



Trustee Meeting Minutes

Date & time of meeting: Dec. 9, 2014, 7:30am at The Embassy Suites Hotel, Rosemont, IL

Attending: Jim Zwack, Chairman; Randy Miller, Chairman-Elect; Brian Sayers, Vice Chairman; Doug Anderson, Treasurer

Trustees: Jim Barborinas (via phone), Anita Gambill (via phone), Steve Geist, Doug Gober, Hallie Dozier, Mike Robinson, Al West, Chairman Emeritus.

Janet Bornancin, President/CEO

Guests: Roger Phelps (Promotional Communications Manager, STIHL Inc.), Bill Schleizer (Managing Director, Delta Institute)

Staff: Mary DiCarlo, Manager Development & Communications; Melissa Chandarana, Bookkeeper pro tem; Maria Ochoa, Bookkeeper; Barb Duke, Office Manager

Excused: Trustee Scott Diffenderfer

Chairman Zwack called the meeting to order at 7:37am. Jim introduced Bill Schleizer as a new trustee effective 1/1/15; Roger Phelps to be appointed to fill Trustee Anita Gambill's seat for the remainder of her term and Maria Ochoa, new TREE Fund Bookkeeper. Jim celebrated the growth of the endowment, trustee fundraising at an all-time high, more time focused on program in our meetings throughout the year, and the infrastructure of operations is in good shape. Jim emphasized the importance of trustee and committee member recruitment. He reminded trustees to take credit for accomplishments of grant fundings and take advantage of TREE Fund's successes by talking about these activities to their colleagues and associates.

Trustees were asked whether they would like any items removed from the Consent Agenda and added to the meeting agenda. None were requested. Trustee Geist expressed his concern about the continuing increases in Tour meal costs. Mary DiCarlo stated that Tour costs will be negotiated more ardently in the future by staff vs. Tour Director. Motion was made by Brian Sayers to approve the Consent Agenda. Motion was seconded by Steve Geist. Motion carried.

Consent Agenda items:

- Minutes from 8/27/14 Trustee Meeting
- President's Report
- Finance Committee Report
- Development and Communications Committee Report
- Research & Education Committee Report
- Governance Committee Report
- Liaison Committee Report

Amendment to Original Meeting Agenda:

Treasury Report. Janet reviewed the current financial position of the TREE Fund as a supplement to the financial reports included in the board packet.

As of 12/1/14: Current Assets: \$417,390 vs. \$ 281,579 as of 12/1/2013

Accounts Receivable: \$136,734 vs. \$142,646

CCT balance: \$2,800,663 vs. \$2,353,171

Prepays: \$6,969 vs. \$7,255

Jim asked Janet to share what Chicago Community Trust's Director of Major & Planned Gifts, Abbe Temkin, recently stated: "TREE Fund's Endowment is the fastest growing agency fund of



all the agency funds that CCT manages.” Abbe often uses the TREE Fund as an example of success to other organizations that are establishing their endowments at CCT.

Development and Communications Committee:

Our Annual Appeal Campaign goal is \$20,000. Solicitation communications include snail mail letters, email communications, social media (Crowdrise is the on-line platform - www.crowdrise.com/treefundholiday). Rocky Mountain Chapter donated \$2,000 as a match for funds raised on Giving Tuesday on Dec. 2nd. Two of our scholarship awardees-Maggie Harthoorn and Bryce Crunkilton are supporting the campaign by using social media and texts.

Mary DiCarlo reviewed the Development Plan draft. The goals are:

- institutionalize gratitude and stewardship
- create a compelling case statement for TREE Fund
- raise \$1M annually for operations
- diversify revenue streams
- facilitate completion of fundraising for Appleton, Barborinas and Skiera Funds
- achieve 100% trustee participation in Heritage Oak Society by 2017

Trustees were asked to:

- provide names of major donor prospects to Mary
- support locally-led major gift campaigns for Appleton, Barborinas and Skiera Funds
- become members of Heritage Oak Society
- identify prospective members for Heritage Oak Society
- support the annual appeal
- sign up to write articles on topics of interest to the profession

The Planned Giving Sub-committee led by Al West will create an action plan.

Mary reviewed the updates to the Marketing Plan.

The Development and Communications Committee and Staff will create an action plan to support the Development and Marketing Plans and include measurable goals, objectives and timelines. Staff will report back to trustees on progress.

Governance Committee:

Randy Miller, Governance Committee Chair stated that Anita Gambill will be leaving the board at year end due to work reassignment. Motion was made by Hallie Dozier to accept Roger Phelps' appointment to fill the remainder of Anita's term effective 1/1/15. Motion seconded by Steve Geist. Motion carried. Roger will be then be eligible to serve his first of 2 3-year terms. Randy welcomed Bill Schleizer, trustee whose first term begins 1/1/15. Randy announced that the Treasurer and Chairman-Elect positions have not been confirmed for 2015 and asked for volunteers to step forward. The slate of officers for 2015 include Randy Miller as Chairman of the Board and Brian Sayers as Vice Chairman. A motion was made by Anita Gambill to elect Randy Miller as Chairman; Brian Sayers seconded the motion. Motion carried. A motion was made by Steve Geist to affirm renewal of Brian Sayers as Vice Chairman; motion was seconded by Randy Miller. Motion carried.



Randy presented the Committee Chairs:

- Steve Geist, Liaison Committee Chair
- Brian Sayers, Audit Committee Chair and Development & Communications Committee Chair
- Randy Miller, Governance Committee Chair
- Hallie Dozier, Research & Education Committee Chair
- Finance Committee Chair remains open

Randy reiterated the importance of trustee recruitment and creating a pool of candidates. Randy reviewed the skill set chart and stated that all of the skill sets need to be represented on the Board. Brian Sayers expressed concern that our expectation of financial support generated by Trustees is a hurdle for recruitment. Discussion ensued. Trustees agreed that expertise, service, time and network of influence are valued as Board Service Options along with monetary gifts. Trustee Dozier offered to confer with potential trustees in this regard. The Governance Committee will review the Board Services Options document and decide whether it should be revised.

Mike Robinson offered to serve as Interim Treasurer. Motion was made by Randy Miller to accept Mike Robinson as Interim Treasurer; motion was seconded by Brian Sayers. Motion carried. Doug Anderson stated that he will remain as a member of the Finance Committee and will consider a second 3 year term as Trustee.

Liaison Committee Update:

Steve Geist announced that we have a new Michigan Chapter Liaison-Kathy Gilmour. Annie Kruse, Chapter Executive represented the MI Chapter at the retreat on Kathy's behalf. Steve reviewed the discussion which took place at the Liaison Business Meeting. Highlights included: criteria developed for the scholarship recipient mentoring program with Liaisons, promotional ideas for split the pot raffle, ideas to enhance the TREE Fund website, and inclusion of additional event planning materials on the Liaison toolbox on the website.

Amendment to Original Agenda:

Council of Representatives Report. Al West, TREE Fund's COR Representative to ISA, emphasized the importance of having TREE Fund representation on the Council. He recognized the improved support from ISA staff. Janet expressed gratitude for Al's representation of TF to this group. She noted the increased interest from chapters beyond North American borders as an indicator of Al's effectiveness in representing TF at COR.

Research and Education Committee:

Hallie Dozier, Committee Chair, reviewed the John Z. Duling applications recommended by the trustees for funding: Stephanie Adams "Assessing horticultural products as alternative treatments for managing fungal foliar infections" and Gregory Dahle's project "Characterizing Strain and Load Transfer in the Root Flare." Hallie Dozier made a motion to fund Stephanie Adams project for \$10,000; motion was seconded by Randy Miller. Motion was amended to fund \$7,500 to Stephanie Adams' project. Motion carried. Treasurer Doug Anderson and President/CEO Janet Bornancin agreed that we could afford to fund another Duling Grant. Motion was made by Doug Anderson to fund Gregory Dahle's project for \$10,000; motion was seconded by Hallie Dozier. Motion carried. It was agreed that funding for any additional Duling awards would be postponed until further review.



Hallie made a motion to fund three Jack Kimmel International Grants: Oleksandr Gromyko's project "Screening of actinobacteria for activities that protect trees against bacterial and fungal diseases" for \$10,000, Manuela Baietto's project "Effect of root-stimulating treatments on physiologic and growth performance of *Platanus x acerifolia* and *Ulmus pumila* seedlings" for \$5,500 and Johanna Deak Sjoman's project "The role of tree species in cooling the urban climate – application in tree planning and landscape architecture" for \$10,000. Motion was seconded by Randy Miller. Motion carried.

Hallie stated that 18 applications were received for the Research Fellowship Grant of \$100,000; 11 applications were eliminated due to not meeting eligibility criteria. Criteria will be clarified for next cycle. Committee reviewed 7 applications and members were unanimous in recommending Alessio Fini's project "Long term assessment of the effects of impervious, permeable and porous pavements on the underlying soil and on established trees" for the \$100,000 grant. Hallie Dozier made a motion to fund Alessio Fini's project for a \$100,000 Research Fellowship Grant. Motion was seconded by Randy Miller. Motion carried. President Bornancin congratulated Hallie Dozier and trustees in celebration of the impact of the awards made.

President Bornancin updated the status of the research survey collaboration with ISA; as of the meeting, the response rate was 10%. Janet will follow up with ISA staff about some people not receiving the survey. A white paper report will be made early February 2015 on research priorities and a recommendation will be made on whether we will maintain our current priorities or revise them. A conference call will be convened to discuss.

Finance Committee:

Treasurer Doug Anderson indicated that our financial position is on track. Our endowment gained back losses incurred in 3Q. Treasurer Anderson made a motion to approve the third quarter financials. Hallie Dozier seconded the motion. Motion carried. The 2015 budget was presented. Treasurer Anderson made a motion to approve the 2015 Budget as submitted. Motion was seconded by Steve Geist. Motion carried.

Endowment disbursement/reinvestment allocations were reviewed. Motion was made by Treasurer Anderson to approve CCT disbursement/reinvestment allocations. Motion was seconded by Randy Miller. Motion carried. Treasurer Anderson thanked Melissa for staying to train Maria Ochoa, our new Bookkeeper.

Vice Chairman Sayers and Chairman Emeritus West were excused from the meeting.

Old Business: Randy proposed that trustees review and amend the Board Self Evaluation which was last done in 2010, so that the evaluation may be completed again in early 2015. Trustees are asked to send recommended revisions to Barb Duke by 1/1/15.

Motion was made by Randy Miller to approve the revised Strategic Plan. Motion was seconded by Steve Geist. Discussion ensued. Motion was amended to approve the Strategic Plan after having the Development and Communications Committee make a recommendation for adding the percentage of Diversified Operating Income on page 6 of 11 of the Strategic Plan. Steve Geist seconded the motion. Motion carried.

New Business: President Bornancin thanked Trustee Anita Gambill for her dedicated service as trustee, Chair of Communications Sub-committee and TREE Fund champion to STIHL Inc.



Janet presented a plaque to Roger Phelps for Anita to commemorate her service. Janet thanked Jim Zwack, Chairman for being a champion for the TREE Fund throughout his circle of influence, recognized his long service on the board and as a liaison, and his commitment to continued support of our mission. Doug Anderson made a motion to award Jim Zwack the title of Trustee Emeritus. Motion was seconded by Randy Miller. Motion carried. A Resolution was read awarding Jim the title of Trustee Emeritus. Trustee Emeritus Jim Zwack was presented with the Resolution Document and a plaque to commemorate his service.

President Bornancin reviewed the letter received from Tim Gamma regarding the appropriation of the earnings of the Frank E. Gamma Sr. Fund to go to TCIA for the Arborist Safety and Training Institute. Janet will express to Tim Gamma a request for a sunset clause to be added.

President Bornancin requested approval to open a brokerage account with William Blair & Company so that we have a vehicle by which to accept gifts of stock in support of operations. The Institutional Corporate Resolutions document was included in the board packet. Trustees expressed unanimous consent; a signed copy of the resolution is on file at TREE Fund office.

Motion to adjourn was made by Hallie Dozier and seconded by Steve Geist. Motion carried. Meeting adjourned at 11:37pm. Executive Session followed.

Task	Assigned to	Due
Broadcast TF awards	Trustees	Ongoing
Trustee recruitment	Trustees	Ongoing
Provide major donor prospects to Mary	Trustees	Ongoing
Support Appleton, Barborinas, Skiera Campaigns	Trustees	Ongoing
Become member of Heritage Oak Society & prospect for other members	Trustees	Ongoing
Write articles as per sign-up sheet	Trustees	Ongoing
Create planned giving action plan	Planned Giving Sub-Committee	2/28/15
Develop & assign specific tasks to support marketing plan and provide measurable goals and timeframes. Report progress to trustees	Mary DiCarlo & Development Committee	TBD
Review Board Service Options document	Governance Committee	2/1/15
Send Board Self Evaluation changes to Barb Duke	Trustees	1/1/15
Add percentages of Diversified Operating Income to Strategic Plan	Mary DiCarlo, Development Committee & Finance Committee	TBD
Discuss parameters for time frame of gift to TCIA Safe Arborist Academy from Frank E. Gamma Sr. Fund with Tim Gamma.	Janet Bornancin	3/31/15