



TREE Fund Trustee Meeting  
September 20, 2018, 10:00am – Noon Central Time  
Via Zoom Conferencing

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Meeting ID: 591 164 109

10:00 Call to Order and Consent Agenda

- Consent Agenda
  - Minutes from May 21, 2018 Meeting Tab 1
  - President and CEO's Report Tab 2
  - Executive and Governance Committee Report Tab 3
  - Treasurer's Report Tab 4
  - Development Committee Report Tab 5
  - Communications Committee Report Tab 6
  - Research and Education Committee Report Tab 7
  - Liaison Committee Report Tab 8
  - Council of Representatives Report Tab 9

10:15 Chairs Briefly Summarize Committee Highlights (June – Sept.)

- Steve Geist, Executive and Governance Committee
- Ray Henning, Audit and Finance Committee
- Paul Fletcher, Development Committee
- Dave Krause, Communications Committee
- George Hudler, Research and Education Committee
- Randall Miller, Liaison Committee
- Al West, Council of Representatives
- J. Eric Smith, President and CEO

10:45 Future Meeting Planning

- December 10, 11 Trustee and Liaison Meetings at Bartlett Lab
- December 12 Research Workshop at Bartlett Lab
- 2019 Meeting Schedule
  - May face-to-face; location?
  - September via Zoom; reduce paper reports for calls vs meetings?
  - December face-to-face with Liaisons; location?

11:00 Old Business

- Trustee and Committee Member Recruitment
- Strategic Plan Check-In
- Tour des Trees Implementation 2019-2021

Geist  
Geist, Tab 10  
Smith

11:15 New Business

11:30 Closing Items/Executive Session

- President and CEO Evaluation

12:00 Adjourn



## Trustee Meeting Minutes

**Date & time of meeting:** May 21, 2018, 8:00am at The Morton Arboretum, Lisle, IL

**Attending:** Chairman Steven Geist, Chair-Elect Beau Brodbeck, Vice Chair Tom Wolf, Treasurer Ray Henning. Trustees: Jim Barborinas, Paul Fletcher, Brett Heinrich (via phone), George Hudler, Sharon Jean-Philippe, Dave Krause, Sharon Lilly, Randall Miller, Mundy Wilson Piper, James Urban, Chairman Emeritus Al West, President and CEO J. Eric Smith

**Absent:** Trustee: Will Nutter

Meeting call to order: Chairman Geist called the meeting to order at 8:22am.

### Consent Agenda:

Chairman Geist asked the Trustees whether they had any items they would like pulled from the Consent Agenda; none were requested. Motion was made by Trustee Krause to accept the Consent Agenda; seconded by Trustee Barborinas. No discussion. Motion carried.

- Consent Agenda items:
  - Minutes from December 5, 2017 meeting
  - President and CEO's Report
  - Executive and Governance Committee Report
  - Treasurer's Report
  - Development Committee Report
  - Communications Committee Report
  - Research and Education Committee Report
  - Liaison Committee Report
  - Council of Representatives Report

Chair Summaries of Committee Highlights (December 2017 to May 2018): Committee Chairs reviewed key committee developments since the last board meeting. Trustees would like to continue to have financials included in the board meeting packet; President Smith said he will provide April financials, rather than first quarter financials as has been the case in the past. Communications Committee Chair Krause asked Trustees to send photos to Karen Lindell for inclusion in TREE Press and website. Research and Education Committee Chair Hudler would like to add more members to the Research Committee. Liaison Committee Chair Miller will add discussion with Liaisons about adding outside members i.e. ASLA to Committee. Council of Representatives Al West asked for three slides from TREE Fund to present at ISA meeting.

Independent Financial Audit Report Summary: Treasurer Henning noted that the audit was completed on time with a clean audit report. Three recommendations were made and have been implemented. New accounting rules will come into effect in 2019 with small reporting changes.

### Research and Education Committee Grant and Scholarship Award Recommendations:

- Motion was made by Trustee Barborinas to vote upon the recommended 2018 grant and scholarship awards as a single slate; seconded by Trustee Urban. Motion carried.



- Motion was made by Trustee Miller to approve the following grant and scholarship awards; seconded by Trustee Piper.
  - Hyland Johns Grant for \$48,842 to Dr. Andrew Hiron, University of Myerscough, UK for his project “Enhancing the performance of urban storm water management schemes with tree selection: developing a new approach to assessing waterlogging tolerance in temperate trees.”
  - Safe Arborist Techniques Fund Grant for \$8,530 to Alexander Laver, Tree Logic for his project “Optimised techniques for arboreal activities.”
  - Utility Arborist Research Fund Grant for \$46,000 to John Goodfellow for his project “The Cost-effectiveness of Integrated Vegetation Management.”
  - Ohio Chapter ISA Education Grant for \$5,000 to Kent Roosevelt High School Forestry and Landscape Management Program project “Setting Young People Up for a Future in Arboriculture.”
  - Robert Felix Scholarships of \$5,000 to:
    - Kaitlyn Pike, DePaul University
    - Jackson Chandler, Brigham Young University
    - Katrina Henn, Mississippi State University
  - Bonnie Appleton Scholarship of \$5,000 to Rebeca Pobst, Michigan State University
  - Horace M. Thayer Scholarship of \$3,000 to Brady Dauber, Cuyahoga Community College
  - Fran Ward Scholarship of \$3,000 to Maria Tranguch, Oregon State University
  - John Wright Scholarship of \$2,000 to Michael Tilton, University of Massachusetts, Amherst

#### Executive and Governance Committee:

Executive Session began at 9:30am and ended at 10:30am: Motion was made by Trustee Miller and seconded by Trustee Barborinas to approve Option #3 as presented to the Trustees by President Smith: shorten the Tour, keep fundraising at current level of \$3500/rider, rider safety is paramount, review additional opportunities for Professor Pricklethorn, move the Tour away from ISA International, schedule in September/October.

Trustee Meeting re-convened at 10:30am:

#### Future Meeting Planning:

- Fall video conference: Trustees requested a poll to select a date for the late September/early October video conference.
- December 10 and 11 joint Trustee/Liaison meeting will be held at Bartlett Labs. President and CEO Smith will prepare a summary of current research grant scopes by mid-June in preparation for the Research Workshop on December 12. Trustees were asked to advise President and CEO Smith if they would like to attend the workshop along with suggestions of researchers to attend. We can have 15 to 18 attendees, so need to have good balance between Trustees, research guests, and staff. A Save the Date invitation will be sent in June.
- Trustees approved a face-to-face board meeting in May 2019.



#### Old Business:

- Education Program Review: Dr. Eric Wiseman has submitted his final report for this directed grant; report will be forwarded to Trustees for review.
- Research Program Review project is in progress. Final report is expected in November in advance of the December 12 Research Workshop.
- Strategic Plan Check-In: Directives for each Committee were reviewed.

#### New Business:

- President and CEO Smith discussed the Penn-Del Chapter scholarships and three possible scenarios for the program. Trustees were in agreement to discontinue offering these two scholarships unless structural changes were made; President Smith will contact Penn-Del Chapter this summer to request the needed changes.
- State Game Lands Sponsored Grant: Motion was made by Vice Chair Wolf to allow President and CEO Smith to authorize a one year agreement with Penn State to continue the Bramble and Byrnes project, not to exceed \$120,000. Motion was seconded by Trustee Miller. Trustee Krause abstained. Motion carried.
- TREE Fund After Hours event will be held offsite of ISA conference in conjunction with Ohio Chapter.
- President and CEO Smith will contact Caitlyn Pollihan at ISA about Tour rider entry to conference.
- Chairman Emeritus West shared a story about First Lady Barbara Bush and her help in increasing focus on trees and tree planting in the forestry provision of the 1990 Farm Bill. ISA Research Trust (TREE Fund) played a major role in its passage.

Executive session commenced at 12:50pm Central Time. Meeting adjourned at 1:10pm Central Time.

Respectfully submitted by Barbara Duke.

# **TREE FUND MEMORANDUM**

Date: September 6, 2018

To: TREE Fund Board of Trustees

Fm: J. Eric Smith, President and Chief Executive Officer

Re: Report for September 20, 2018 Trustee Teleconference

## **INTRODUCTION:**

With a relatively light agenda for our September 20, 2018 teleconference, I have no major new initiatives or requests requiring Trustee action, so my report to you this month is relatively brief, supplementing information contained in the Chair's reports from each of our committees.

## **GOVERNANCE/EXECUTIVE:**

- I have provided my annual self-assessment to the Governance/Executive Committee as part of my annual evaluation under the Strategic Plan. I look forward to discussing the outcomes of this review with the Committee when the Trustees complete the process.

## **AUDIT/FINANCE:**

- We are in the process of closing out August books, including most everything associated with the Tour des Trees and TREE Fund After Hours as I prepare this memorandum. We will have the August reports ready for Audit/Finance Committee by Friday, September 14, and will provide them to the Trustees at that time as well.
- Our annual engagement letters with Sassetti LLC, our independent financial auditors, clearly define the reports that they are to file on our behalf, including the annual IRS Form 5500, *Annual Return/Report of Employee Benefit Plan*. In June this year, we received notice from the IRS that they had not received our 2016 IRS Form 5500, and upon investigation discovered that Sassetti had not filed it. We have since filed both the 2016 and 2017 reports, but there is some probability for the IRS to apply penalties or interest on the 2016 one. We are holding Sassetti responsible on this piece, and I will update you if any liability occurs here.
- As part of our cash management plan this year, as donor restricted gifts come in for the endowment, we have been transferring funds from the formerly-unrestricted pool already at Chicago Community Trust (CCT), rather than from our operating bank account. We began this process late in 2017, and I have kept our Auditors and the Audit/Finance Committee aware as we move forward with cleaning up this last relic of our inaccurately documented relationship with CCT. Based on receipts this month, I expect that we will draw the last of this available unallocated funding down in September (this month), and will begin making transfers to CCT again in the fourth quarter. The Audit/Finance Committee has a strategic plan deliverable later this year to evaluate our cash reserve policies and positions, so it is good timing to have this piece cleaned up now.

## COMMUNICATIONS:

- Karen Lindell is continuing to provide our communications support on a part-time basis effective September 1, 2018. We have a six-month commitment under this arrangement, and will evaluate whether it is effective for both sides in March 2019. I am evaluating how to fill Karen's other roles (primarily related to the Tour des Trees), including options to contract this work, and options to rearrange tasks within the current office staff to support a new full-time position. I am modeling these as part of early preparation for the 2019 budget, but do not expect to (or need) to make any final decisions until October.

## RESEARCH AND EDUCATION:

- We placed the ~\$111,000 contract with Penn State Altoona in early July to fund the State Game Lands 33 ("Bramble and Byrnes") work for another year, hopefully laying the groundwork for a largescale, long-term project with Asplundh, Corteva, PECO and First Energy to keep this historic site running well into the future. We are also awaiting a proposal from Sonoma State to extend our sponsored grant work there by two years with funds already in hand from PG&E, and we have been in conversation with UAA about a sponsored grant to ECI using funds that have been on our books for several years that were raised in parallel with UARF, but not endowed. It will be good to have these temporarily restricted pools cleaned up before the end of 2018, when the new fiscal rules on how temporary vs permanent restrictions are recorded will be implemented as part of the year's audit.
- Wright Tree Service had made a ten-year pledge to complete the John Wright Memorial Fund, but have elected to pay that balance (~\$56,000) this month instead, so that scholarship will go live at a \$5,000 per year level in 2019. ISA's Board of Trustees has also committed to providing the balance of funds needed to top off the John White Memorial Fund, with a commitment on our part that the \$5,000 generated by this Fund will be used to supplement the \$25,000 generated by the Skiera Fund Building Bridges Initiative in 2019. With several new grant lines coming online in 2019 and beyond, I propose that we rebalance the mix between spring and fall grantmaking cycles as follows, and will ask for a motion to this effect on our teleconference so that we may update our websites and calendars:
  - **Spring:** All scholarships, Ohio Education, Hyland Johns, Utility Arborist Research Fund
  - **Fall:** Duling, Kimmel, Skiera/White Building Bridges, Safe Arborist Technique Fund, Barborinas Fund (every other year)
- We have extended the invitations to our December 12 "Research Work Shop" to be held on the day after our Trustee and Liaison meetings at the Bartlett Labs in Charlotte, North Carolina. We had more interest in the December 12 meeting than we had slots available, so I apologize to those who wished to attend but were not invited; I did not want to over-extend the hospitality being offered to us by Bartlett, and had already given them numbers back when we first conceptualized this event. Our key goal for this meeting should be to come out with tight, specific language for each grant line, for each year, from 2019 to 2021 (or longer, if possible), to get the most meaningful, specific grant applications possible, rather than a cross-section of proposals that are difficult to evaluate against each other due to their broadness across multiple research and academic disciplines. I will work with Board Chairman Geist and Committee Chairman Hudler over the next couple of months to get the agenda and structure of the meeting down to maximize the time we have together in Charlotte with researchers.

## **DEVELOPMENT/LIAISON:**

- The Tour des Trees rider and team fundraising component was successful this year, though we are off a bit on corporate partners, and we had a higher than planned number of gifts restricted to endowment pools, which does not help defray current year research payments. Costs for the Tour will be dramatically less than last year, and hopefully some less than budgeted. We'll have complete numbers when we finish the August financials. From a community engagement and safety standpoint, I think this year's Tour was exemplary.
- We have already announced the shorter Tour dates for 2019 in accordance with my plan that you approved at our May meeting, and feedback thus far has been positive from current and past-year riders. We intend to announce the full 2019 route in December this year.
- TREE Fund After Hours was highly successful from a "friendraising" standpoint with over 550 in attendance, but the auction component had problems again, and was not strong from a financial standpoint. We had unfortunate concerns raised at a high level regarding the outcomes of the Golden Ticket sales, and I will not continue that program after this year in response to that, since we do not want to create or propagate a "the fix is in" feeling around that raffle (the issue had to do with the drawn winner not be present at the event, though we knew who he was and what he wanted). I believe that the auction has probably run its course at this point, and may not be a viable component of a large "friendraising" event anymore, especially if I can find a partner that is willing to defray the expenses without us having to solicit and sell auction items. ISA Executive Director Caitlyn Pollihan and I have already had conversations about how we might collaborate on this event in 2019 in new ways.
- We will be launching our 2019 Partnership Appeal and the 2018 Year-End Operating Appeal in October. There is a joint Development, Liaison and Communications Committee meeting on October 4 to brainstorm and develop the list for corporate and individual donors; we need new blood, as always, most especially on the operating side with Davey shifting their annual funding from operating to endowment in 2019. I appreciate any ideas or leads you may have.
- We continue to work with the liaisons on moving Chapters from the "chapter challenge" retail approach to fundraising, and into a "partnership" model. The transition continues to go well, though I would like to use the December 11 meeting with the Liaisons to really stress the ways that they can be champions for us in their home chapters beyond just fundraising, e.g. promoting webinars, using websites effectively, etc.

## **CONCLUSION:**

As always, please let me know if you have any questions, concerns or comments on anything in this report. I remain grateful for your wise counsel and support.

All best,



J. Eric Smith, President and Chief Executive Officer





## **Executive and Governance Committee Report**

**Prepared by: Steve Geist, Chair**

**Date Submitted: September 6, 2018**

Meetings: (Please include dates, those who participated, topics and actions)

June 26, 2018

Present – Steve Geist, Beau Brodbeck, Ray Henning, Sharon Jean-Philippe, Eric Smith, and Barb Duke.

July 11, 2018

Present – Steve Geist, Beau Brodbeck, Ray Henning, Tom Wolf, Sharon Jean-Philippe, Eric Smith, and Barb Duke.

### **Accomplishments:**

The committee formulated and agreed to a timeline for the TREE Fund evaluation process. This process includes Eric's self-evaluation and updated job description, the 360 degree review, consolidation of review input and the sharing of a completed evaluation to Eric.

The committee has also been actively working on a board slate for 2019. Several of the trustees whose terms expire in December 2018 wish to seek another 2 year term. Jacques Brunswick has expressed interest in a Trustee position and we are awaiting his application.

### **Objectives for the next 3 months:**

We are currently finishing Eric's review and compensation recommendations for 2019. The committee will be formulating the Ethic and Financial Due Diligence process in September. Develop a board composition matrix in October and begin the process for documenting Trustee recruitment and selection.

### **Next Meeting Date:**

September 12, 2018



**Audit/Finance Committee Report**  
**Prepared by: Ray Henning, Chair**  
**Date Submitted: September 4, 2018**

**Meetings:**

**Date:** May, 2018

**Participants:**

**Topics and actions:** No meeting was held due to the closeness of the May Board meeting held in Chicago. Financial Reports were sent to all committee members for review.

**Date:** June 19, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Rick Joyce; John Signorini; Tom Wolf; J. Eric Smith

**Topics and actions:** Reviewed the April 2018 CCT statement and May 2018 financial statements. Sponsored Grant revenue is up due to the multi-year Davey endowment pledge made this year for 2019-2023. It will go up further this month with the anticipated payment from Aslpundh for the Penn State University one year contract at about \$127,000. Special Event revenue is lower due to timing of Partnerships coming in, and Tour participants requesting their donors to restrict gifts to endowment funds. We continue to draw down unallocated funds held by Chicago Community Trust and are not sending monthly transfers to CCT at this time; we will evaluate whether to resume doing so after we close second quarter. Received first of two annual endowment payments from CCT of ~\$77K. Skiera Fund is about to reach its goal and will be announced at ISA conference; will begin making awards in 2019. Grants Payable reflects payments for awards made at May Trustee Meeting. A budget is now being required with interim grant reports and interim payments will be made based upon their budget.

Jacques Brunswick will discuss the monthly Profit and Loss reports with President and CEO Smith to develop a format that more clearly distinguishes current and future year revenue (all shown now under accrual format), and also more clearly distinguishes restricted and unrestricted revenue.

Per Strategic Plan deliverables, a review of insurance coverage was completed in June. Business insurance is adequate. Since 2016, we've added \$1 million Hired and Non-Owned vehicle coverage for Tour vehicles, an umbrella for Tour liability of \$1 million, and an overall umbrella for business operations of \$1 million. The committee requested that staff get competitive quotes from broker to add \$1 million excess liability to Tour since this is one of our greatest risks and send to committee for consideration and approval. Medical insurance will be re-evaluated for 2019.

**Date:** July 17, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Terry McGonegle; Will Nutter; J. Eric Smith

**Topics and actions:** Reviewed the May 2018 CCT statement and June 2018 financial statements. Will award two Kimmel Grants at \$10,000 each and one Duling grant at \$25,000 in December. Working with Sonoma State to add third year to contract ending 2020.

Karen Lindell will be leaving at end of August and we expect her to continue on a part-time basis with communications.

We continue to draw down formerly unrestricted funds at CCT to meet donor restrictions on endowment gifts. We should deplete this pool by October and begin making transfers to CCT again at that time.

Discussed improvements in financial reporting with Mr. Brunswick to produce a more traditional operating budget report than we currently use as part of 2019 budget process. President and CEO Smith will recast current year budget for review at September meeting for new budget preparation.

The Skiera Fund Campaign has met its \$500,000 goal and will be announced at ISA International Conference. President and CEO Smith has requested that the annual ISA Endowment Gift now be re-directed to support the White Fund in 2018/2019; if ISA Board approves, this will complete this campaign as well. Dr. Franco-Lara's 2017 Kimmel Grant Agreement was signed on the deadline date of June 30 and payment of \$9,200 was sent in early July; it will appear on the next report. Dr. Pavao-Zuckerman has not yet submitted his interim report for his Research Fellowship; will review his financial assessment and make adjusted payments if applicable. Dr. Fini moved from University of Florence to University of Milan, and we are working to transfer his Research Fellowship payments with full cooperation of both institutions.

Upon the e-mail approval of the Committee, added \$1 Million liability policy to Tour des Trees.

**Date:** August, 2018

**Participants:**

**Topics and actions:** No meeting was held in August due to conflicts with the Tour and ISA Annual Conference. Financial Reports were sent to all committee members for review.

**Accomplishments:** The Audit/Finance Committee has provided overall direction and oversight of the finances of the TREE Fund to insure the integrity of our resources. We have provided a financial plan which is supportive of our strategic plan; ensured the availability of sufficient liquid cash to support operations; prepared financial reports which are accurate, comprehensive and informative and maintained a reserve equal to 30% of annual estimated operating budget. In addition the Audit/Finance Committee has; facilitated the completion of the 2017 audit, reviewed all TREE Fund insurance policies, reviewed the monthly CCT and financial statements and have continued to meet monthly.

- **Objectives for the next 3 months:** Maintain the financial integrity of the TREE Fund by monitoring the monthly financial statements and implementation of the following Strategic plan items: Evaluate and document a cash reserve policy as part of 2019 budget review; Review CEO proposed budget for 2019 with goal of positive net unrestricted income; Evaluate CCT Growth Pool results; Prepare a high-level five-year financial plan built on 2019 budget, incorporating Endowment Building Plan and any proposed changes to Tour or other events; Complete audit engagement process; Submit budget to Trustees for final approval.

**Next Meeting Date:** September 18, 2018



**Development Committee Report**  
**Prepared by: Paul Fletcher, Chair**  
**Date Submitted: September 14, 2018**

Meetings:

**Date & time of meeting:** May 8, 2018 Noon Central Time via conference call

**Attending:** Paul Fletcher, Chair; Jacques Brunswick; Randall Miller; Will Nutter; Jeff Wilson; J. Eric Smith; Monika Otting

**Absent:** Brian Borkowicz; Ken Ottman

Development Committee Chair Fletcher opened the meeting at 12:03pm Central Time.

1. March 13 Meeting Minutes: Committee Chair Fletcher asked for comments or edits to the minutes; none were offered. Motion was made by Mr. Miller to accept the minutes; seconded by Mr. Wilson. Minutes were accepted as submitted.
2. Strategic Plan Implementation/May Goals: President and CEO Smith's review of the Tour will be addressed and voted upon at the Trustee Meeting on May 21. Mr. Wilson suggested getting company matches for young virtual Tour participants next year.
3. 2018 Tour Update: There are currently 61 registered riders and 4 virtual participants; same as at this point last year. Fundraising is up from this time last year.
4. After Hours Update: TREE Fund is partnering with Ohio Chapter and holding the After Hours event in conjunction with their party offsite at Park Street Cantina, near the convention center. This will allow us to benefit from a generous cost savings and hopefully increase attendance. Private donor appreciation reception will begin at 5:30 and After Hours held from 6pm – 7pm. Event will include a live auction, golden tickets, drink tickets, taco bar, and a band. Committee Chair Fletcher stated that Jim Ingram at Bartlett offered to donate a Rhode Island mansion stay package. Auction items will vary in price range.
5. Corporate Partners: Mr. Nutter continues to follow up with Lewis Tree, Duke Energy and Southco. He noted that Nelson Tree Service is under the Asplundh umbrella. Mr. Miller is working with Pacificorp's new management; he will call Mike Neal at Mowbray's and contact PNW Chapter. Ms. Otting stated that Dominion and Gamma Tree are not

renewing their partnerships this year. Western Chapter will be confirmed shortly. Committee Chair Fletcher continues to try to reach National Grid.

6. Partner Prospect List: Ms. Otting will add contact information to the list for committee review and contacts. Committee members were asked to send new prospects to Ms. Otting. Ms. Otting will send a corporate partner package to Mr. Brunswick. President and CEO Smith noted that an October Strategic Plan deliverable is to update the Prospect List.

**Date & time of meeting:** July 10, 2018 Noon Central Time via conference call

**Attending:** Paul Fletcher, Chair; Jeff Wilson; J. Eric Smith

**Absent:** Jacques Brunswick, Randall Miller, Will Nutter, Ken Ottman, Monika Otting

Development Committee Chair Fletcher opened the meeting at 12:05pm Central Time.

1. 2018 Tour Update: There are ~75 registered participants, including virtual participants. Peter Sortwell, our highest fundraiser, had to drop out of the Tour due to a non-cycling accident. Chapter contributions are due July 17 and Team kitties will be split July 19. Rider fundraising is due July 23. We continue fundraising toward the public goal of \$325,000 until October 31, so funds can still come in after the Tour. Expenses should be down from last year due to lower hotel and food costs. Solicitations for 2019 Partnerships will begin in October. As a Strategic Plan deliverable, President and CEO Smith submitted a three-year Tour evaluation, which the Board of Trustees approved. It recommended an autumn Tour over 400-500 miles beginning with dinner Sunday night and ending with the finale dinner on Friday. Potential locations for future Tours: 2019 Kentucky/Tennessee split, 2020 Rocky Mountain Chapter in Denver area, 2021 Austin, TX or Arbor Day Lied Lodge to Ames, Iowa. Tour Director, Paul Wood will be seeking participants outside of the arboriculture field. Virtual participation will be emphasized more in 2019.
2. ISA Conference / After Hours Update: President and CEO Smith will speak after ISA E.D. Caitlyn Pollihan at the ISA Conference welcome reception. TREE Fund booth will have an interactive component, similar to last year. After Hours event will be held in conjunction with Ohio Chapter party offsite at Park Street Cantina, near the convention center. This will allow us to benefit from a generous cost savings and hopefully increase attendance. Event will include a live auction. Golden tickets will be offered again where state regulations allow.
3. Skiera Fund: Fund has reached its goal. Wisconsin Arborist Association will match up to \$10,000 in gifts made before end of July. President Smith is asking ISA E.D. Pollihan to shift its annual endowment gift from Skiera Fund to Tree and Soil Research Fund in 2018-2019; this requires ISA Board approval.
4. Corporate Partners, Prospects: Per Strategic Plan deliverable for October, Committee is asked to propose new Partnership prospects and submit contact information.

5. Tree and Soil Research Fund: Trustee Urban has been spearheading this campaign and is cultivating approximately a dozen national landscape architects via work on a feasibility and messaging committee. He had expected this campaign to take two years; it is likely to take longer based on first six month returns.

Meeting adjourned at 12:40pm Central Time. Monika Otting will follow up with a summary memo to the Committee on open questions from this meeting. Next meeting is scheduled September 11 at noon Central Time.

**Date & time of meeting:** September 11, 2018 Noon Central Time via conference call

**Attending:** Jacques Brunswick, Randall Miller, J. Eric Smith, Monika Otting

**Absent:** Paul Fletcher, Chair; Will Nutter, Ken Ottman, Jeff Wilson

Meeting opened at 12:06pm Central Time

1. May 8 and July 10 Meeting Minutes: Vote to approve the minutes was tabled until next meeting due to lack of a quorum.
2. 2018 Tour and After Hours Review: Tour riders and teams raised ~\$340,000, with three weeks left to go before we close this year's campaign. Expenses will be down from last year due to lower hotel and food costs. Davey media coverage for the Tour was strong via both social media and print media. Solicitations for 2019 Partnerships will begin in October. ISA Trade Show booth was successful with excellent location and ~100 participants adding their votes to the Future of Arboriculture board. After Hours event had ~550 attendees at joint event with Ohio Chapter party. Reviewing alternative options than auction for 2019 as it does not work well as part of a "friend-raising" event anymore.
3. Year-End Appeal: Corporate appeals will go out early October. Annual Appeal will feature Dr. Brian Kane. Approximately 5,000 letters will go out mid-October. Nursery appeal will also be sent.
4. Corporate Partners and Prospects: President and CEO Smith emphasized the crucial need for new prospects/contacts and increasing current prospect capacities.
5. Tree and Soil Research Fund Committee: Committee includes ten national landscape architects led by Paul Josey on Jim Urban's behalf to develop a message strategy and network of prospects. Eric will attend the national ASLA meeting in October.

6. 2019 Calendar of Events: Calendar will include After Hours event, Tour des Trees, Asplundh Golf outing, Ohio Chapter picnic, ISA Chapter conferences and fundraisers and appeal schedule deadlines. Committee was asked to forward other events to Monika.

Meeting adjourned at 12:35pm Central Time. Next meeting is scheduled October 4 at 11 am Central Time with the Communications and Liaisons Committees.

Objectives for the next 3 months:

Explore new Partnership prospects

Promote year-end giving campaign

Next Meeting Date: October 4, 2018.





## **Communications Committee Report**

**Prepared by: Dave Krause, Chair**

**Date Submitted: September 12, 2018**

### **Meetings:**

#### **Date: May 15, 2018 Meeting**

- Information was included in report at Trustee Meeting May 21, 2018

#### **Date: June 19, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; Brandon Gallagher Watson; Mundy Wilson Piper; J. Eric Smith; Karen Lindell

### **Topics:**

- June TREE Press review and mailing
- Brian Kane will be featured in the next Research Report in September
- J. Eric Smith and Karen Lindell met with Davey regarding Tour communications plan
- May Tour promo raised ~\$9,000 for Arborwear pants
- Last Tour promo is currently running for an Arborwear jacket
- Social Media: focus on tying general interest posts back to TREE Fund programs/news
- Brandon Gallagher Watson offered to review annual report and send suggestions for next year's report which will be sent in March 2019. He also explained the hub and spoke model using a central theme to be used for a selected period of time.

### **Actions:**

- Karen Lindell completed Tour recon in Ohio, visiting hosts and sites
- Ads placed: thank you to donors, apply for Fall grants in Arborist News, Webinar promo ads
- President and CEO Smith is actively managing TF Twitter account using findings from detailed Kansas State Social Media Audit Report (all should have received).
- AA webinar: J. Eric Smith presented on UARF
- Social Media Development Plan: Recommended using a calendar to schedule posts. Recommended crafting postings enticing to share; include kudos to Partners; emotional touch. Select a social media theme for September.

**Date: July 17, 2018**

**Attending:** Dave Krause, Chair; Rebecca Johnson; Randall Miller; Mundy Wilson Piper; Jim Urban; J. Eric Smith; Karen Lindell

**Topics:**

- July TREE Press sent with Spring cycle awards
- Research Report was printed, mailed and added to Liaison Toolbox
- Utility Arborist Newslite UARF ad
- Davey press releases
- Facebook Professor Pricklethorn announcements
- Flyers on Professor Pricklethorn events
- Signage for Tour, Jersey design with logos, June Ride Guide, New rider communication pieces
- Rider fundraiser leaderboards
- Ohio newsletter article
- Last fundraising promo in June raised ~\$30,000

**Actions:**

- Committee members submit ideas via email for fortune cookies for ISA Trade Show Booth.
- Social Media Development Plan tabled until next meeting when Mr. Watson is in attendance.
- Research Report Comments: Ms. Johnson noted that Dr. Wolf and Dr. Arnold will be speaking at their conference; Rebecca would like to add the Research Report to their newsletter. Mr. Urban inquired about adding the Research Report to his blog site.

**\*\*\* There was no meeting scheduled for August due to ISA & TREE Fund event \*\*\***

**Date: September 18, 2018**

- Will be included in next quarterly report since past deadline.
- 

**Accomplishments:**

- Annual Report will have a new 'polished' look that will be produced professionally (estimate will be provided for Communications 2019 budget).
- Social Media is being managed more effectively
- May Tour promo raised ~\$9,000 for Arborwear pants
- Attended ISA TREE Fund Booth and assisted with TREE Fund After Hours

**Objectives:**

- Next step to develop defined brand voice
- Develop list of new partnership and individual prospects for 2019 (*with Development and Liaison Committees*).

**Next Meeting (with Development & Liaison Committees): October 4, 2018**

**Next Communications Committee Meeting: October 16, 2018**



## **Research and Education Committee Report**

**Prepared by: George Hudler, Chair**

**Date Submitted: 28 August 2018**

Meetings: (Please include dates, those who participated, topics and actions)

No Committee meetings have taken place since last Trustee Meeting on May 21, 2018.

### **Final and Interim project reports:**

Hudler reviewed and approved a (long overdue; Hudler's fault) layman's research project summary from Liang on genomics of redbay laurel; a modification of an education project awarded to Columbus State Community College, reducing a once-planned week-long program to an intensive one-day program, and an interim research project report from Susan Day on role of trees in improving storm water retention. Also approved final report from Gary Watson on establishment and stability of large trees transplanted bare root. Final report for Bryant Scharenbroch's project "Soil Management Toolbox for Urban Trees" approved.

**Objectives for the next 3 months:** Calls for proposals for the Jack Kimmel International Grants program (two awards at \$10,000) and the John Z. Duling program (one award at \$25,000) are out now with proposals due October 1, 2018. The Research subcommittee will begin review shortly thereafter with plans to make final decisions in mid-November. The subcommittee will also be "meeting" via e-mail correspondence and maybe a conference call to plan for the upcoming research grants program review following the December Board of Trustees meeting in North Carolina. Few members of our committee are actually invited to attend the meeting but all will be invited to comment on a summary statement that Hudler will present near the opening of the meeting (and maybe as a written document prior to the meeting itself?).

**Next Meeting Date:** Barring any unforeseen developments from the field, the committee will meet again in mid-November to discuss proposal reviews.



## Council of Representative Report

Allan West

Tree Fund representative to the ISA Council of Representatives

September 5, 2018

**Meetings:** There has been just one meeting of the Council of representatives since our TREE Fund meeting in May. There have been no conference calls. The CoR annual meeting was held August 8, 2018 in Columbus, Ohio from 1 pm to 8 pm. Thirty-one members of CoR, out of 61, were present plus some ISA Directors and staff. David James, Chair of the Executive Committee, conducted the meeting with each Executive Committee member leading specific subjects. The following topics were covered:

1. Thirty+ minutes overview by Executive Committee and address by ISA President, Paul Reiss, Incoming President Pedro Mendes Castro and ISA Executive Director Caitlyn Pollihan. Focus was pending move of ISA Headquarters in 2019 to the Atlanta, Georgia area. All details had not been worked out at this time but details will be forth coming.

2. Safety Incident reporting by Tim Walsh, Safety Manager at Davey Tree Expert Company. It stated that CoR members can be involved in making sure any incident data related to tree care working, injuries and fatalities, are reported to the Safety Committee. Also CoR can be helpful in sharing regulations, standards and best practices relevant to them in their location.

3. Ninety+ minutes slide presentation with comments by CoR present. Three slides were allowed per unit. TREE Fund shared the following:

- Tour de Trees member planting a tree (Education and Fund Raising)
- Scientists collecting data from roots of a planted tree (Research)
- Poster of one of Webinar sponsored by TREE Fund (Tech Transfer of Research Funding)

4. Forty+ minutes panel discussion on marketing chaired by Meagan Hanna. Exchange of ideas among CoR members.



5. Thirty-five+ minutes on a proposed policy change on Leadership of CoR. CoR Executive group concerned that each year it is difficult to get CoR member to step up and take on leadership of the Council. They proposed adding five positions to the 61+ Council specifically to fill the officer positions. These would be elected by ISA membership. I spoke in opposition to this for several reasons. Adding five more positions to an already large organization, the leadership would not be elected by the Council members, and it is possible for some units to get two votes on an issue.

I argued that it would be better for the ISA Board members and staff to convince components it was in their best interest to support an occasional CoR member to become a CoR Executive Committee member.

The CoR Executive Committee, following discussion, indicated they would forward to the ISA Governance Committee for the ISA Board to consider.

6. Discussion on some minor revisions to CoR policy. After presentation and a discussion it was found to mainly be grammatical, but there was a need for some additional clarification. Any vote for changes was postponed until later and then done via mail.

7. Panel Discussion on Membership Challenges lead by Executive Committee member, Jim Vaughan. (List of points raised can be provided.)

8. Panel Discussion on Education for the Industry and Public lead by Lee Huss. A number of ideas raised, list of those can be provided.

9. Election of Officer to CoR Executive Committee -- Two were re-elected for a two year term, Lee Huss and Jim Vaughan, Mike Watson was elected to the third vacant position.







## 2018 STRATEGIC PLAN DELIVERABLES

### Development Committee (Goals by end of each month):

- **March:** Engage digital marketing partners (*with Communications Committee*)
- **May:** President/CEO complete review of Tour before Trustees meeting
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Communications and Liaison Committees*)
- **October:** Develop calendar of events for 2019
- **December:** Evaluate endowment results, toward goal of \$4.75M in endowment, plus additional \$250K pledged
- **December:** Implement new website (*with Communications Committee*)

### Research and Education Committee (Goals by end of each month):

- **May:** Make recommendations for awards to Board of Trustees from Spring Cycle
- **June:** Review and make recommendations about future Education Grants based on Education Benchmark Grant findings
- **September:** Review and update (as necessary) all RFPs for 2019
- **September:** Review and update (as necessary) 2019 application and review calendar
- **September:** Review and update (as necessary) rating and screening metrics for 2019 Review
- **December:** Make recommendations for awards for Board of Trustees from Autumn Cycle

### Communications Committee (Goals by end of each month):

- **January:** Develop annual media calendar to be reviewed monthly through 2018
- **February:** Review 2017 final grant levels/findings and integrate into 2018 communications narratives
- **March:** Prepare a public annual report on 2017 activities
- **March:** Engage digital marketing partners (*with Development Committee*)
- **March:** Re-brand/re-format TREE Fund newsletter
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Development and Liaison Committees*)
- **December:** Implement new website (*with Development Committee*)

### Executive/Governance Committee (Goals by end of each month):

- **Monthly:** Supervise CEO via scheduled calls and communications
- **January:** Implement new Trustee Handbook
- **July:** CEO evaluate job description and make recommendation for changes (as necessary) to Committee
- **July:** CEO provide self-assessment to Committee
- **August:** Conduct board/staff “360 review” on CEO performance



- **August:** Committee provide performance evaluation to CEO
- **September:** Make recommendations to full board for any changes to CEO compensation or employment (as necessary)
- **September:** Develop a policy to conduct an annual due diligence process that affirms TREE fund is performing its mission in a financially and ethically correct fashion; policy will be adapted into Trustee Handbook by January 2019
- **October:** Develop a Board Composition Matrix that seeks to balance professional, geographic, and diversity goals to focus recruitment efforts
- **December:** Conduct a client satisfaction survey to assess organizational effectiveness
- **December:** Review all Committee chair reports against charters contained in new Trustee Handbook to ensure Committees are working toward

#### **Finance and Audit Committee (Goals by End of Each Month):**

- **Monthly:** Review CEO financial reports to ensure TREE Fund operates in a cost-effective and responsible manner
- **April:** Complete review of audit and accept findings on behalf of trustees to support on-time tax filing
- **May:** Present audit results to board of Trustees
- **June:** Complete review of all tree fund insurance policies to ensure adequate risk protection
- **October:** Evaluate and document a cash reserve policy as part of 2019 budget review
- **October-November:** Review CEO proposed budget for 2019 with goal of positive net unrestricted income
- **November:** Evaluate CCT Growth Pool results
- **November:** Prepare a high-level five-year financial plan built on 2019 budget, incorporating Endowment Building Plan and any proposed changes to Tour or other events
- **November:** Complete audit engagement process
- **December:** Submit budget to Trustees for final approval

#### **Liaison Committee (Goals by End of Each Month):**

- **January:** Distribute signage and other materials to all chapters to support conferences, etc., with goal of ensuring donors understand the value of their contributions
- **January:** Develop annual calendar of meetings and conferences and identify where and when TREE Fund staff will participate
- **May:** Disseminate a formal annual report to Chapters and members (*with Development and Communications Committees*)
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Development and Communications Committees*)
- **October:** Develop new approaches and plans for engaging the new partners and individuals in 2019 (*with Development and Communications Committees*)
- **December:** Release annual findings documented in Research/Education and Communication Committees sections above to Chapters via Liaisons annually in December