

MINUTES FROM THE 21 AUGUST 2020 PENN-DEL CHAPTER BOARD OF DIRECTORS' MEETING

Date & Time: 21 August 2020 meeting called to order at 9:35 a.m.
Location: Conference Call
Presiding: Rob Kruljac
Recording Secretary: Kristin Wild
BOD Present: 1) Rob Kruljac (Pres); 2) Jason Lubar (Pres. Elect); 3) Bernie Dincher (Vice President); 4) Brian Wolyniak (Treasurer); 5) Kristin Wild (Secretary); 6) Dave Ruyak (Exec. Dir.) 7) Tim Bushnell; 8) Rich Dexter; 9) Matt Erb; 10) Lori Hayes; 11) Lance King
Excused: John Hosbach
Absent:
Liaisons: Scott Sjolander
Written reports reproduced at the end of the Minutes document

DECISIONS

1. Minutes
 - a. Motion to accept the 8 May 2020 Minutes with minor edits noted.
 - b. Motion carried by unanimous vote.
2. Treasurer's Report
 - a. Motion to accept the Treasurer's Report and Profit/Loss information as presented.
 - b. Motion carried by unanimous vote.
3. In-person vs. Virtual Symposium for 2021
 - a. Motion to approve the postponement of the in-person Symposium to February 2022 and offer a virtual/online CEU program in January/February 2021 instead.
 - b. Motion carried by unanimous vote.
4. Adjourn
 - a. Motion to adjourn the meeting at 12:30 p.m.
 - b. Motion carried by unanimous vote

The next meeting (via conference call) of the Penn-Del Board of Directors is scheduled for 16 October, 2020 from 9 a.m. to 12:00 p.m.

REPORTS

1. Officer Reports
 - a. Secretary's Report
 - i. Action Items and responsible committee/board members must be updated during each meeting and listed at the end of the Minutes document.
 - b. Treasurer's Report
 - i. Treasurer Brian Wolyniak reported that both Vanguard accounts are up significantly from the low point in March. The goal of the Vanguard investments

is to cover at least 75% of the annual operating budget. Our “rainy day fund” account at Vanguard is currently meeting that goal.

- ii. Executive Director Dave Ruyak reported that he applied for a Small Business Administration (SBA) loan for the chapter and it was approved.
 - iii. The Profit/Loss report was reviewed and discussed.
 - c. Executive Director’s Report
 - i. The annual ISA Conference has been changed to a completely virtual event in December. There will be no in-person activities or events.
 - ii. The ISA Leadership Conference October 21-22 will also be a virtual event and will be open to more attendees from each chapter. Dave will pass the registration information on to the entire board in case others would like to participate.
 - iii. A discussion ensued about the August 11th passing of Hyland Johns, a past president of the Chapter and renowned supporter of professional arboriculture and research. A tree planting in his honor will be discussed with the family after the immediate memorial arrangements have been finalized.
 - iv. Rich Dexter praised Dave for his initiative and success in obtaining an SBA loan for the Chapter.
 - v. Dave also reported that he was able to file the Chapter’s tax documents with the help of TaxAct software for non-profit organizations, instead of the tax accounting firm that has been used for several years. He stated that this saved about \$4,000 and was done in a timely fashion so no extension needed to be filed.
 - d. President’s Report
 - i. President Rob Kruljac stated that he would be talking to Director John Hosbach soon about leading the new Outreach Committee
 - ii. He said he would be discussing the Directors’ revenue ideas and Symposium topics later in the meeting’s agenda.
 - e. Past Presidents’ Report
 - i. Past Presidents Representative Rich Dexter relayed a message from John Smith who thanked the Chapter for its leadership and support of Penn-Del arborists at the beginning of the COVID-19 lockdown and from Russ Carlson confirming the switch to a virtual ISA Annual Conference.
 - ii. Although Rich has asked the Past Presidents members, none of them have volunteered to become the representative to the Chapter. He stated that he was willing to serve another year in the representative role.
 - f. ISA Council of Representatives (COR) Report
 - i. The written report is reproduced at the end of the Minutes document.
2. Committee and Liaison Reports
- a. Arbor Day of Service Committee

- i. Committee Chair Brian Wolyniak reported that the Flight 93 Memorial Day of Service is tentatively scheduled for April 2021 and might be able to be combined with a Safety Field Day.
 - ii. All of the “Saluting Branches” events in September were cancelled in response to COVID-19 precautions.
 - b. Awards Committee
 - i. No report submitted.
 - c. Education Committee
 - i. Committee Chair Bernie Dincher reported that Penn Tech College decided they could not host the Safety Field Day that had been scheduled for 12 September, 2020 due to COVID-19 precautions. However, everything is in place to reschedule it for September 2021.
 - ii. The Aerial Rescue Training scheduled for 19 October, 2020 in Williamsport, PA will probably be allowed to happen per TCIA. The capacity in the venue is 25. Dave Ruyak stated that the online registration is ready to launch as soon as the approval is given in early September.
 - d. ISA Certification Liaison
 - i. The written report is reproduced at the end of the Minutes document.
 - ii. It was also noted that the ISA is exploring the possibility of doing an online TRAQ course.
 - e. Penn State Ag Council Liaison
 - i. Director Lance King had nothing new to report.
 - f. Symposium Committee
 - i. Dave Ruyak reported that the 2021 Symposium Survey Monkey responses tallied 113. The majority of respondents wanted an in-person Symposium and if it was postponed, the preferred months were April and November.
 - ii. The Lancaster Marriott has agreed to allow the Symposium to be postponed into 2022 for a minimal fee. The event cannot be cancelled, as per the contract with our Chapter.
 - iii. A virtual/online training program, consisting of approximately 8 CEU courses over a 4-day period, was discussed. Other chapters have gone this route and registration pricing ranges from \$125 to \$480. It is possible that Penn State could assist with production of the online presentations at one centralized location, for better time management/convenience for the presenters and A/V technicians.
 - iv. The committee will research the potential of selling sponsorship/online advertising to vendors to help them reach the virtual Symposium registrants and generate more revenue for the Chapter.
 - v. Recruiting more volunteers for the Symposium Committee was discussed -- in particular, those with expertise in pesticide credits and social media for the production worker audience.
 - g. Tree Climbing Championship (TCC) Committee

- i. No report provided, due to cancellation of the event for 2020.
- h. Tree Valuation Guide Committee
 - i. President Elect Jason Lubar had nothing new to report.
- i. TREE Fund Liaison
 - i. A written report is reproduced at the end of the Minutes document.
 - ii. Dave Ruyak stated that he would reach out to TREE Fund to send an invoice for the Chapter's partnership (\$2,000) for this year.
 - iii. Secretary Kristin Wild reported that she had no news to report on the chapter scholarship funds that are administered by TREE Fund.

DISCUSSIONS

- 1. Old Business
 - a. Strategic Plan Update
 - i. Dave Ruyak reported that the first step in updating the Chapter's Strategic Plan went well during the Board's conference call on 10 June, 2020. A new Mission Statement and Vision were developed and approved. An evaluation of the former plan's goals, successes and shortcomings was also started.
 - ii. The next conference call to discuss the updated Strategic Plan was tentatively set for 10 September, 2020 from 9:00 a.m. to noon.
 - b. Revenue Ideas
 - i. Research is still needed on the effectiveness of selling ads next to our Chapter's Facebook posts.
 - ii. An online or in-person silent auction and raffle in the spring to support the Chapter's scholarship funds will be researched by Secretary Kristin Wild.
 - iii. Chipper raffle "insurance" will be researched by President Rob Kruljac.
 - iv. Offering a workshop related to starting/managing your own arborist business will be researched by the Education Committee and President Rob Kruljac.
 - v. Treasurer Brian Wolyniak suggested offering online promotional video opportunities for vendors who want to reach the Penn-Del ISA members registered for the 2021 Symposium.
 - vi. In-person fundraising events that offer networking opportunities for members and vendors were discussed for next spring or summer. Ideas include a golf outing and/or a picnic that would feature fun, ground-based arborist competitions (no special insurance waivers needed), a raffle and a silent auction along with food and drink.
- 2. New Business
 - a. Director Lori Hayes announced that a City of Philadelphia civil service rating for "Tree Maintenance Workers" is available for those who pass an upcoming test. She requested assistance from the Chapter and the Board to announce this in the weekly "Penn-Del Arborist" e-newsletter and any other means of communication.

ACTION ITEMS

From the August 2020 Board Meeting

Action Items (deleted as completed)	Board Member/Committee	Comments
Discuss the new Outreach Committee Chairperson role with Director John Hosbach	Rob Kruljac	
Research silent auction and raffle events	Kristin Wild	
Chipper raffle "insurance"	Rob Kruljac	
Business workshop	Education Committee and Rob Kruljac	

INFORMATION ITEMS

Upcoming meetings in 2020: 9:00 am to 12:00 pm unless otherwise noted

- **10 September Conference Call on Strategic Plan Updating**
- **16 October Conference Call**
- **11 December in State College**

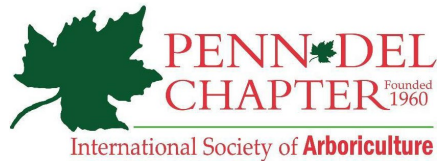
Chapter mailing address: **PO Box 306, Emmaus PA 18049.**
Chapter phone: **484-523-9444**

Respectfully submitted,

Kristin Wild, Recording Secretary and Dave Ruyak, Executive Director

COR Report – 21 August 2020

1. Certification testing at the testing centers is available again after ISA made the case that it is essential.
2. Annual meeting in Albuquerque is now online only.



3. Last COR meeting was all chapters introduction with how they are operating during COVID. I would estimate it is a 50/50 split of chapters either canceling/postponing or offering a more robust online education system. Many comments on how busy the industry is with people staying home and wanting trees cleared off their patios/houses...

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ISA Certification Liaison Report – 20 August 2020

ISA Certification Liaison call was held on August 18, with Lance King and Scott Sjolander present. See the attached slide of a digital badge at <https://www.iiba.org/certification/certification-digital-badge-program-and-directory/> that ISA has subscribed to for members. This credential verification tool can be attached to many types of correspondence the subscriber (we) wishes. Each subscriber has a page where he or she can add background, education, other credentials, all which a client or invited user may use to positively verify the subscriber's credential claim. Beware, though, because if the subscriber is unable keep up with credential requirements, the Accredible tool posts a warning statement to that effect (like an expired license). This is a valuable tool that ISA has provided within your dues structure at no further charge.

Since mid-March, the Chapter has not hosted any exams due to COVID-19. My thanks go out to Lance King, Clark Williams, Alice Sjolander and our stalwart Proctors.

Exams Cancelled:

March 27 at Dallas, with Clark Williams Proctor, Mary Pat Apple assisting.
May 11 at Pittsburgh, with Celine Colbert Proctor, various assisting
July 31 at Meadville, with Alice Sjolander Proctor, Ursula Shacklock assisting

Upcoming exams

None scheduled

TRAQ

March 10 – 12 in Erie, 10 completed, + 1 additional renewal tested.
We still owe Penn State \$753 for catering reimbursement as far as our accounts show.

May 13 Scott Sjolander to assist at Gaithersburg, MD. Cancelled due to COVID-19
June 21 at Longwood Gardens, Tyler Altenberger coordinated. Cancelled due to COVID-19.

October 23 Scott Sjolander cancelled his commitment at Baltimore, MD due to COVID-19

Respectfully submitted.
Lance King
Scott A Sjolander

TREE Fund Liaison Report – 21 August 2020



Greetings!

Since the last Board of Directors meeting:

Tour des Trees is has switched to a “virtual” ride called, “Rollin’ in Place”. More information is available at <https://treefund.org/tourdestrees>

TREE Fund is still actively fundraising for Tour des Trees. TF will be looking for the previous commitments for a “chapter partnership/donation”. Please contact Maggie Harthoorn mharthoorn@treefund.org about submitting the donation for the Penn-Del Chapter.

Fundraising progress so far is at \$86,697: <https://tour-des-trees-2020.blackbaud-sites.com/#register-success>

Lots of discussion about how to fundraise this year with the

many virtual symposiums that are likely to be held.

- Grants: See a list of active grants at: <https://treefund.org/researchgrants>
- TREE Fund has added more [webinars](#) to the schedule due to Covid-19.
- August 2020 Tree Press:

<https://treefund.org/wp-content/uploads/2020/08/TREE-Press-August-2020.pdf>

The latest editions of the TREE Fund Newsletters (<https://treefund.org/newsletter>). TREE Fund’s online [research archive](#) is a good place to look for Symposium topics to be covered, as well as answering questions with science-based information. If you’re looking for educational content for employees, students or clients, all of the recent free [webinars](#) are available online and the schedule for 2020 webinars has been posted as well.

As always, thank you for your ongoing support of arboricultural research and education.

Respectfully submitted,

Kevin Weber
TREE Fund Liaison