



## Trustee Meeting Minutes

**Date & time of meeting:** May 13, 2014, 8:30am at The Morton Arboretum

**Attending:** Jim Zwack, Chairman; Randy Miller, Chairman-Elect; Doug Anderson, Treasurer. Trustees: Jim Barborinas, Anita Gambill, Steve Geist, Doug Gober, Ed Macie (via phone), Mike Robinson, Al West, Chairman Emeritus. Liaison: Steve Chisholm. Janet Bornancin, President/CEO; Mary DiCarlo, Manager Development & Communications; Melissa Chandarana, Bookkeeper; Barb Duke, Staff

**Excused:** Brian Sayers, Vice Chairman; Hallie Dozier, Trustee

**Guest:** Karen Olson, Dugan & Lopatka

Chairman Zwack called the meeting to order at 8:30am. Jim celebrated the level that the endowment has reached and 100% participation by trustees in fundraising. He reviewed key needs: promote how the projects TREE Fund has funded have worldwide impact; discuss recent awards; trustee recruitment (not solely a Governance Committee task; recruit your own successor); “all hands on deck” time for events.

President/CEO Bornancin welcomed Liaison Steve Chisholm to the meeting.

Trustees were asked whether they would like any items moved from the Consent Agenda and added to the meeting agenda. None were requested. Motion was made by Randy Miller to approve the Consent Agenda. Motion was seconded by Doug Anderson. Motion carried.

Consent Agenda items:

- Minutes from 12/10/13 board meeting
- President's Report
- Treasurer's Report/Finance Committee Report
- Governance Committee Report
- Research & Education Committee Report
- Liaison Committee Report
- Council of Representatives Report

Governance Committee: Randy Miller, Governance Committee Chair stated that two applications were received from potential trustees: Scott Diffenderfer and Bill Schleizer. Motion was made by Jim Barborinas to approve Scott Diffenderfer as trustee. Motion was seconded by Mike Robinson. Motion carried. Scott will be asked to join the board immediately.

Motion was made by Randy Miller to accept Bill Schleizer as trustee. Motion was seconded by Jim Barborinas. Discussion ensued regarding potential conflict of interest. A face-to-face meeting was recommended. Janet and Mike Robinson will schedule a meeting with Bill. Motion was amended to: “Upon favorable interview, Bill Schleizer will be accepted as trustee.” Tabled until August/September trustee webinar.

Randy expressed the need to implement a more structured procedure for trustee recruitment. Trustees are asked to engage in the orientation process. Board candidates may meet with current trustee(s) and Committee Chairs possibly at industry meetings prior to acceptance. Budget and finances should be reviewed with candidates. They will be invited to attend a trustee meeting. Current trustee bios and photos will be added to the TREE Fund website prior



to ISA conference. Barb will distribute a template to trustees. Committee members are responsible for recruiting members with assistance from the Governance Committee. Executive Committee needs a succession plan. Each trustee should recruit his/her own successor.

Research Committee: Board reviewed grant/scholarship funding recommendations made by the Research & Education Committee.

Motion was made by Ed Macie to approve a Hyland Johns Grant for \$24,604 to Bryant Scharenbroch at The Morton Arboretum for his project "Rapid remediation of urban soil for trees." Motion was seconded by Doug Anderson. Motion carried.

The Research and Education Committee recommended 3 applicants for Arboriculture Education Grant funding for \$14,950. The budget includes \$5K for these grants. Robert Felix Scholarship funds may be used to support these grants per donor intent. Motion was tabled until after review of Robert Felix Memorial Scholarship recommendations.

Steve Geist reviewed the two Committee recommendations for Robert Felix Memorial Scholarships of \$3,000 each: Bryce Crunkilton, Mid-State College and John Zamierowski at SUNY College of Environmental Science and Forestry. Motion was made by Steve Geist to fund three (3) Arboriculture Education Grants and two (2) Robert Felix Memorial Scholarships as noted above. Motion was seconded by Anita Gambill. Motion carried. Doug Anderson suggested that the Tour go through areas where education grant awardees are located. Jim Barborinas suggested assigning a mentor to the scholarship awardees; adding layers of accountability; shows we are managing donations wisely for the industry. Assign Liaisons to education grant awardees also. Chairman or Chapter Executives will send congratulations on awards. Discuss with liaisons in New York and Wisconsin. Janet will contact Chapter Executives.

Arborjet has sponsored funding for five (5) EAB projects at \$10,000 each. The Research and Education Committee recommended funding for 5 projects: Colorado Tree Coalition: "EAB Colorado Public Relations Project," Medial Working Group, Inc.: "Take Root Media Education Project," Friends of Great Smoky Mountains National Park: "Raising EAB Awareness in Great Smoky Mountains National Park," City of Frankfort Tree Board/Commonwealth Gardens: "EAB Educational Workshop," Cornell Cooperative Extension of Ulster County: "Tree Steward Volunteer Program for EAB Awareness" \$9,150.

Concern was expressed regarding the publication of materials with TREE Fund's name prior to review/oversight by TREE Fund. The award letter will include stipulation that TREE Fund will be identified as the funder and materials will include the TREE Fund logo with a link to our website. Further, the grant is contingent upon TREE Fund review of materials prior to publication. The Communications Committee will review materials for proper verification of TREE Fund identification. Research & Education Committee will review materials for scientific accuracy.

Karen Olson, Auditor, joined the meeting. Research and Education Committee Report and discussion were tabled until after Audit presentation was completed and audit voted on.

Audit Review: Karen Olson from Dugan & Lopatka reviewed the audit and stated that in her unqualified opinion, the financial statements are materially correct. The Audit Committee had



no issues of concern with the audit. Motion was made by Doug Anderson to approve the audit. Motion was seconded by Randy Miller. Motion carried. Chairman Zwack signed the letter to Dugan & Lopatka accepting the audit and returned it to Karen Olson.

It was suggested that we create a formal policy around Chicago Community Trust earnings distribution. This item will be added to the Finance Committee meeting agenda in October to present to the board at the December meeting. Karen Olson will provide guidelines regarding earnings reinvestment, distribution to funds first by percentage, release of restriction on grants/scholarships voted on by board.

Research & Education Committee (Continued): Motion was made by Doug Anderson to accept the recommendation of the Research & Education Committee to fund all 5 of the EAB Grants. Randy Miller seconded the motion. Motion carried.

We received one (1) application for the Ohio Chapter ISA Education Grant: Hiram College: "Learning Communities Enhancing Urban Forest Communities." Motion was made by Doug Anderson to fund this project. Motion was seconded by Steve Geist. Motion carried. Doug Anderson suggested assigning a Liaison to each project to get stories to leverage visibility. Connect trustee or liaison for face-to-face visit. Mary suggested offering coaching for Ohio Chapter to promote this grant outside of their Chapter.

ISA COR Representative: Al West is the TREE Fund's current COR Representative to ISA; however, his current term is up. Currently, TREE Fund does not have a vote; however, Al plans to bring that up for future consideration by COR. It was agreed that it is imperative that TREE Fund be represented to express our concerns. Motion was made by Anita Gambill to approve the extension of Al West's term as TREE Fund's COR Representative to ISA for another 3 years. Motion was seconded by Mike Robinson. A request was made for any other volunteers to accept this position; none were received. Motion carried.

Ed Macie left the meeting.

2014 Special Events: Mary DiCarlo reviewed the status of the TREE Fund events:  
Auctions: We will have the same auctioneer as last year, Pick Your Paradise will be offered again with exceptional packages being offered. We've lost the auction host sponsor, ISA, and are looking for a replacement at \$10-15K. Chairman Zwack will be Master of Ceremonies. A good turnout is expected. The silent auction will be held on the trade show floor near the entrance providing great visibility on Sunday night through Monday. Needed for auction: silent auction items: jewelry, artisanal woodwork pieces, chain saw. Trustees are encouraged to sell their raffle tickets prior to the event. Please respond to Karen Lindell's request for volunteers. A request for booth staffers will be sent shortly. Bring friends to the auction.

Tour: We currently have 72 Tour riders registered. Registration closes 5/25. We have \$286,500 in cash committed Tour sponsors, which is up from last year, and many former sponsors have re-committed. We are receiving strong PR support from Meridian through STIHL. Six education programs are planned for the Tour route; 3 books will be given away to the kids. Help is requested with rider recruitment, hosting a rider reception on Day 2 at \$1500-\$1600, support of riders and attendance at Tour finale at Mt. Mary University. Chairman Zwack will make a formal request to trustees. Randy Miller will speak at Stevens Point. 2015 Tour:



Florida Chapter will host the Tour in 2015; Orlando to Key West ending on Halloween. 2016 ISA Conference will be in Texas; exploring whether to have Tour outside of Texas. Needs: sponsors for 2015 & 2016 Tours. Ideas on how we want this event to evolve; how to market ideas. 2017 will be the 25<sup>th</sup> anniversary of the Tour in Washington, D.C. Mary will talk to Jim Zwack about Disney potential with President of FL Chapter. Mary & Janet went to visit STIHL in Virginia Beach regarding renewal of STIHL's naming sponsorship. A revised proposal has been drafted and will be reviewed by Anita Gambill by 5/31.

Other Fundraising: an Arbor Day promotion was instituted with chances to win a woodwork vase with a \$50 donation to a rider and plan a Father's Day promotion with STIHL. We've joined Amazon Smile; .5% of the retail value of purchases goes to TREE Fund (there is a link on the TF Bulletin). Trustees are asked to promote this opportunity via their personal Facebook and LinkedIn accounts. We're expanding our reach via Planet, our new media partner.

Update Research Priority Survey: Hallie Dozier and Janet Bornancin met with ISA staff regarding collaboration with ISA on survey. Goal is to have preliminary results prior to December TREE Fund trustee meeting.

Fellowship Grant: AI West will put on agenda for August 1<sup>st</sup> COR meeting. Fellowship is awarded to research done by promising young scientist being mentored by an established and published scientist. Awards are \$100K; budgeted to award this year. Need to define topic of research. Next step: discuss topics with Hallie Dozier, get Committee suggestions, and then promote grant. Topics identified: biomechanics, urban soils, EAB, tree mortality, tree risk assessment. Use survey for future priorities.

Jim Barborinas and Doug Gober left the meeting.

"What has been the most impactful work funded by the TREE Fund?" Trustees are asked to respond to Jim Zwack with answers to this question prior to June 30<sup>th</sup>. Results will be used for PR purposes. As a resource: Awards are posted on the Grant Archive section of the website

Old Business: NUCFAC next steps: They are meeting in June; we have no further action planned.

Overall board self-evaluation and committee evaluation will be conducted in the fall. It was agreed by the board that leverage potential question will be added to future grant applications.

New Business: Warren Hoselton will be notified immediately about his Ken Ottman Award. Warren will be recognized on the Tour and at the ISA Conference in Milwaukee. Future awardees will be announced during National Volunteer Week (in April) Barb will send Meeting Wizard polls to schedule late August/early September Trustee Webinar and December face-to-face Trustee/Liaison Meeting. Ed Macie offered his resignation to the board effective 5/31/14. Ed will be asked to continue on the Research Committee.

Meeting adjourned at 1:10pm.



Task	Assigned to	Due date
Broadcast TF awards	Trustees	Ongoing
Trustee recruitment	Trustees	Ongoing
Invite Scott Diffenderfer to join the board immediately	Jim Zwack/Janet Bornancin	6/1/14
Schedule face-to-face meeting with Bill Schleizer re: service as trustee	Janet Bornancin/Mike Robinson	7/15/14
Send template to trustees for bio/photos	Barb	6/1/14
Recruit your own successor as trustees	Trustees	ongoing
Contact Chapter Execs. Re: assignment of liaison to mentor scholarship awardees & education grant awardees	Janet Bornancin	6/1/14
Review EAB materials for proper TREE Fund acknowledgement/logo	Communications Committee	Prior to publication of materials
Review of EAB materials for scientific accuracy prior to publication	Research Committee	Prior to publication of materials
Create formal policy for distribution of earnings from CCT endowment	Finance Committee	Put on Oct. meeting agenda for vote by trustees at Dec. meeting
Recruit auction host sponsor at \$10K-\$15K	Trustees	ASAP
Donate silent auction items	Trustees	ASAP
Sell raffle tickets	Trustees	7/1/14
Bring friends to auction	Trustees	8/4/14
Volunteer for auction	Trustees	ASAP
Volunteer to staff TREE Fund booth at ISA conference	Trustees	ASAP
Support Tour riders	Trustees	8/1/14
Support rider reception on with Trustee donations totalling \$1600 (\$150 gift) note rider reception	Trustees	ASAP
Attend Tour finale	Trustees	8/2/14
Recruit sponsors for 2015 and 2016 Tours	Trustees	
Promote Amazon Smile via personal Facebook and LinkedIn sites	Trustees	6/1/14
Present preliminary results of Research Priority Survey to Board	Janet Bornancin/Hallie Dozier	December Trustee Meeting
Discuss Fellowship project topics with Hallie Dozier; Research Committee; select topic, promote Fellowship	Janet Bornancin	ASAP
Respond to Jim Zwack: "What has been the most impactful work funded by the TREE Fund?"	Trustees	6/30/14
Ask Ed Macie to remain on Research Committee	Hallie Dozier	5/31/14