

Meeting: NKUCFC (the Council) Board of Directors
Date: August 7, 2017
Location: Sanitation District 1
Chairperson: Crystal Courtney
Secretary: Tara Sturgill
In Attendance: Crystal Courtney, Rosemarie Santos, Kris Stone, Sarah Gracey, Chris Kaeff, Tara Sturgill, Jessica Spencer, Michele Stanton
Absent: Mathew Frantz

Overview of Meeting Purpose

Crystal called meeting to order at 6:38 pm and explained the meeting purpose. Crystal began the meeting overview of the Board vs. Committee vs. Member. Board give updates from different committees, approval for committee done by the Board, and explain any needs. Committee meetings – diving into the Strategic Plan, and trying to get the Strategic Plan finalized. Member meeting will be a quick 15-30 min update before going out to whatever the activity – main purpose being to recruit new members.

Crystal updated the Board on the minutes. Rosie asked if we could vote on the minutes at the next meeting. Crystal suggested doing a by proxy vote. Board agreed to do minute approval via email. Crystal asked to respond with edits and yay or nay.

Tara updated the Board on the Google for Non-Profits Suite. Update on the Drive folders and potential for how to make sure the organization owns the folder. Tara instructed everyone to go ahead and make a folder for what they need and add documents. Rosie explained some of the quirks of Google Drive. Kris asked about the potential for locking documents for editing. Crystal said that there will be adjustments made over the next few months. Crystal explained that the Board Committees will be included within the Board of Directors folder; Org Docs contains the Strategic Plan. Rosie asked when you would save as rather than save over. Jessica explained that there is a grayed out clickable link that you can view all the edits historically. Rosie explained that KAEE saves the copies of the bylaws, though it may not be as important for the Strategic Plan. Discussion about Google Drive edits and procedure for saving. Crystal said that it is important to know where the Strategic Plan. Crystal asked for Tara to put the most recent Strategic Plan on the Drive.

Chris apologized for not having any documents to hand out for the Treasury report. Chris said that nothing has changed since our last Board meeting. Currently stand at \$53,477. Latest transactions were about \$1,200. Chris said that a lot of the charges were for the MKD Grove. Chris said about \$400 and a \$213 charge from Gempler. Jessica said that would be for the MKD Grove (water bags) and she will get a receipt to Chris for that expenditure. Crystal said that usually we have a budget report spreadsheet for meetings and that we need to get program budgets from Committee chairs. Chris asked about preparing budgets for programs. Crystal said that would be a question for Rachel in terms of how she was

preparing the budgets for programs. Crystal advised Chris to contact Rachel to ask about how she was preparing the budgets. Kris explained that Rachel would give the committee chairs about the funding for their program. Chris said he will work on the budget for the programs before the next meeting. Chris said his opinion of the financial standing is that the Council has a lot of money. Chris said we need to get a grasp on where some of the money should be going; if we plan to have staff, then maybe we save a lot of the money. Potentially, spend more money and/or put the money in an account that will give us more interest. Kris said we have had that amount of \$ for a long time. Sarah asked if a few years ago, some amount would be taken out and put into a CD – Crystal said that the interest was negligible and not really worth it, and also program spending was up. Crystal said that we seem to be keeping the same amount of \$ because we are getting to a stasis in our program budgeting, and event making of saving \$ within the program. Discussion of the financial outlook of the Council. Chris said that at this point, we should not be worried about \$ for programs, we should have enough money for our programs even if we were not to get funding/sponsorship. Chris mentioned that the taxes were filed and he said that they are here today if anyone wants to look at them. Chris explained that it took a while because there was some issue deciphering the grants that were allocated to each program, though they figured it out. Michele asked if we had to pay the accountant to file the extension, Chris said yes, we did. Crystal asked that Chris make sure that recurring accounts need to make sure that mail is coming to him, and not anyone else.

Crystal said that there are by law changes due to the planning process to create a budget outlook. Would be changing from the physical year (Jan – Dec) to (June – July). Discussion by the Board of the benefits of changing it. The Board did not see the benefit of the change after discussion.

Crystal proposed that the Audit and Finance Committee out of the bylaws. Rosie moved to replace Audit and Finance Committee to Executive Committee. Michele asked her to explain. Rosie explained that when the by laws were made we based it off the Strategic Plan and we realized that Chris would be a Committee of one. Rosie proposed that the EC absorb the duties. Jessica seconds. All in favor. Crystal asked if anyone is opposed to the change of Audit and Finance to Executive Committee. None opposed.

Executive Committee met in June. Crystal and Rosie met to work on the Constitution. Crystal explained that the Constitution was cut and pasted from the bylaws and the Articles of Incorporation (1996). Crystal will send out a Google Doc of this Constitution for review and edits to the Board. Jessica asked what is the Constitution and why we need it. Rosie explained that the Articles of Incorporation are very basic, the Constitution is a standing document and will not be modified as often as the bylaws. Crystal said it is a glorified mission statement with some procedures. Rosie said that most things that are found in the Constitution are found in other documents as well. Crystal said that to finalize, we need to figure out the “Meetings” section in terms of duration of meeting. Rosie said that leaving it as “at least once annually” is part of the requirement to be a Non-Profit. Rosie advised to leave it as “at least annually” to not be held to meeting any more than that, and we can meet as often as we want. Rosie said that Executive Committee has completed 3 Goals so far, and working on the 4th now, and that needs to be recognized.

Michele explained that the Operations Committee met in July and Jessica gave an update. Jessica said that they read through the Strategic Plan and prioritizing. Jessica said they continued to come back to building membership and they decided that would be their focus. Jessica said that they were talking about

focusing on developing the media kit. Rosie explained that the media kit was assigned to Development and Operations committees and need to be decided on which will keep that goal. Jessica summarized that the main tasks are based around recruiting. Rosie explained that the actions of developing the media kit are different for each committee. Crystal asked the Operations Committee to further flesh out the needed bullet points to make it more clear for their purposes. Rosie said that there are some redundancies that need to be reviewed and worked out, it is ongoing. Rosie asked what the next steps were for Operations. Jessica is reaching out to PDS for outreach (a standard for urban forestry), and update the tree board list. Sarah interjected that she is working on updating the Tree Board list as part of her role on TIOC, she will make changes in red and post it on the Google Drive for sharing and editing. Crystal suggested that there be a folder that is Contacts that we will include the Tree Board List. Rosie asked what is the purpose of the list in terms of their goals. Discussion about how the Tree Board List is essential for all the Committees – Rosie suggested we use the existing tree board list and add tabs so everyone can use it for their Committee

Development – August 1st – discussion of conducting the research (Rosie) brainstormed a list of people to reach out to, identifying gaps in the research of the benefits of urban forestry. Talked about making the resources in a one-stop shop, potentially the website. Link for inquiries about urban forestry – trying to link them to Extension. Suggested considering a research student to do some of that work. Updating the website. Jessica and Kris to do a Constant Contact training. Rachel would be doing website training. Goggle for Non-Profits. Board member training, programs training. Thought behind it is to make it so multiple people are able to use CC, Google for Non-Profits for their programs. Rosie said beyond that development a Speakers Bureau, developing a media kit, and potentially taking some responsibility away from Operations, if needed.

Arborist Scholarship program (Kris and DJ), Wayne Kramer is working with them now. Cory Shumer is interested and needs to be vetted. Michele asked how many scholarships are they looking for? Kris said he is not sure. Crystal explained that a Google form has been created for the application and Kris said that there is interest in the program once he boosted it on Facebook. Crystal said that if you know anyone that may want to take advantage of the scholarship to let them know to go to the Council Facebook page and follow the link.

Reforest NKY – list of sites for years to come in different counties. grants spreadsheet for lots of grants that are available. NO check from Federal Supply yet – still no check. Jessica said that has been a couple of months. Jessica said how we should approach it. Sarah asked if we could call the Extension office and ask. Jessica said that she will follow up with him and check on the status of the check. Kris said that over the years he has brought up getting a post office box. Michele brought up that banking mail may not be able to go to a PO Box. Sarah asked if we could accept on online payment for things like this. Discussion amongst the potential for online payment. Jessica asked for a few more minutes. Jessica said the site will be Campbell County site at 8880 Main Street. Chris is working on site prep. Jessica asked if we can decide to buy herbicide for the prep. Rosie asked when programs are supposed to submit a budget, December, going forward budgets should be submitted in December for the next year. SD 1 Eastern Regional treatment plant. Jessica asked if we can call it Reforest NKY/Taking Root from now on since they have been merged. There are some holes in the committees but the main committees are covered for now and things are moving along. Chris brought up the selling of the tshirts from last year –

Chris said we need to consider collecting sales tax on the tshirts. Chris said that for next years taxes, we will have a tax liability and we need to figure that out now. Rosie asked Chris to email Lacy about what the Arboretum did in reference to sales tax. Jessica explained that urban events are on the horizon though none are planned for now. Taking Root has MADD in the fall and that is the urban planting for now which is October 28th. Crystal asked if Taking Root will be promoting the other plantings in the region for MADD.

TIOC – Sarah updated the Board. Dr. Paul Cappiello – will be the speaker for free. Paying for hotel room to stay for the event. November 2nd is the date. Twin Oaks has been reserved for the event. Sarah asked about giving the Club the final number for the event – Crystal said that it is usually a week out to let them know the number of people attending. Kris said people wait until the absolutely the last minute to register and we must turn people away because we need a firm number to let the club know. Kris will be handling the Constant Contact announcements. Sarah is trying to take some of the pressure off Josh, and gather everything from the Committees, success stories, and updates and send to Josh by October 20th. Sarah asked about what is to be included in the booklet (PWTS; Gina Ligon; Certified Arborist; Reforest NKY/Taking Root; Board of Directors Update (Development, Operations, Executive Committees). Rosie will create the Board update for the booklet and send to Sarah. Kris said that we need to include a volunteering sheet in the booklet (needs, asks, etc.) Sarah doesn't think that should be in the booklet, and should be separate. Sarah said that we need to have something specific to ask people to do. Kris said that a good ask would be a webmaster, Michele suggested a graphic designer. Kris said there are certain things on the website that would need to be monitored by a professional once we have financial information on the website for donations. Rosie suggested an "Are you Interested?" form. Jessica said that there is a form created that we may be able to use for this purpose. Sarah asked about the agenda in terms of the annual meeting. Crystal said that we could have a meeting before the presentations begin, to make it an annual meeting. Rosie suggested that we would need to start considering working on the meeting presentation within the TIOC gathering. Discussion amongst the Board about what that looks like – suggested that it gets completed before eating and during eating. Tara suggested that it is being done already through the power point presentation that is already being done. Crystal said that we need to have a separate meeting for TIOC. Tara said that she and Jenny will be working on the silent auction. Sarah asked about timing for the awards, Kris said that he has a Constant Contact template that can be changed and sent out. Rosie asked that if anyone has suggestions of Board members from their committee that would be a Board member, send them to her. Michele suggested Mary Ann Shwartz. Jessica will send Rosie some ideas of people for the Board.

Crystal said that she doesn't think a membership meeting would be done before TIOC. Board agrees that a membership meeting could be held off until after TIOC. Rosie asked if he could talk to Steve Foltz about the tree walk again. Crystal outlined everything that we all must do, and do a tree walk in the spring. Board agreed that we all have a lot going on and should hold off until the spring and do a pub crawl/tree walk. Rosie said that the most important thing is that we need to engage people who are not on the Board, and encourage them to join one of these committees. Crystal suggested a newsletter, and much of the Board disagreed. Crystal suggested that social media be put on the list for volunteer needs. Josh Selm has started a business (Balanced Impressions) has a lot of knowledge with websites, financial payments, etc.

Rosie KY Division of Water Grant for Covington, so she did not chime in on that issue.

Meeting Schedule

Board discussion of what the best plan of action would be for meeting schedule.

Board meeting will be December 4th, and we will decide what our quarterly meetings will look like.

Kris brought up Michelle Chalk's death. The Council may need to be chiming in on this topic in terms of risk assessment of trees, and having a certified arborist check your trees. Chris said that we should be chiming in on this subject. Board discussed that it could be a hard topic to discuss right now that the event is so fresh. Crystal said that there has been an article shared with her that she could send to him.

Meeting adjourned at 8:28.