

Meeting: NKUCFC (the Council) Board of Directors
Date: April 25, 2017
Location: Campbell County Library
Chairperson: Crystal Courtney
Secretary: Tara Sturgill
In Attendance: Crystal Courtney, Rosemarie Santos, Kris Stone, Mathew Frantz, Sarah Gracey

(Tara Sturgill was traveling during the start of the meeting and jumped in 20 minutes into the meeting. This first section is a description of what was discussed before she was able to phone in:

Crystal called the meeting to order at 6:45 pm, after some technical difficulties.

The purpose of this meeting was to discuss suggested changes to the strategic plan. Crystal stated that after going through the plan there were quite a few redundancies in the goals and action items. There were also too many committees for the number of board members we had at this point. So, in order to streamline the plan and put it into action, the Executive Committee went through and made suggested edits. These edits were presented to the board at this meeting as follows.

Crystal explained that the purpose of the Board meetings will be to review and update the Board members about the progress of the Board Committees (Board committees are Development, Operations, and Executive). The membership meetings will be focused on updates about the council as a whole (event planning and board committee strategic planning objectives and achievements) and to engage new people to join in the work load. Crystal then moved on to explain the changes in the plan. Crystal explained that there were no major changes to the original plan, but rather a re-organization of goals and strategies so that the plan will flow better and have an obvious dissemination of tasks for each committee. The plan was re-organized in a way that there would be three goals and three committees (each assigned to a specific goal).

Discussion of Board committees:

Development Committee discussed: The purpose of the Development Committee is to develop and disseminate marketing materials for target audiences regarding urban forestry best management practices, policy development and planning and the development of a membership model. This committee will be focused on achieving the goals/objectives outlined in Goal 1 of the strategic plan.

Operations committee is discussed. Within the updated version of the strategic plan Goal 2 of 3 is assigned to the Operations Committee. Rosie explained that within the original plan there were several goals focused on reviewing current programs and creating new programs, so the thought was to create a committee to strategically focus on the programmatic needs of the Council. Rosie pointed out that the Operations committee would be a part of helping to review the needs/tasks of the current events and programs while working towards development of new events in order to meet the goals and mission of the organization. Mathew said that it would be wise to have members look at it. Reviewing and editing the strategic plan.

The Executive Committee – as outlined in the Bylaws the Executive Committee is made up of the officers of the Board. The goals of the Executive Committee will be largely focused on Goal 3 with in the strategic plan.

Discussion amongst the Board about the TIOC committee. Crystal explained that the Board would be the planning committee for TIOC. Kris expressed that he did not want to be the Chair of the TIOC committee, due to its planning proximity to the Boone County Arboretum's Autumn Affair. Sarah and Kris hesitantly agreed to be co-chairs. Rosie explained that we could continue to look for people to join the TIOC planning committee and there are people that are not on the Board that would need to be part of the TIOC planning, like Jenny and Scott. Rosie said the vision of the new membership model would be set up in a way that those who step into a leadership role within a program will eventually become Board members. As Board members they will be expected to join a Board Committee, to help overcome struggles like this lack of leadership. Ideally this will be a successional process.

Rosie explained the edits to the Strategic Plan. The Strategies/Actions are associated with specific committees and will be responsible for these strategies/goals. Within each goal timelines were created. Rosie said that they tried to be realistic with the timeline. Rosie explained that is a five-year plan essentially. Crystal explained that she and Rosie thought that Tara would be responsible for the Development committee – Tara agreed that would work for her (Goal 1). Discussion about the Operations committee – Mathew explained that he thought that he was helping with the committee that helped with Programs based on what he signed up for at a prior Board meeting. Crystal and Rosie explaining that the Operations committee is essentially what he signed up for with just a little different of a scope and goal. Rosie explained that organization of the different committees.

Rosie clarified that the Board would be meeting less often and the committees will be meeting more frequently. The Board will meet to vote, report, etc. The Board Committees will be meeting more than the Board and this should not require more of a commitment than Board members have already committed. If this commitment becomes a problem, that feedback needs to be given back to the Executive Committee. Crystal suggested that the thought is to divide and conquer to get our tasks done, hopefully alleviating the drag of having to handle too much and cause burn out. Rosie said that if we identify someone that may be able to offer their expertise on a specific goal/strategy, etc. they don't necessarily need to be a member but can be brought into the fold to have a special meeting and divulge their knowledge without the burden of a membership. Question asked about who is on the Board. Crystal said that Jenny and Lorna are not on the Board. Rosie said that in the bylaws that a Board member can be removed if they miss 3 consecutive meetings, though we are not having regularly scheduled meetings yet. Rosie reviewed who was included on the original Board meeting – Crystal, Rosie, Chris Kaeff, Tara, Mathew Frantz, Jessica Spencer, Michele Stanton, Kris Stone, Mark Leopold, Scott Beuerlein, and Sarah Gracey. Rosie reviews the eligibility for the Board in the bylaws and the Board discussed those that are potential candidates for the Board. Crystal said that having these Ad-hoc committees that are recruiting from different areas will help to bring in potential membership, Board, and Executive Committee. Discussion of bringing people in from Reforest to be involved, Rosie pointed out that Reforest is a great recruiting tool for the Council.

Crystal pointed out that we have bylaws, a Board, and Standing committees that will help to govern the Council. Rosie pointed out that we are inspiring people to be involved, not burdening people. The committees offer a gateway to get people at the table and potentially, want to be more involved on the Board or Executive Committee because we are organized and they want to be a part of this organization. Kris explained that the BC Arboretum had nursery owners join their Board and have helped them to make decisions that the Arboretum had previously had serious issues in making decisions on. Kris said it just began by inviting them to be involved in a program (Arboretum on Wheels) and now they are slowly helping more in terms of their organization.

Crystal said that at this point the leaders of the Board committees will now begin to address the goals associated with their committee. The Executive Committee will oversee setting up the Board meeting schedule. Kris suggested that we use Outlook reminders/appointments.

Rosie asked about the best way to reach out to people in terms of the Operations Committee - how to reach out to those that may want to help. Kris said that at the Newport tree walk there were a lot of interesting people that may be potential members. Rosie said we need to utilize our survey and make sure we get contact info from those that check the box to get more involved. Suggestion that those that come to tree walks and pub crawls are a great pool to gain interest for help. Sarah said that when looking for volunteers, it is great to give examples of what they are going to be doing (what the tasks are, maybe the commitment duration). Rosie said it depends on how engaged that person is already – it is pivotal to figure out a tiered approach that will work for different levels of engagements, interest, etc.

Crystal asked if there was anything else to discuss. Rosie asked if the edited Strategic Plan makes sense to the Board. Crystal pointed out that we are maintaining the KY Roots website and it isn't being utilized. Rosie suggested that Taking Root and Reforest NKY becomes Kentucky Roots – said it was just a suggestion that could be discussed later. Mathew said that he thinks the reorganization of the committees makes sense and he could tell it was a lot of work.

No other business was brought up by attending Board members. Meeting adjourned at 8pm.