



Trustee Meeting Minutes

Date & time of meeting: August 27, 2014 1:00pm Central Time via webinar

Attending: Jim Zwack, Chairman; Randy Miller, Chairman-Elect; Brian Sayers, Vice Chairman
Trustees: Jim Barborinas, Hallie Dozier, Anita Gambill, Steve Geist, Mike Robinson, Al West, Chairman Emeritus.

Janet Bornancin, President/CEO; Mary DiCarlo, Manager Development & Communications;
Melissa Chandarana, Bookkeeper; Barb Duke, Staff

Excused: Doug Anderson, Treasurer; Scott Diffenderfer, Trustee; Doug Gober, Trustee

Guest: Abbe Temkin, The Chicago Community Trust

Chairman Zwack called the meeting to order at 1:05pm. Jim thanked the trustees for their time and noted how valuable and appreciated their contributions are.

Consent Agenda: Trustees were asked whether they would like any items removed from the Consent Agenda and added to the meeting agenda. The financials were pulled for questions. Motion to approve the Consent Agenda as amended was made by Randy Miller and seconded by Steve Geist. Motion carried.

Consent Agenda items:

- Minutes from 5/13/14 board meeting
- President's Report
- Governance Committee Report
- Research & Education Committee Report
- Liaison Committee Report
- Council of Representatives Report

Financial Reports revue:

Melissa Chandarana, Bookkeeper, clarified questions pertaining to the Equity. Retained Earnings of \$654,091 will be disbursed among Unrestricted, Temporarily Restricted and Permanently Restricted accounts effective 1/1/14 after confirmation with our Auditor and will appear on the August Balance Sheet. The A/R Balance of \$116,000 represents outstanding sponsorships which have been invoiced. An unpaid pledge of \$4,500 was written off as uncollectible. Motion to approve the financials was made by Brian Sayers and seconded by Randy Miller. Motion passed.

UAA: Janet reviewed the UAA research priorities and policy and informed Trustees about the BioCompliance Proof of Concept project. The Utility Arborist Research Fund committee's goal is to raise \$60,000+ for this project which includes a 5% grant management fee to TREE Fund. An anonymous donor has offered to match \$10,000 and is soliciting donors in the utility arboriculture arena. TREE Fund will receive recognition for funding this project along with UAA and other partners. There is no deadline for fundraising; however funding this project is included in our 2014 budget. Janet is encouraging the UARF committee to raise the funds by year end. Janet asked UAA to make a gift towards this project; Randy Miller offered to contact Dave Fleischner President of UAA for his leadership toward this end.



Credit Card Policy: Janet stated that the Finance Committee recommends adopting the Credit Card Policy. Motion was made to approve the policy as recommended by the Finance Committee by Brian Sayers and seconded by Jim Barborinas. Motion carried.

Debrief of TREE Fund events at ISA Conference: Janet thanked the Trustees for their support with volunteering, donating auction items and getting sponsorships. The Arbor Fair had more traffic than previous years; Bartlett tree seeding giveaways were instrumental in drawing people to the booth. Tour riders expressed their enjoyment of the ride this year. The trade show drew a good amount of traffic to the silent auction and TREE Fund booth. The “blind bid” system has been effective in getting higher bids. The “Buy It Now” option needs more explanation for attendees. The Davey Tree Doctor book was a hot item; another copy would be appreciated for next year. The live auction exceeded its goal. Internet failure has been a challenge. It was suggested that a better location for the table in live auction ballroom to distribute bidder numbers needs to be looked at. The Mystery Box will be eliminated due to poor sales of keys. Trustees requested a list of “high interest items” for the silent auction to prepare for next year. Staff will send list to Trustees (attached).

Mike Robinson and Janet Bornancin met with Bill Schleizer at the TREE Fund office to discuss his joining the Board. Mike stated that Bill’s expertise in finance would make him a great asset along with his capability to expand TREE Fund’s reach. Motion was made by Mike Robinson to have Bill Schleizer join the Board effective 1/1/15 and was seconded by Randy Miller. Motion carried.

Research Fellowship: Hallie Dozier, Research & Education Committee Chair is in the process of selecting a research topic and formulating a RFP. Goal is to have Trustees vote on the award at the December 9th Trustee Meeting. Hallie will be surveying researchers about topic priorities. Jim Zwack, Randy Miller, Brian Sayers and Jim Barborinas offered to assist with surveys. Hallie will email them for input. Trustees were asked to query their colleagues about what their research priorities are: Ask what would you invest \$100K in to improve arboriculture?

Fundraising Training: Planned Giving and Major Gifts: Abbe Temkin, Director of Major and Planned Gifts, The Chicago Community Trust made a presentation on planned giving and major gifts. Abbe’s Powerpoint was distributed to Trustees with the meeting agenda. Goals are to build the Heritage Oak Society membership and receive 100% Trustee participation. Trustees are asked become Heritage Oak Society members. Hallie Dozier shared that she is a member.

Old Business:

- Strategic Plan – Janet asked Trustees to review the Plan which was distributed with the Trustee Meeting Agenda. Focus on committees you chair or volunteer on; review goals and revise objectives. Respond to Janet prior to 9/30. Barb will send a reminder in mid-September.
- Research Survey Partnership with ISA - ISA has hired Avenue M to work on survey. Raw data should be available 12/1/14; white paper after 1/1/15. TREE Fund will use final information to plan for upcoming grant cycles.
- Trustee Bio/Photo – Barb will send reminder to Trustees who have not yet submitted them.
- Scholarship/Education Grant Awardee Mentoring Program – Steve Geist, Liaison Committee Chair received support from Liaisons for this program.



- Amazon Smile – Janet reminded Trustees to promote the Amazon Smile program on their social media sites. TREE Fund receives rewards for Amazon purchases. Mary will send Trustees a reminder with information about posting in their Chapter newsletters.
- Jim Zwack will resubmit his request to Trustees to respond to the question “What has been the most impactful work funded by the TREE Fund?”
- Jim will contact John Goodfellow for his “What is the Dollar Value of Research?” article.

New Business:

- Janet announced that Deb Hettinger has joined the TREE Fund as Development and Program Associate. For those who would like to welcome her, Deb’s email address is: dhettinger@treefund.org.
- Andrew Koeser has submitted a request for \$2500 to cover the cost of travel for non-Florida attendees to a symposium to be held March 2015 on The Cost of Not Maintaining Trees. A vote will be either sent electronically or taken at the December Trustee Meeting.
- Janet requested that Trustees write articles for the TREE Fund Newsletter and industry publications; 500 words on hot industry topics.

Motion to adjourn was made by Jim Barborinas and seconded by Anita Gambill. Meeting adjourned at 3:10pm.

Task	Assigned to	Due date
Contact David Fleischner re: UAA project funding	Randy Miller	ASAP
Distribute list of “high interest” silent auction items to Trustees	Staff	10/1/14
Email survey volunteers for input	Hallie Dozier	
Review Strategic Plan and respond to Janet with objectives	Trustees	9/30/14
Send reminder to Trustees for Strategic Plan objectives	Barb	9/15/14
Send reminder to Trustees for bios/photos	Barb	9/15/14
Send reminder to Trustees about Amazon Smile program	Mary	9/15/14
Send request to Trustees to respond to him with “What has been the most impactful work funded by TF?”	Jim Zwack	10/1/14
Contact John Goodfellow for “What is the Dollar Value of Research” article	Jim Zwack	10/1/14
Submit articles for TREE Fund Newsletter and industry publications	Trustees	Ongoing