

MINUTES FROM THE 18 DECEMBER 2020 PENN-DEL CHAPTER BOARD OF DIRECTORS' MEETING

Date & Time: 18 December 2020 meeting called to order at 9:09 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 (joined at 10:45); 10) Lance King
Excused: Lori Hayes, John Hosbach
Absent:
Liaisons:
Written reports reproduced at the end of the Minutes document

DECISIONS

1. Minutes
 - a. Motion to accept the 16 October 2020 Minutes.
 - 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. Adjourn
 - a. Motion to adjourn the meeting at 12:22 p.m.
 - b. Motion carried by unanimous vote

The next meeting (via conference call) of the Penn-Del Board of Directors is to be determined.

REPORTS

1. Officer Reports
 - a. Secretary's Report
 - i. Draft minutes were sent out to Board members a week in advance of the Board meeting in order to expedite the approval process. Giving more time for prior review will be the procedure moving forward. The only correction to the Draft document was to remove a small, highlighted phrase and question mark. As always, the FINAL minutes document along with all submitted reports from committees or liaisons can be viewed by accessing the Penn-Del Google Drive. Contact Dave Ruyak if you need a link to the Google Drive.
 - b. Treasurer's Report
 - i. Treasurer Brian Wolyniak reported that both Vanguard accounts reflect the improving market since February/March. He also began researching the performance and expense ratios for Environment, Social and Governance (ESG) mutual funds. Brian will prepare a proposal for the Board to consider for

realigning the Chapter's investments into ESG mutual funds to achieve a higher level of performance and lowest possible expense ratio. All statement emails from Vanguard now go to Dave Ruyak who will forward them to the president, president-elect and treasurer. Online access for viewing has been set up for those four people.

- ii. The Profit/Loss report was reviewed and discussed. The Wells Fargo checking account's balance is currently relatively low, despite the fact that the Covenant Bank checking account was finally closed and the funds were transferred to the Wells Fargo account. The ISA should be sending in more membership renewal money soon, as this is the time of year for that. Overall, the Chapter's income has been lower this year due to fewer membership renewals and the usual revenue from ISA Certified Arborist exams and other educational events is down due to COVID cancellations.
 - iii. President-Elect Jason Lubar requested that, in the future, the Treasurer provide the checking balance information in addition to the Vanguard investment balances.
- c. Executive Director's Report
- i. Although Chapter income is down, Dave Ruyak reminded the Board to wait until the January ISA membership report to fully evaluate the situation. Overall, the green industry has been relatively protected from the economic damage caused by the pandemic.
 - ii. The virtual ISA Leadership Conference, held October 21-22, was very productive, despite some glitches with the Whova conference platform. A few Board members were able to attend in addition to Dave and ISA Certified Arborist Liaison Scott Sjolander.
 - iii. Dave reported that approximately 3,600 people registered for the virtual ISA Annual Conference in early December with 40 CEU's offered at heavily discounted prices. Jason Lubar suggested that a letter be written by the Chapter to the ISA to voice concern that their low prices for CEUs have a negative impact on each chapters' ability to generate income through educational programs.
 - iv. It has already been announced that the 2021 Annual ISA Conference in Sweden has been cancelled.
 - v. Regarding the Small Business Administration (SBA) loan that Dave applied for and received, he explained that the \$14,000 forgivable loan was deposited in the Wells Fargo checking account in the early summer. Since then, the money has been used for operations, preparations for the Symposium and his salary. Although another round of SBA stimulus money may become available, he stated that it will be necessary to transfer about 60% of the Board-approved money to the checking account before the end of the year to cover expenses.

- vi. Dave reported that with just the seven Symposium registrants and six sponsor vendors currently signed up, the cost for the Whova platform has been covered.
 - d. President's Report
 - i. President Rob Kruljac described the three nominees (Tony Dufour, Steve Hilbert and Megan Kacenski) who had been received for the open Board member positions. These are in addition to Directors Lori Hayes and Kristin Wild who will run for re-election. A discussion followed regarding the actual number of positions to fill and the fact that the Vice President position would be vacant after Rob stepped down, and Jason Lubar and Bernie Dincher moved up. Directors Brian Wolyniak and Tim Bushnell were nominated to fill the VP role. Tim declined, but Brian accepted the offer. This means there will be a total of three positions to fill -- two 3-year terms and one term that is only 2 years long, to complete Brian's term.
 - ii. Rob introduced the goals and structure of the newly formed Communications and Member Outreach Committee chaired by Director John Hosbach, who was not able to be on the conference call. John is working to have 4 to 5 members of the committee from different parts of the state and diverse arboricultural backgrounds. Some duties include producing social media posts, member profiles and follow up on non-renewals. A more detailed document will be posted by John on the Google Drive.
 - e. Past Presidents' Report
 - i. Past Presidents Representative Rich Dexter had nothing to report except that he is working on recruiting a past president to take his place on the Board. He had one person possibly interested and was planning to reach out to one other as a back-up option.
 - f. ISA Council of Representatives (COR) Report
 - i. The written report is reproduced at the end of the Minutes document.
 - ii. It was requested that Matt write to the ISA with the concern expressed earlier in the meeting about the large quantity of heavily discounted CEU's offered at the virtual ISA Annual Conference and its negative impact on chapter income from conferences like our annual Symposium.
2. Committee and Liaison Reports
- a. Apprenticeship Committee
 - i. Nothing to report.
 - b. Arbor Day of Service Committee
 - i. Committee Chair Brian Wolyniak reported that there was no news on the Flight 93 Memorial Day of Service still tentatively scheduled for April 2021.
 - c. Awards Committee
 - i. Director Kristin Wild is working with former Awards Committee Chair Archie Autenreith to get clear awards descriptions so they can be properly announced

and nominations solicited from the membership. She is also developing a chronological list of recipients, with help from Archie and the Chapter minutes.

- ii. Jim Savage was nominated by a Board member for the John Ward Outstanding Person in Arboriculture for his many years of service to the Chapter and the arboriculture profession.
- d. Education Committee
 - i. Committee Chair Bernie Dincher reported that the Aerial Rescue Training, held on 19 October 2020, went very well. There were 50 participants of diverse backgrounds, Aaron Feather did a great job as the instructor, and due to the low expenses, it was financially successful as well. Bernie thanked the City of Williamsport for donating the use of a city park.
 - ii. The committee is still looking into producing short safety ‘tailgate’ meeting videos for the Chapter to provide online for a nominal fee.
 - iii. The Safety Field Day that had been planned and then cancelled due to COVID restrictions is to be rescheduled for next September.
- e. ISA Certification Liaison
 - i. The written report is reproduced at the end of the Minutes document.
 - ii. Dave Ruyak reported that the ISA is finishing up an online TRAQ renewal course and test through Pearson VUE.
- f. Outreach Committee (now called Communications and Member Outreach)
 - i. President Rob Kruljac reported on this earlier in the meeting since Committee Chair John Hosbach could not be on the conference call.
- g. Penn State Ag Council Liaison
 - i. Director Lance King was not available at the time to report.
- h. Symposium Committee
 - i. Committee Chair/President-Elect Jason Lubar explained that the scheduled speakers will provide their presentations through the Whova app, which the Chapter approved electronically as the conference platform. Sponsors of the virtual Symposium will get 5 minutes to present before sessions on Feb. 8-9, 2021.
 - ii. There will be 10 live sessions and 4 or 5 additional on-demand recorded sessions. The sessions will be available for Symposium registrants to view for 30 days after the online conference so they can earn CEUs on their own time.
- i. Tree Climbing Championship (TCC) Committee
 - i. Dave Ruyak stated that Glenn Riggs is still interested in chairing the TCC Committee, but it depends on what the ISA decides to do about the 2021 International TCC.
- j. Tree Valuation Guide Committee
 - i. President-Elect Jason Lubar had nothing new to report.
- k. TREE Fund Liaison
 - i. A written report is reproduced at the end of the Minutes document.

1. Scholarship
 - i. Kristin Wild reported that the current balance in the Fran Ward Women in Arboriculture Scholarship Fund, managed by TREE Fund, is at \$4,980. She will continue to solicit additional funds from the UAA, ISA and TCIA Women in Arboriculture groups and begin promoting/advertising the scholarship. Applications are due by 15 March 2021.

3. Action Items from the October 2021 minutes document were reviewed to record what was completed and what was still in process.

4. Strategic Plan
 - a. Dave Ruyak will send out a poll to find a suitable date for the board to gather on a final conference call.

DISCUSSIONS

1. Old Business - None

2. New Business
 - a. Possible Memorandum of Understanding with TreePennsylvania
 - i. A partnership between the Penn-Del ISA and TreePennsylvania (the PA Urban and Community Forestry Council) was briefly discussed. Bernie Dincher also recommended that Penn-Del ISA have at least one representative on TreePennsylvania's council. Although several Penn-Del Board members already serve on the council, they are there to represent the organizations or businesses they work for. Dave Ruyak volunteered to participate on behalf of Penn-Del ISA.

 - b. TREE Fund partnership donation of \$2,000.
 - i. The chapter's 2020 partnership commitment of \$2,000 to TREE Fund is due by 31 December. Kristin Wild asked the Board to decide how the money would be directed. She recommended \$1,000 to the Safe Arborist Techniques Fund and \$1,000 to the Fran Ward Women in Arboriculture Scholarship Fund. This recommendation was approved. Dave Ruyak requested that the invoice from TREE Fund be resent to him so he could prepare a check.

ACTION ITEMS

From the October 2020 Board Meeting (and prior)

Action Items (deleted as completed)	Board Member/Committee	Comments
Type up a duties and goals document for the new Outreach Committee and Chairperson role. Post on Google Drive.	Rob Kruljac and Dave Ruyak	Working on final draft
Chipper raffle "insurance"	Rob Kruljac	Open
Business workshop	Education Committee and Rob Kruljac	Upcoming Symposium will have a couple business sessions
Arrange a time to meet on Strategic Plan	Dave Ruyak	To be decided by poll
Solicit for annual awards nominees via e-blast	Kristin Wild	Open
Treasurer to provide checking account balance in future	Brian Wolyniak	Open
Letter of concern to be sent to ISA re: number and discounted rate for CEUs during virtual annual conference	Matt Erb	Open
Identify and recruit new Past Presidents' representative	Rich Dexter	Open
Develop list of Chapter's past award winners	Kristin Wild	Open
Send 2020 Partnership commitment check to TREE Fund. \$1,000 for Safe Arborist Technique Fund and \$1,000 for Fran Ward Women in Arboriculture Scholarship Fund	Dave Ruyak	Open

INFORMATION ITEMS

Upcoming meetings in 2021: 9:00 am to 12:30 pm unless otherwise noted

- **TBD**

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

ISA Certification Liaison Report – 18 December 2020

Since March, the Chapter hosted one exam due to COVID-19.

My thanks go out to Clark Williams and our stalwart Proctors.

December 12, 2020, Fort Washington, with Clark Williams as Proctor.

Tested 6 Arborists (one no-show), and 3 Utility Specialists

TRAQ

No on-site events are planned yet in the Chapter. Other chapters have continued to host, and I have not heard COVID outcomes. Instructors are pressed to continue safely.

ISA Leadership Workshop.

I (Scott Sjolander) attended the virtual event and enjoyed it very much. Lance King may well have. Many thanks for allowing!

Respectfully submitted,
Lance King
Scott A Sjolander

COR Report – 18 December, 2020

October 21, 22 2020 – I attended the ISA Leadership Workshop – The workshop provided a great framework for people to better serve their chapters. Breakout/networking was dominated by conversations about adapting or not to COVID.

December 2, 2020 – COR meeting. Breakout meetings to discuss chapter member benefits, retention, attendance, growth. My biggest takeaway is that most chapters are facing the same obstacles. Discounts on educational offerings seemed to be the most common member benefit. For member retention, chapters use the ISA feature to send 1 follow-up email? Beyond that they may call or just write off non-renewals.

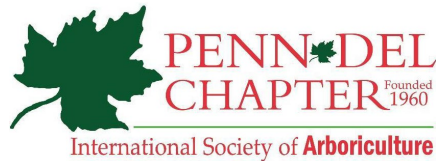
December 7-11, 2020 – I “attended” the ISA Conference virtually. With many concurrent sessions offered, I am still going through content. Some very interesting talks and others that were garbage. Whova platform seems to be the best option for virtual engagement at this time. Chat and Q&A features are handy but are often clogged up with bologna. Could definitely use a moderator to help things along. I prefer the live sessions with Q&A and I hope our symposium can have more live material than pre-recorded.

Respectfully submitted,
Matt Erb

TREE Fund Liaison Report – 18 December 2020

Holiday Greetings! Since the last Board of Directors meeting:

- Virtual Tour des Trees: Total Funds raised: \$156,002, Hours of exercise: 36,000 hours (137 days, 12 hours). Miles covered: 46,197 miles



- A New TREE Fund Store was opened online to generate donations. [TREE Fund Store](#)
- Grants: See a list of active grants at: [TREE Fund Research Grants](#)

Spring Grant Schedule:

- **Letters of Intent: January 15 to March 1, Applications: January 15 to March 15**
- **Hyland R. Johns Grant Program:** Supports research that directly affects the work of industry professionals with awards up to \$25,000.
- **Utility Arborist Research Fund Grant Program:** Supports work with real importance and benefit to utility tree care professionals with awards up to \$50,000.
- **Ohio Chapter ISA Education Grant Program:** Funded by Ohio Chapter ISA to fund arboricultural education programs or projects within the State of Ohio serving a target population of 16+ years in age with awards up to \$5,000.
- **Scholarships:**
 - **Robert Felix Memorial Scholarship Program, \$5,000**
 - **John Wright Memorial Scholarship Program, \$5,000**
 - **Fran Ward Women in Arboriculture Scholarship Program, \$5,000**
 - **Bonnie Appleton Memorial Scholarship Program, \$5,000**

Virtual Fundraising

Challenge or Opportunity?

Best Practices (from TREE Fund events):

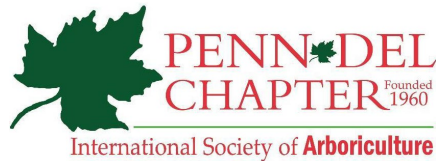
- Remind audience often**
- Link to online donation form or Text-to-Give**
- Thank donors in real time**
- Offer incentives**
- Share stories of impact or donor testimonials**
- If possible, matching gift offers**

Other

- Donation at registration**
- Auctions**
- Contests**

Chapter Conferences Best Practices for TREE Fund activities:

- Liaisons discussed and recommended the following:
 - Add donation request to registration, add link and/or text to donate
 - Monika is able to provide limited-time link to custom chapter donation page
 - [TREE Fund Donation Form](#)
 - Try to get donor match (i.e. Arborjet) – Arborjet matched money donated to the TREE Fund during virtual conferences. Contact:
 - **Kristin Nikodemski** – *Marketing Manager*
Main: 781.935.9070 Ext. 200 • Fax: 781.935.9080 • Cell: 860-268-4186
E-mail: knikodemski@arborjet.com



- Virtual conferences in 2020 benefitted by getting more first-time attendees; students, municipal attendees, those who don't have travel budgets
 - Speakers were pre-recorded and live Q&A sessions were held following lectures
 - Recommended auction management software:
 - <https://www.biddingowl.com/auctions.cfm> - Free w/paid features
 - <https://www.communitybrands.com/products/givesmart/>
 - <https://www.silentauctionpro.com/pricing.php> - has good looking features at moderate cost
 - 32 Auctions
 - Recognize donors in actual time via chat box
 - Offer incentives/prizes
 - Share testimonials
 - Hold auctions, contests
 - Recommended Venmo for donation transfers
- TREE Fund conducted ten webinars in 2020. Over 900 participants on each one. The webinars can be found in the archive [TREE Fund Webinar Archive](#).

Update from TREE Fund President and CEO Russell King:

- President King noted that due to the pandemic, TREE Fund received a PPP loan and a draw from the endowment for unrestricted funds. Due to that, along with making budget cuts, TREE Fund will be able to end the year positively.
- Liaisons were asked to submit Chapter Conference schedules to Russell or Monika to be used to schedule the 2021 Colorado Tour des Trees dates.
- Strategic Plan is in revision and focuses on continuing to serve our core community and expansion outside of the tree care industry.

Respectfully submitted,
Kevin Weber
TREE Fund Liaison