

Meeting: Northern Kentucky Urban and Community Forestry Council (the Council)
Executive Committee

Date: March 14, 2018

Location: Keystone Bar & Grill, Newport, KY

President: Crystal Courtney

Secretary: Tara Sturgill

In Attendance: Crystal Courtney, Rosie Santos, Chris Kaeff, Tara Sturgill

1. Land Donation

Crystal pointed out that the land donation opportunity garnered great feedback from the Board of Directors (Board); the two viewpoints being that it was a great opportunity for the Council to explore even though the Council has never acquired land via donation and the dissenting viewpoint being that the Council's Mission Statement does not support land acquisition as we are defined as a "clearing house". Rosie suggested that a motion be made at the next Board meeting to vote for or against the Council holding land. Crystal suggested that perhaps the vote should be more broad in terms of voting on whether the Council should hold land at all vs. voting on this specific opportunity. Crystal suggested that we navigate Jana to one of our partner organizations given the timing of this opportunity being inopportune due to the Council trying to roll out the Strategic Plan if the vote is against land holding for the Council. Rosie asked Crystal to summarize those on the Board that were in favor of the Council acquiring the donation and the reasons why they thought it was a good idea. Crystal summarized those Board members in favor and the reasons why they were in favor. Crystal pointed out that Tara had suggested, given the premature contact of a Board member to the land owner without full Board discussion, if opportunities like this should be discussed within the Executive Committee (Ex. Comm) first before even disseminating out for Board discussion. Tara suggested that from now on "high level" issues like this land donation, something completely new and somewhat out of the Council's approved Mission Statement be discussed first by the Ex. Comm. then put out to the Board so there is a plan prepared on how to handle the opportunities.

Crystal committed to send out an email to Board about the vote on the land donation and to ask for recommendations for partner organizations that could take the land donation.

2. GIS Committee

Crystal explained that Matt Frantz (chair of the GIS Committee) has expressed concern about the Ex. Comm. "steamrolling" the Council in terms of development and decision making; Matt stated that he felt like the Ex. Comm. meetings should be open to the rest of the Board for them to decide if they want to attend based on the agenda for the proposed meeting. Crystal stated that Matt also explained that he thought other meetings (e.g., Board) should be open to general membership. Rosie stated that she doesn't think having open meetings is a wise decision and is strongly against Matt's recommendation due to the

reason for the distinction of Ex. Comm., Board, and member meetings. Rosie explained that the organization, by placing officers in the Ex. Comm. is stating that they have faith that these people can make decisions for the organization on the members behalf. Ex. Comm. decisions must go back to the Board always for vote anyway. Crystal said she advised Matt that is he is interested in attending the Ex. Comm. meetings then he needs to run for an office at the next election cycle for the membership to make that decision. Rosie added that she is willing to address the importance of the hierarchy of the organization in decision making at the next Board meeting and why she feels the recommendation is not a good idea based on her past experience with nonprofits.

ArcGIS for Nonprofits

Crystal explained that she asked Matt to give her information regarding the ESRI nonprofit licensing agreement which is \$100/year and it will be one license to go on one computer. Matt indicated that he had moved forward with the ESRI license and was waiting for Chris to sign off on it. Crystal stated that she told Matt that he would need Board approval to sign a contract with ESRI, to put ArcGIS on his personal computer, to use for the GIS/UTC Committee. Crystal further explained that partners on the UTC are SD1, Kenton County PDS, Boone County Planning Commission, and the City of Covington (Crystal). Crystal explained that currently within the UTC Committee, Matt is the only person that doesn't have access to ArcGIS and he is the committee chair. Crystal asked Matt for a proposal explaining what this opportunity entails and the reasons why the Council should move forward on this opportunity to present to the Board for vote. Crystal committed to reach out to Matt and remind him of the proposal and request that he get it to her by next week for it go out to the Board for review prior to the April 2nd meeting.

Rosie asked Chris to explain the benefit of ArcGIS nonprofit license. Chris explained that at this point it means that PDS houses and can analyze data and could potentially charge citizens for analyzing that data. Chris explained that the Council acquiring the ArcGIS license would require resources, in terms of a computer powerful enough to run it. Rosie stated her concern with acquiring merchandise(Council laptop) without a place to house it and without staff to run it. Crystal reiterated that she would reach out to Matt about a proposal. Chris said to address this issue: if it is a Council license that it shouldn't be on a personal computer so in this instance how will the license be utilized at this point. Chris said that PDS is offering to improve and update the UTC as new information comes in but for a fee; this could be done using this license by the Council if we were to have the ability. Crystal implored that the Council is not a full-service organization, that is why we have partnerships. Rosie asked if getting this software is forwarding our Strategic Plan; she said this would be the question for the UTC committee. Crystal said the purpose of the UTC Committee is to push the existence of the UTC data and let the community know how they can use it and that it is usable by them. Crystal explained that she is not sure that the Council should be an organization that would be producing products, that puts us in conflict with our partners. Chris stated his concern that PDS has sole authority to house and manage that database, for example Park Hills is utilizing PDS as part of UTC to figure out their tree canopy. PDS is charging the City for that service. Crystal said the City of Covington has a contract with PDS to do data analysis, they are paid for their time, not for the data. Rosie requested that the requested proposal show justification on how it aligns with the Strategic Plan.

3. Development Committee

Crystal explained that Tara is taking over the Development Committee (Development) chair from Rosie. Rosie will be eventually stepping down from Development all together but will help with the transition for now. Rosie explained that the main goals for Development right now is to get together the technical training for Board members (Constant Contact, Weebly, Google for Nonprofits) and the website revamp. Rosie said that Crystal had already put a lot of time in on the website over Christmas break though it is still in some need of vetting. Crystal interjected that she feels that the website is still unorganized and needs some work and attention from Development. Rosie reiterated that the last Board meeting we discussed that Development needs to focus on people power and membership; to date Development committee members have been Rosie, Crystal, and Kris. Tara indicated that she would like to discuss with Rosie her overall vision for Development and a meeting time was planned prior to the Board meeting to discuss the Strategic Plan and Development goals.

4. Membership

Crystal asked if the Ex. Comm. had reviewed the membership models and benefits she had sent out to the Ex. Comm. prior to the meeting (they are also provided as attachments to the agenda). Crystal explained that the varied categories of our proposed membership levels in the bylaws are too robust and need some whittling down. Crystal referred to the attachments and discussed some of the examples (Green Umbrella, Boone County Arboretum, other state urban forestry boards). Crystal stated it was interesting Umbrella only helps you if you have a current membership. Rosie said that she reached out to them for a City issue and they wouldn't help until the membership was renewed. Rosie posed the question – do we want that kind of barrier when we are just trying make a presence in our community? Crystal discussed Arkansas membership levels and benefits which she likes. Crystal stated common thread throughout all the membership levels/benefits is a newsletter; it doesn't have to be daunting, each committee chair could contribute to make it easier (would be a matter of deciding on how often the newsletter is distributed). Chris offered that a newsletter bi-annually seems doable. Crystal asked what is the purpose of membership, she thinks there are two components: advocate for urban forestry/voting member and fundraising. Chris said he noticed an organization he is involved in the organization offers a membership rate that gets you into the annual conference which basically gives you a discount – good way to pull people into the organization offering the discount for the TIOC Forum (annual meeting). Agreement amongst officers that this is a good strategy to get members to join.

Rosie interjected that she liked the combination of Arkansas and TN membership levels/benefits, for example: TN membership rates (leave out the professional vs. non-professional) and just use individual membership. Rosie stated she liked the sponsorship categories too, and the benefits that TN offered seem appropriate. Rosie suggested workshopping these benefits as a Board.

Chris recommended setting some milestones (goals) in terms of membership effectiveness in terms of checking our progress to see if the new levels/benefits we choose are working, basically a gauge of success. Rosie inquired with Chris about his feelings on TN's fee structure. Chris stated he really doesn't know enough about the existing membership base to say yay or nay in terms of fees for membership levels. Rosie said that she would think setting a goal of 50 members (after a certain decided

upon amount of time) after instating the new membership levels/fees/benefits would be ideal, if we had 20 members, we may need to reassess.

Crystal pointed out that we need to keep in mind that a lot of these organizations may have staff and we need to pare down the effort needed by Ex. Comm. and Board members to keep up with membership fees and benefits. Crystal suggested 4 categories: student, non-professional, professional, and lifetime membership levels; and adapting Arkansas' membership rates with TN's levels/benefits. Crystal stated that she also likes the breakdown of the sponsorship (business sponsorship) and thinks we should include this as well with anything we present to the Board. Crystal indicated that she had recently reviewed sponsorship levels created for Reforest NKY and we could potentially use this as a guideline for the Council as a whole. Crystal reiterated that one of the biggest and most important benefits will be the newsletter.

5. Action Items and Next Steps

Crystal reiterated that Development will be meeting on March 31st to go over Strategic Planning Goals. Tara committed to create a mock-up of membership levels/fees/benefits for Board review. Crystal asked Tara to get that to the Ex. Comm. by the end of the week.

Crystal asked for any other business to discuss. Chris explained that he heard that Sherry Carran is leaving Green Umbrella as a Board member, and is listed as a representative of the Council in terms of the Brent Spence Bridge (BSB) Committee. Chris stated that it is a very important committee to have a representative of the Council. Chris suggested talking to Sherry about her role on the committee and retain that representation on the BSB Committee. Chris committed that he would reach out to Sherry about what her role was on the BSS Committee.

Chris also brought up that the Banklick Watershed Council is looking for a Board member to fill their board.

Chris asked the Ex. Comm. to consider his recommendation of Liz Fet to become a Board member. Ex. Comm. agreed that she would be considered at the next Board meeting and put to vote.

Chris asked if we can get Reforest NKY to make a liability waiver for the event. Tara asked what type of liability volunteers would be waiving. Crystal said that it was more of a liability waiver to protect sponsors and vendors due to the event being at SD1. Chris stated that SD1 wants to view a liability waiver because the higher ups are curious about what protections we have in place. Crystal said Chris should check with Jessica about the liability waiver from last year.