

Meeting: NKUCFC Board of Directors

Date: February 5, 2018

Location: Sanitation District 1

Officers: Crystal Courtney, Rosie Santos, Chris Kaeff, Tara Sturgill

Secretary: Tara Sturgill

In Attendance: Crystal Courtney, Rosie Santos, Chris Kaeff, Sarah Gracey, Bridget Abernathy, Jessica Spencer, Mathew Frantz, Kris Stone, Tara Sturgill

Absent: Michele Stanton

1. Secretary Report

December minutes review and approval

Crystal began meeting at 6:37 pm and wanted to go through the minutes. Crystal asked for any edits from the Board. Crystal to provide typos/grammatical errors to Tara for edits prior to finalization. Crystal offered some edits to the content and discussed with Jessica about clarification. Tara to send Crystal word document to incorporate edits to minutes. Crystal said the only edit to content would be clearing up the numbers for Taking Root grant. Sarah asked Chris to clarify the numbers with the Square account. Chris said there was a surplus of funds in the Square account for last year's Trees in our Community Forum (TIOC) silent auction. Crystal asked Kris to clarify the details of the planting to do with Duke Energy - Energy Saving Trees Grant. Kris said that they decided to plant trees in Ohio rather than Kentucky. Sarah explained that the application will tell you where to plant a tree to have to most energy savings.

Mathew motioned to approve minutes from December with Crystal's proposed edits. Rosie seconded. All agreed to approve with edits stated above incorporated.

Tara gave her update on Google for Non-Profits (emails, calendar, etc.). Tara explained that all Council meetings have been input into the Google for Non-Profits (GNP) calendar and invites have been sent to all officers and Board members. Officers need to be using their official organization emails from this point forward. Tara explained that all Council communication would be sent o these organizational emails. Tara stated that she would be setting up emails for programs (Reforest NKY and GIS Committee) before the next Board meeting; details will be sent to the program chairs to gain access to their GNP organizational email. Discussion by the Board about the calendar and how we view the calendar.

2. Treasurer report

Chris passed out a summary of the treasury report. Chris reviewed the accounts (Treasury report attached to minutes). Chris explained that the spreadsheet may help us to figure out how we are spending and what flexibility there would be to potentially hire staff. Chris said that he sent the treasurers report from his new GNP account so we can post with minutes.

Chris explained there are pending transactions from Public Workers Tree Seminar (PWTS) and on Paypal from TIOC; Chris explained he will transfer it over. Chris stated it is about \$600 pending. Chris explained that he filled out a 9090N form, since the Council can file this form that MAY mean that we do not need to file taxes (has to do with annual spending being under a certain amount as a nonprofit). Chris said he is going to check more into it, call the IRS, and find out that this is the case and report back. Kris said there is a company called Non-Profit Executive

Services. The business owner would become a Non-Profit CEO for the organization, he would work on contract for about \$50/hour and do bookkeeping. His name is Roger Smith, lives in Cincinnati. Chris said he may consider Roger as a resource. Chris explained that the Council's insurance expired and he has been shopping around and has not found anything better. He said that the company we are currently with seems to have the best price. If he cannot find a lower price for the Officers and Directors insurance, then he will renew with our existing company.

Chris said that we are now members of the Kentucky Non-Profit Network (KNN). Kris said that KNN has great workshops and retreats with great speakers and networking; Kris said they are a very good resource for the Council.

SGSF Winter Meeting

Sarah presented an update for the SGSF Winter Meeting. Sarah thanked the Council for the support. Newport was a great venue for the event and all the attendees had a great time. Sarah thanked both Kris and Chris for their support with registration and financials. Sarah explained that she is happy to share the expenses and income. Sarah said that 10% of registration would go to the Council; the net gift to the Council was \$525. Sarah and Bridget said that having the credit card to use for expenses made the program planning so much easier. The ladies said that everyone seemed to have a very pleasant time and enjoyed the winter meeting. Sarah said that the Mayor of Newport came twice to visit.

Chris motioned to move to approve the treasurer's report. Kris seconded. Any discussion. Motion passes. All in favor. None opposed.

4. Committee Updates

Executive Committee – Crystal

Crystal stated that we have not had an Executive Committee (EC) meeting yet this year though our goals are ironing out the membership to have elections, elections and format (plan having it at TIOC), and finances in order to potentially hire staff to keep momentum moving. The next EC meeting is on March 14th and the focus will be membership benefits in order to be prepared for the first Membership meeting on May 24th. Sarah asked about the need for TIOC to be the annual membership meeting. Rosie clarified that TIOC being the annual meeting is written into the bylaws. Rosie clarified that the meetings throughout the year are a way to engage with members and be more of social events (May and September) to network and the TIOC Forum is an annual meeting that is more formal. Those people who have actually signed up as members will participate and vote in the TIOC annual meeting. Crystal explained that the annual meeting component will be separate from the TIOC planning Committee. Rosie said that the coordination of the agenda for the member meeting will not be the responsibility of the TIOC chair; the President and Vice President will be responsible for the annual meeting agenda. Matt asked if the meeting will be before the dinner. Crystal said she thought it would be before the dinner and it is a matter to figure out what the TIOC annual meeting will look like between now and then.

Development – Rosie

Rosie explained that she has extra commitments now with grad school and family requirements. Rosie is interested in finding someone to take on leadership of the Development committee in the coming weeks and months. Rosie explained that the development committee goals are to host a technical training (a webinar and in-person training for Weebly, Google for Non-Profits, Constant Contact) the purpose to have a tool to train other people who are involved with the Council so the responsibility is not on a small handful of people to do that training every time it is needed. Rosie stated she would like some help coordinating this event. Rosie explained another component of the Strategic Plan goals for Development was soliciting the memberships feedback on our proposed membership benefits. Rosie said that will be put out to the current membership (membership-at-large) as an outcome of the March EC meeting. Rosie explained another goal of Development was website updates which Crystal has already started on with creating a Resources page and updating other pages on the Council website. Crystal gave a tour of

the website and some of the changes made recently to the Board. Board discussion of the website resources and updates.

Rosie explained next steps would be developing multiple messages for various audiences through different media outlets. Sarah asked if Rosie had any ideas of a person that could take over/help with Development. Rosie said that Jessica submitted some ideas for Board members and would prefer to work with someone that could co-chair with her. Rosie stated she has the vision she just needs help with the execution. Rosie suggested maybe find an intern could do some of these things for us potentially from NKU. Chris suggested that if Kristy Hofensperger (Dr. H.) was a Board member she could encourage students to do internships and/or work studies. Rosie reiterated that she will need some help with coordinating Development. Sarah said that Jenny Gulick would be a good person to help with Development. Matt suggested Michele Stanton as a person that could help with Development. Tara input that Michele emailed and said to let her know what she can do since she couldn't be here tonight and let her know anything she could do to help. Kris suggested coming up with tasks and match people with those tasks. Kris said that bringing in Kristy sounds like a good option. Rosie committed to reach out to Kristy about joining our Board.

Matt offered the suggestion of rolling Development up into the Operations Committee. Rosie stated that our overall goal is to get members to funnel up into leadership positions and her suggestion is to focus on that and get membership and capacity building.

Rosie said one of the goals of Development is multimedia outlet message (targeted to a variety of types of people and professions) and is a bit overburdening a goal for 2018, she suggested tabling it for 2019. Kris suggested that even doing a Facebook Live video to talk about what we are currently doing is a multimedia message and an easy thing to do.

Matt reiterated that rolling Development up into Operations could work. Kris said that we have 1,200 contacts on Constant Contact that care about us in some capacity and we could craft a message to these contacts for help. Rosie said that we need to diversify our skill sets, we need tax attorneys, lawyers, etc., we need those skills on our Board and need to figure out how to entice them to join. Crystal said that we need to have the ability to plug people in, we have to figure out how to do that as to not scare people off. Matt asked if Rosie was still going to be part of the technical training. Rosie explained that the trainers were already identified she was just coordinating the event. Jessica suggests that we deprioritize the technical training and focus on pulling people into the Council create an elevator speech for different audiences and decide where to put people when they are ready to help. Rosie input that she would feel better about putting her time toward something like what Jessica suggested rather than the technical training at this point.

Bridget suggests that we think about where we will need to plug people into prior to people asking how they can help within our existing committee. Jessica suggested that people that contact us should fill out the volunteer skill survey that she put together for Jenny Gulick a while ago; we should put that on our website and utilize it when people contact us. Rosie said that it is a great idea though coordinating those skills and people requires time and energy, another reason why she is a huge proponent of hiring staff. Matt said that it would be good to have relationship with people that we are giving tasks and Rosie said that more than likely they would be people that we recruit. Crystal input that there are tiers of involvement to plug people in places (like a Board Committee). Crystal suggested that the March EC meeting be a planning session for the upcoming member meeting, having an elevator speech to give those that are interested in volunteering.

Rosie asked how the Board felt about paying for a designer to draft a one-pager to hand off to people who are interested in volunteering. Crystal asked if it is like something Rosie had done with Monica for Urban Forestry Board. Jessica had an example that Rosie used to explain what she is talking about which was passed around by the Board. Sarah suggested that it could be a part of the logo rebranding.

Chris suggested that our ask to Kristy should be minimal and should be more regarding coming to meetings, listening in, and potentially coming up with ideas. Rosie said that she thinks that Jessica and Chris may be better to ask Kristy to join since their relationship with her stems from Reforest NKY. Rosie said that she could talk to designers about coming up with something similar for the Council. Jessica said she will talk to Nathan (her husband) about drafting the content for the flyer that is being discussed and will send it out to the Board if Nathan agrees to help.

Discussion about the potential for the March 14th meeting.

Operations Committee – Matt

Matt explained that operations includes Crystal, Jessica, and Michele as committee members. Matt explained that Crystal had committed to reach out to the KY Nonprofit Network to become a member and Chris paid for the membership so we are not officially members. Michele has been working on the Public Workers Tree Seminar (PWTS) and reaching out to increase attendance and tease out municipal workers from independent workers. Jessica has been working with PDS looking into research grants with NKU and Park Hills/Fort Wright Ordinance. Matt explained he had been compiling a list of municipal contacts that we had previously from Lorna Harrel and has begun making calls on that list to talk to people regarding clarifying who the contact person would be for sharing information (UTC data). Matt explained that the next Operations meeting will be March, date to be determined, and they have been utilizing conference calls which seems to be working well. Matt explained that he will update the Board at our next meeting on progress reported at the March meeting; the Operations committee will meet quarterly instead of monthly and he will send out a Doodle poll at the end of February to assess everyone's availability. Rosie interjected that Operations appears to be working on a lot presently. Matt input that he doesn't feel that if the Operations and Development combined that it would be overtaxing to anyone given the four people in Operations plus those in Development.

Rosie asked Matt what goal the Operations committee is presently working on. Matt said that Operations is currently working on Goal 2 and referenced his Strategic Plan to double check. Rosie suggested that the goals for Operations and Development are very different and she is concerned that it could be overburdening and distract from some of the more programmatic focus of Operations. Rosie said that it would be more likely that the EC and Development may be able to overlap given that the EC's focus has begun to turn to membership which is a function of Development anyway. Rosie suggested that Development and EC would be EC plus Kris.

Jessica committed to take the Mission Statement and distill it into an elevator speech for us to discuss as a Board. Rosie said that it should be stated in the elevator speech that we are working on capacity building this year and here's how you can help.

5. Programs

UTC/GIS Committee

Matt began the update on Urban Tree Canopy Assessment (UTC) with talking about the list of Tree Boards which contain the 43 communities within the UTC; he has begun teasing out the proper people to contact and getting new contacts and confirmation of old listed names. Sara interjected that if Matt finds that there are new updates to different communities, she had updated a list on our Council Drive (Google Docs). Matt asked if this was the list created by Lorna. Sarah said yes, it was the list that Lorna had started and Sarah had updated it. Matt confirmed that he is using that list as the source for his contacts and updating them appropriately, if needed. Sarah asked Matt to please edit the document that is within the Council Drive with any updated contacts to keep that document updated and current. Matt committed to keeping that document updated on the Drive as there are changes.

Matt explained that he and Kyle from Kenton County Planning and Development Services (PDS) had figured out that they would end up needing a ESRI nonprofit status subscription to actually house the UTC data (ArcGIS online subscription); this would allow for the potential roll-out of the UTC data with 43 communities. Matt stated that he contacted ESRI and got some information about the nonprofit costing, ESRI is not able to give the Council a price for the subscription until we apply for it. Matt explained that Kyle suggested that it would be the best move because the UTC data would no longer have to be housed on the PDS server, though it would leave PDS in control of the data. Matt explained that this would allow for the combination of data which has been an issue due to a conflict with Boone County for their GIS data; this would be the vehicle to have the information in “the Cloud” and all 43 communities could use the data with the ArcCollector app to build their tree inventories. Matt stated that the UTC is considering getting the subscription process started to find out the pricing, though he knows it is drastically reduced for nonprofits from the professional rate. Matt proposed that having this subscription would allow the 43 communities that we serve to have the UTC data and allow for them to interact with that data for their tree inventories. Matt stated that the UTC committee meeting is on February 13th and the nonprofit subscription will be discussed then. Jessica asked if we could work with OKI to aid this process. Matt said that the end game is to allow this subscription to allow us to be less reliant on these other groups and provide a community hub that will be more Council-centric and people can coordinate into the UTC through ArcGIS online and they won’t have to have a subscription and can use it for free. Matt said that this will coordinate with Crystal’s program (Landmark Tree Program) that would work in tandem with the UTC infrastructure, it will provide a platform, additionally a mobile platform and be affordable. Crystal pointed out that we do not know the cost yet. Matt agreed but said that they had been considering it prior and it is significantly less expensive than the professional license. Chris interjected that Green Umbrella got the subscription for free.

Matt reiterated that the UTC/GIS Committee meeting is February 13th at noon at SD1 and invited any Board member interested to attend. Matt interjected that they also invited Steve Gay from Boone County to join the meeting.

Reforest Northern Kentucky

Jessica said that Dr. H submitted a grant for USDA and will formalize our relationship, pay for some of the cost, and ultimately allow us to publish some of the data that with our work with NKU. Jessica informed the Board that Reforest NKY (RNKY) got a \$200 cost-share grant from Campbell County and it is already spent on an invasives removal event. Jessica said that there is an invasives removal weekend (February 10th) at the Reforest site to remove invasives in preparation for the event; the location is 880 E. Main Street, Alexandria, KY – the backup date in case of rain is February 17th.

Crystal informed the Board that she applied for a \$2,500 grant from Great Lakes Brewing Co. to aid our RNKY program though she has not heard back from them yet, additionally, they would host an afterparty at a place of their choosing and they will supply beer; afterparty would be for 50 of our leaders and volunteers after the event. Crystal stated they applied last week; the total grant would be for the afterparty and \$2,500. Crystal stated that she and Jessica applied for the Campbell County Conservation Districts Urban Tree Enhancement Grant which is \$3,000 and needs to be itemized (\$1,500 for tshirts, \$1,500 for trees and cost match with our time and the Conservation Districts time). Chris said it would be great if we could cover the cost of event tshirts with one of the grants because he feels weird charging people for shirts. Crystal agreed and stated that it was the biggest complaint from volunteers in the event survey post-event.

Matt asked what the date and time was for the invasive species removal. Jessica said 9 to noon at the RNKY site. Sarah asked if the event was something that citizens could attend. Jessica said that she didn’t advertise it due to an possibility of not having a chipper; she didn’t want to invite people to cut down shrubs without a chipper present. Chris said that he will try to get the Conservation Districts chipper and potentially Campbell County’s as well. Jessica said she can start promoting the invasive species event if we agree that chippers will be available. Jessica

sated the next Reforest meeting is February 6th at PDS and going forward meetings will be held every second week until the event. Jessica pointed out that it is a missed opportunity in the past to promote the Council and joining our fight at Reforest NKY (Facebook living), etc. Jessica requests that Board members be at the event to promote the Council and outstanding needs we have that need to be filled. Tara asked Jessica if she should still apply for the O'Brien & Gere Leadership Grant (\$500). Jessica said yes, please apply. Tara committed to apply for the grant for Reforest NKY. Crystal committed to being there to promote the Council and potentially tabling at the event.

Arborist Scholarship Program

Kris indicated that we should promote our Arborist Scholarship at the PWTS coming up on March 9th. Kris explained that 45 people have registered at \$25 for each registrant; lunch will be provided. Crystal stated she will be tabling for the Council and promoting the scholarship program as the emcee. Kris said that we need to have a informational sheet to give them if interested.

Trees in our Community Forum

Sarah explained that she and Bridget will be co-chairing the TIOC Committee. Sarah explained she wants an email to go out near the end of February to about potential speakers and thoughts on a venue change. Sarah said an important need expressed was for a venue that has alcohol. Sarah's biggest criticism of the Twin Oaks is the audio visual and proposed the possibility to rent better equipment in order to reach everyone in the room. Bridget added that the majority of negative comments regarding the TIOC was the inability to see the screen. Rosie asked about the event expenses from year to year at Twin Oaks. Sarah said that it was typically \$2,750. Rosie suggested Devou as a place to have TIOC, and Rosie thinks that she may be able to make that work; Rosie suggested the Devou Golf and Event Center. Sarah said she is not opposed to changing the event and Rosie will get a quote.

Crystal concluded that was all the business she had to discuss at this Board meeting. Executive Committee is March 14th at 6:30 at Keystone. Rosie asked Jessica if she was interested in coming up with the volunteer recruitment sheet together. Jessica agreed.

Crystal adjourned Board meeting.