

Meeting: NKUCFC Steering Committee

Date: August 18, 2016 @ 6:30 pm

Location: Mellow Mushroom, Towne Drive, Wilder, KY

Chairperson: Crystal Courtney

Secretary: Tara Sturgill

In Attendance: Crystal Courtney, Rosie Santos, Tara Sturgill, Matthew Frantz, Jessica Spencer, Kris Stone

1. Reading and Approval of Meeting Minutes from the July 14th Steering Committee (the Committee) Meeting

Crystal decided to forgo introductions as everyone present are acquainted. Crystal asks for a reading of the meeting minutes. Mathew moves to dispense with the reading of the minutes, Rosie seconds. All approved. Mathew and Crystal offered two edits to the meeting minutes. Tara committed to making correction to minutes, finalizing, and adding to the NKUCFC (the Council) website and Google Drive.

2. Google for Nonprofits

Crystal asked for Tara to explain the status of the research into a more appropriate storage option of the Council's documents and file sharing. Tara explained that Chris checked into the start-up he mentioned and their systems did not fit our needs. Tara stated that Mathew brought to her attention the option of Google for Nonprofits through his independent research. Tara checked into Google for Nonprofits, applied to the program for the Council and we were approved. Google for Nonprofits is only for non-profits with 501c3 status with ownership of a unique domain (nkyurbanforestry.org) – it is the full Google Apps for business suite (Gmail, Drive, Sheets, etc.) for free. Tara asked for approval to continue to migrate the Council's documents, create emails for the officers, and begin training to find out how the Council can utilize this free service for our programs and administrative tasks. Jessica motions to approve moving forward with migration to Google for Nonprofits, Kris seconded, all approved. Tara pledged to send out an email announcing the approval and give some explanation to the Council about Google for Nonprofits and how it will work. Tara committed to share the Google Drive Council folder in order access the meeting minutes.

3. August Member Meeting (Pub Crawl)

Crystal asked if Kris heard from Steve Foltz about the August pub crawl location. Kris said he was still waiting to get details from Steve by the date is confirmed as September 1st in Newport, KY. Crystal requested that the date should be announced and changed on the Council website with details to follow once Kris hears back from Steve Flotz. Crystal interjected that the member meeting after will be at the end of September or October and be located in a local orchard; Rachel is in charge of organizing this member meeting and Crystal will contact her about planning and details.

4. Strategic Planning

Membership

Crystal summarized the happenings of the last meeting pertaining to the Strategic Planning topic of Membership presented by Rosie. Crystal asked that Tara read the section of the minutes regarding the Membership Model and the Council's general satisfaction with the model and agreement to vote on the acceptance of the Membership Model at this meeting. Rosie asked if she should summarize the Membership Model document for those Committee members present prior to the vote. Rosie summarized the Committee asked questions about the model for clarification prior to voting. Mathew asked for Rosie to clarify the difference between a members vs. a friend-of and what that would mean in terms of financial support.

Rosie offered suggestions on how to decide who would be on the Board of Directors (the Board; one of the levels of the pyramid in the Membership Model) which is to choose Board members from the existing Steering Committee. Mathew suggested that the Board should be left up to the Committee to choose from all present and past Council members/officers. Rosie recommended that the Committee consider forming an additional Governance Committee so that members-at-large can vote for people to be on the Committee, she explained that it might not be necessary now but should be considered and implemented later. Rosie explained that a Governance Committee would aid in eradicating favoritism and nepotism and assure that all members are properly represented. Rosie proposed that it may be wise for the Council to appoint people to the Board from the Committee at this point and come up with a more defined way of appointing leadership to the Board for the future. Mathew interjected that only people who are current leaders in the Council should be placed on the Board. Crystal advocated that other people from other organizations (e.g. Chamber of Commerce, lawyers, Homeowners Associations, etc.) should be considered for the Board even though they have not put in the time, per say. Rosie pointed out that a Governance Committee would provide less of a knee-jerk reaction to appoint current leadership and rather appoint those whose skill sets are needed within the Council. Jessica advocated for the Board appointment being done soon. Rosie advised that the Committee needs to vote to adopt the Membership Model in order to proceed. Crystal motions to approve the Membership Model as presented by Rosie with the amendment of the "friend-of" sub-model for members (meaning no dues to be a member). Kris seconded, all approved.

Mathew explained that his hesitation came from the complexity of the Membership Model. Crystal submitted that the Membership Model actually clarifies, adds structure, and provides the opportunity to bring new and needed people to the Council. Kris stated that it is providing structure for the Council in order to grow the organization. Discussion amongst the Committee about the basis and definitions included within the Membership Model and what voting to adopt it really entails. Rosie suggested advised that the Committee begin to focus on the Programs next as part of the Strategic Planning now that the Membership Model has been adopted and worry about the definitions included in the Membership Model later. Kris explained that through his experience with Strategic Planning at the Boone County Arboretum (the Arboretum) that once the model is in place, it provides structure and definition naturally, and then gradually new people begin to be interested and the Council will see the difference. Crystal advocated for having a separate meeting to work on the definitions in the Membership Model and begin deciding who will be appointed to the Board and address it separately until the Steering Committee's mission is complete. Crystal asked the Committee about suggestions for when to make these decisions

final. Jessica put forward that the Committee could agree to have the decisions made effective a certain date in order to keep the ball rolling. Kris advised that there should be a re-teaching of how a board member is defined (duties, etc.), how an effective board operates, and definition of duties; at the Arboretum when they implemented this is effectively weeded out those people who may be interested but not able or willing to commit to the board and new people were recruited or joined of their own volition to fill the spots. Rosie explained that the member dues vs. friend-of was heavy in the minutes from July due to the need to define it for the Council as it was not defined in the Membership Model because that is inherently a decision of the Committee. Crystal clarified the Committee that the vote made previously in the Committee meeting was to adopt the entire Membership Model not just the type of member we want and how to define it which is the friend-of definition of a member. Crystal asked that we move forward since the vote was made and being to think about changing the Council By-Laws in order to accommodate the Membership Model and Board appointment procedure once that is discussed and defined. Crystal agreed to send out an email outlining the adoption of the Membership Model and outline what needs to be done to fully implement it, after a review of the Council By-Laws. Kris described his experience and lessons learned during the Arboretum Strategic Planning like inclusion of ex officios – Crystal stated that the Council already has ex officios in the form of the county extension agents and conservancies. Discussion amongst the Committee of by-law changes in order to adopt membership model. Crystal asked to schedule a meeting with Kris and Jessica to talk about what to do in order to implement the newly adopted member model. Crystal also stressed the importance of figuring out exactly what needs to be changed and how to change it (by-laws) in order to have a smooth, productive annual meeting at the end of the year – voting members should be well informed and prepared to knowledgeably vote – preparing on this end will make that more of possibility.

Kris proposed drafting a Committee report to go out with the meeting minutes that will highlight the important decision made and high importance information to have for the next meeting. Tara and Crystal agreed to discuss this idea and put it into action.

5. Financial Planning

Crystal reminded the group that Rachel had let everyone know at the last meeting that she would be out of two for this meeting and that a financial report will be given during the September Committee meeting.

6. Programs

Tara reported that *Reforest Northern Kentucky* (Reforest NKY) had the first planning meeting on August 2, 2016 at Midway Café in Fort Thomas, KY and that the Reforest NKY committee is currently still looking for a site for the 2017 event. Tara explained that currently the Reforest NKY committee is currently looking at a site located at St. Anne's Convent in Melbourne, KY. Tara reiterated Mark Leopold's statement that a St. Anne's site would be hard logistically and that we should keep other sites in mind until a decision has to be made absolutely. Jessica suggested that she would contact Mary Kay from Children's Inc. whom recently attended a Taking Root NKY Action Team meeting in terms of inquiring about possible school sites for Reforest NKY. Crystal suggested exploring the Reforest NKY survey form in Google Docs. Tara committed to send Jessica the login information for reforestnky@gmail.com so she can explore the form and its functionality.

Crystal explained that since Scott B. is not present she would present updated information from the **Trees In Our Community (TIOC)** program. Planning meeting will occur on August 24th at Keystone Bar and Grill in Covington, KY. Crystal clarified that the October 20th date for the TIOC annual dinner is no longer feasible due to schedule conflicts and an alternate date will be discussed and decided at the August meeting. Kris suggested that he will bring up November as a viable option for the dinner which would greatly coincide with the gift buying season for the holidays and may allow us to market out silent auction fundraiser more effectively.

Lorna is currently out of town, so Jessica stated that she would be giving the **Taking Root NKY Action (Taking Root NKY)** Team program update. Jessica described the planting programs planned for Make a Difference Day 2016 which is supported and sponsored by Taking Root – Mary Kathryn Dickerson Educational Grove (Fort Thomas) and the Pioneer Park (Covington, KY) which will both be held on October 22nd, 2016. Crystal asked Jessica if the Committee could utilize the Tree Board list that NKY Taking Root drafted in order to solicit nominations for the TIOC award recipients. Tara input that the Tree Board list is located on the Council's Google Drive and agreed to share the folder with Crystal so she has access. Crystal suggested that it would be more effective if Taking Root NKY would be the point of contact with the Tree Boards for information dissemination and especially for asking for nominations for TIOC forestry awards.

Crystal pledged to contact Matt Wessel the only application this year for the **Arborist Certification** program. Mathew asked if the Arborist Certification program provides grants that allow for current certified arborists to obtain further certifications within the program. Mathew stated that he had spoken to Mike Klahr (former Arborist Certification program chair) and Mike had said that the program allowed for current certified arborists to obtain more certifications through the program. Kris asserted that he needed to take a closer look at the program guidelines prior to definitively answering Mathew's inquiry. Kris also declared the need for an Arborist Certification program subcommittee to review candidates for the program, promote, and make decisions. Kris also stated that he thought there was no set monetary amount for the grants, it is just stipulated that the Council will pay for the certification of two qualified candidates twice in a year. Crystal asked Tara if she could look into creating a Google Form to be filled out in situ on the Council website that would pertain to the Arborist Certification applicants. Tara agreed to look at the current form (pdf that has to be filled out and send via email) in order to merge into a Google Forms document to be nested on the Council website.

Mathew expressed that a meeting is to be set up between the **GIS Committee** program leaders (Mathew and Chris Kaeff) and the City of Independence to discuss the need for the creation of the City of Independence tree board which is currently non-existent – the program would be a pilot for the creation of a tree board where there currently is not one for the region. Mathew said he will share the meeting details once they are finalized, meeting will include presenting the Urban Tree Canopy (UTC) findings.

General Housekeeping

Vice President Nominations

Crystal explained that no new nominations were presented to her since the last meeting. Crystal expressed that in the past the Vice President (VP) resides as VP for two years and then becomes President upon a completion of a two year turn – Crystal was the VP prior to Bob White leaving and then she had to

step up and become President before completing her two year term. Crystal suggested holding off on the selection of a VP due to lack of interest, conflicts, etc., until the work is done to implement the membership model adoption. Mathew asserted that he was interested in nominating himself for VP and presented that he was doing so for record.

7. Next Council Meeting

Crystal stated that the next Council Steering Committee meeting is set for September 13th, 2016 (second Tuesday of each month indefinitely) at the Mellow Mushroom in Wilder, KY at 6 pm (meeting starts promptly no later than 6:30 pm)

8. Request for other business

Crystal requests the stating of other business not discussed before the adjournment of the meeting. The Committee does not interject other business. Crystal called the meeting adjourned at 8:13 pm.