Larosa's. Kristy said she is printing materials for the chili cook off membership meeting this week and asked for feedback on the survey and the postcards. Kristy explained that survey questions will be talked

about at the event and she needs some input from the Board to make this more of what we want to know from these citizens. Kristy asked for the Board to weigh in on the information she has sent out as soon as possible, preferably before tomorrow. Maryann asked for a synopsis of the general activities of the meeting. Kristy explained that it is the citizens coming up with ideas to research in their community and it basically provides the Council with a starting place for citizen science initiatives. Kristy input for example an idea is that it can be implemented at Reforest NKY by taking a diameter at breast height (DBH) to be able to see what it is like to participate. Kristy said that there will be two questions for the small groups and then there will be posters and they can sticker vote in the larger group. Bridget asked how we would take this further in the future. Kristy explained that the RNKY research will continue and she is interested in creating opportunities for citizens to get involved and this event will allow us to gather information on what they are willing to do and what they are interested in. Kristy explained some of the questions that will be asked of those that attend the chili cook off. Maryann asked if the data will be housed online. Kristy said that she is using the Quatrics website through Northern KY University (NKU). Crystal asked if the goal was to collect what people are interested in in terms of research. Kristy said yes the purpose to gather information in what people are interested in doing in their community and people will be more invested if they are a part of developing the research. Kristy said she wants the meeting to be people conversing and having fun it will not be a lecture. Jessica asked if there is anyone that is not getting emails that would like to receive them for the OC, no one on the Board spoke up. Tara asked when she would want feedback; Kristy said ASAP (tonight would be best). Kristy passed around the survey comment card for the Board to review.

7. Urban Tree Canopy (UTC)/ GIS Committee

Chris explained there is nothing new to report at this time.

8. Public Workers Tree Seminar

Michele passed around the Public Workers Tree Seminar (PWTS) program flyer for the Board to review. Michele asked Tara if the website was updated with the program and registration details. Tara said yes and the registration is live on the website. Michele explained the PWTS agenda and some of the speakers that are going to be presenting at the PWTS. Michele said the lunch is really great and there will be vegetarian lasagna available for those that do not eat meat. Kris asked about the cap for registration. Michele explained that she needs to check the fire code of the room and she will get back to Kris. Michele stated that the enrollment is between 80-100 in past years and she doesn't anticipate any more than that. She told Kris to cap it at 100. Michele input that there will be 4 ISA credits, 2 general Continuing Education Units (CEUs) for KY, and some for other categories too offered to attendees. Michele said there is IN CEUS as well; however, they did not apply for Ohio. Kris said that they do have some Ohio people coming and she may want to consider Ohio CEUs. Michele explained that the venue space doesn't allow for accommodation of Ohio CEUs as a lot of people would attend, we would just need a bigger space to offer Ohio CEUs. Jessica said she heard a comment from someone and that they didn't understand how we could afford it put on that program due to how low the cost was for attending which she thought was great. Michele said she has a bunch of flyers and said that people should feel free to take them to give out.

Michele presented the research of the emerald ash borer article and said it may be good for the newsletter. Bridget said that it needs to be cold for a certain amount of days in order to truly make a difference in the EAB issue. Michele said she will send the article out to the Board to look over.

Michele offered that Kenton County Extension would like to put up a table at Reforest NKY to present who they are and what they do. Chris said there is more than enough room for them to do that and they should feel free to table at the event.

9. Reforest Northern Kentucky

Jessica explained there will be Reforest NKY meetings every two weeks now and students are gearing up for research for the Reforest NKY event. Jessica said that Mary will be sending out an email about visiting the site soon. Bridget explained that she only has like 200 tree mats in the KY Division of Forestry warehouse. Jessica said that she needs tree bags for the giveaway and Jessica asked that Bridget bring about 500 bags down. Bridget said that she will bring them to PWTS and she will give them to Jessica. Jessica said she is not sure about how the tree seedling delivery will occur because Sarah usually did that. Bridget said that Crystal picked them up last year. Bridget said she will talk to Jessica about delivery options after the meeting. Jessica said that she can arrange for them to be delivered. Bridget said she will talk to Jessica about it. Chris input that the site was not sprayed last year. Jessica said that Mark Leopold and the Center for Environmental Restoration (CER) are taking over the site maintenance and taking care of that for us and we will be paying them. Chris asked about the research plot and where it needs to be. Kristy said that it isn't super important because they will just do transects and soil cores every 10 meters. Chris said that the Kenton County Conservation District (KCCD) can handle the mowing. Liz asked who the new director is for KCCD. Chris said Zach Trailer. Jessica said that Great Lakes has been contacted and Rhonda is working with them about announcements and details.

10. ISA Scholarship Program

Kris explained that Theresa Shuler is being sponsored for the ISA Scholarship program and the Council bought her a study guide for the ISA program and provided it to her. Crystal said that she is a laborer at the City of COV and is interested in becoming a certified arborist. Kris said her resume is impressive.

11. Budget Committee

Kris said that Rosie stated in the last minutes that she wanted to form a Budget Committee. Kris asked about the Board thought about that. Chris said that he thinks the Treasurer report is functioning as the Budget Committee at this point. Crystal said that in the long run it may be needed for staff and a director and she thinks that was Rosie's intention for bringing it us.

Kris reminded the Board that we do have two vacant Board positions. Kris explained that we need a replacement for Mathew Frantz and a new 2-year position. Jessica said that she met someone that she can ask who is Certified Public Manager (CPM). Chris asked if we could put that in the newsletter in terms of bringing people with a skill set we need. Liz said that is a great way to get people that we need on the Board by using the newsletter to advertise our needs.

11. Trees in our Communities Forum

Bridget explained that she will start planning for the Trees in our Communities Forum (TIOC) in May. Bridget informed the Board that the silent auction was seriously successful and we came out quite ahead and made money on the silent auction. Bridget said that they did send out a post-event survey and a lot of the feedback was about food. Liz asked if there was any extra charge for the catering. Bridget said she didn't think so. Chris said that gratuity was not included in the bill and he did not add any gratuity. Bridget said that Rosie had tried to get money knocked off the bill due to the PA system issues but she was unsuccessful. Maryann asked if the capacity was the same of the room at Twin Oaks. Jessica asked if she needed speaker suggestions, Bridget said yes she does need speaker suggestions for the next event. Bridget also asked the Board to think about potential awardees.

Bridget asked to speak about a separate issue from TIOC. Bridget explained that the Arbor Day Foundation gets contacted by corporate sponsors that want to do tree plantings in certain areas and there are some issues with the program; however, there was a very successful planting with Texas Roadhouse (\$20,000 in funds for containerized trees). Bridget said that if you are contacted by a corporate sponsor, contact her to see if she may know some more details she can share with you. Bridget gave some examples and said that there is the opportunity for it to go very well, like it did with Texas Roadhouse.

12. Upcoming Meeting Schedule

Kris reviewed the meeting schedule on the back of the agenda with the Board. Kris said that we have the Board retreat scheduled for December 7. Kris asked if the Board wanted to continue to have it in December or move it to January. Jessica suggested November. Tara explained why we scheduled it in December in 2018 as it is our last quarterly Board meeting of the year which is required. Crystal explained the benefits of keeping it in December vs. January. Liz suggested taking December off and come back for the Board Retreat in January. The Board discussed these ideas but did not come to a consensus on how to proceed.

Kris suggested that TIOC could serve as a Board meeting, we could have a Board meeting before TIOC. Jessica suggested that we have the business meeting for the Board in November to get out fourth Board meeting and have the on-boarding/training in January. Monday, November 18th, 2019 Board meeting and plan on-boarding/training in January. Tara can add November meeting and then a day-time meeting for on-boarding/training. Kris asked for a motion to change the Board meeting from December 2019 to November 18, 2019 and hold the Board on-boarding in January 2020. Liz motioned to change, Michele seconded. No opposed.

Development Committee will take on planning the spring membership meeting and Executive Committee will take on summer membership meeting.

Susan asked that the Forest Conservation Workshop be promoted through the Council. Tara said that she signed the Council up for a table and we could potentially provide coffee or something.

Kris asked for a motion to adjourn. Crystal motioned to adjourn and Kristy seconded.