

MINUTES FROM THE 8 MAY 2020 PENN-DEL CHAPTER BOARD OF DIRECTORS' MEETING

Date & Time: 8 May 2020 meeting called to order at 9:40 am
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) Rich Dexter; 8) Tim Bushnell; 9) Lance King; 10) John Hosbach; 11) Matt Erb
Absent: Lori Hayes
Liaisons: Scott Sjolander
Written reports submitted and reprinted at the end of the Minutes document.

DECISIONS

1. Minutes
 - a. Motion to accept the 17 March 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. New Outreach Committee
 - a. Motion to suspend the Apprenticeship, Membership and Digital Communications Committees and transfer their essential functions to the Outreach Committee.
 - b. Motion carried by unanimous vote.
4. Adjourn
 - a. Motion to adjourn at 1:20 pm)
 - b. Motion carried by unanimous vote

Next meeting of the Penn-Del Board of Directors is for a Strategic Planning Session, scheduled for June 12, 2020.

REPORTS

1. Officer Reports
 - a. Secretary's Report
 - i. Edits to the March 17, 2020 meeting minutes document included a spelling correction of "Serrills" to "Searles". Also, the term expiration date for Kristin Wild in the Current Board document should be January 2021.
 - b. Treasurer's Report
 - i. The Vanguard accounts are bouncing back after the significant decline due to COVID-19. Access to the monthly statements is still an issue due to outdated forms that were submitted. Dave Ruyak is submitting all new forms to request

that Bernie Dincher be taken off the distribution list and that Brian Wolyniak, Jason Lubar and Dave Ruyak be added.

- ii. The Covenant Bank account requires a signature in person to close it and Dave Ruyak will be driving down to Downingtown to take care of it.
 - iii. The latest Profit and Loss Report was reviewed and discussed.
- c. Executive Director's Report
- i. A COVID-19 update was given. The annual ISA conference is postponed to December and the International Tree Climbing Championship is completely cancelled. All Certified Arborist "in-person" testing and classes are cancelled until May 31 and then dependent on each state's restrictions. Pearson testing centers are currently only open for medical testing, not arborist credentialing.
 - ii. The Chapter took an active role in communicating operational guidelines for tree companies in PA and DE, and most are back to work with restrictions in place. The phone calls are getting fewer after a busy stretch at the beginning.
 - iii. Dave is now working on revamping plans for courses and shopping around for insurance for the chapter's Tree Climbing Competition (TCC) since the ISA is no longer providing subsidized event insurance. The TCC used to cost \$500 to insure and now it will be closer to \$5,000. The problem is that it is considered an "athletic event", which suggests greater risk. Perhaps neighboring chapters could join together for a group rate, or each competitor's company would have to add the Penn-Del ISA Chapter as an "additional insured" on its certificate of insurance. In any case, the registration fee for each competitor will probably have to be increased.
- d. President's Report
- i. President Rob Kruljac acknowledged the work that went into developing the Chapter's response to the pandemic and was proud of its leadership of the local industry.
 - ii. He expressed concern that increasing TCC registration fees too much would severely limit participation. He stated that increasing the current \$75 to \$100 per competitor might be acceptable, but \$125 or more would probably be too much.
 - iii. The Action Items list was reviewed and completed tasks were removed.
- e. Past Presidents' Report
- i. Past President Rich Dexter requested that the Past Presidents group be notified of the board meetings that will be by conference call. He reiterated the need to get the final approved meeting minutes to them as soon as possible. Secretary Kristin Wild will work on making sure all the meeting minutes on the Google Drive are the final approved versions.
 - ii. The tree planting in memory of Fran Ward in the Fairmount Park ISA Memorial Grove has been postponed due to the pandemic.
- f. ISA Council of Representatives (COR) Report

- i. Regarding the Action Item for dealing with fraudulent Certified Arborist claims in our region, COR Representative Matt Erb spoke to ISA Executive Director Caitlyn Pollihan. She reported that the ISA has its own internal process for pursuing violators, but they will work harder to follow up with the people who report the violations so they know it is being handled.
- ii. The ISA will not be able to continue offering free courses due to the loss of revenue, but they will do what they can financially to help support the growing number of people pursuing the Certified Arborist credential. This is being somewhat driven by states that have enacted laws regarding arborist credentials.

2. Committee and Liaison Reports

a. Apprenticeship Committee

- i. Dave Ruyak noted the lack of volunteers and momentum in developing a state-approved apprenticeship curriculum and program. His consultations with other chapters have shown that they had very limited success. He asked the Chapter directors to weigh in with ideas to revamp the committee's involvement. Instead of developing curriculum, suggestions were made to have Chapter directors and enthusiastic members reach out to trade or high school vocational schools to speak at career days or make presentations where landscape management is taught.
- ii. Further discussion led to establishing an Outreach Committee that would handle the functions of the Apprenticeship, Membership and Digital Communications Committees. A motion was made, approved and John Hosbach was recommended to be appointed as the chair of the new Outreach Committee.
- iii. Dave Ruyak also recommended reaching out to Chapter membership in serving on the new Outreach Committee. Scott Sjolander and Kristin Wild volunteered their service and expertise on the spot.

b. Arbor Day of Service Committee

- i. All Earth Day, Arbor Day and the Flight 93 Memorial Day of Service events were cancelled, or postponed to next year, due to the corona virus. If the Saluting Branches event in September actually stays on schedule, the Chapter and its members may be able to participate.

c. Awards Committee

- i. No report submitted.

d. Education Committee

- i. A TCIA grant was received for an aerial rescue training course scheduled for October 19 in a Williamsport venue where social distancing can be accomplished. The Arborist Safety Training Institute covers instruction, books and travel expenses for the aerial rescue training.
- ii. The Safety Field Day is scheduled for Saturday, September 12, probably at Penn Tech College. The goal is to provide very low cost training as well as fun events

and food. The focus will be on Spider Lifts, roadside set-up, One-Call, stump grinder and chipper operations, and chain saw operation and maintenance.

- e. ISA Certification Liaison
 - i. A written report is at the end of the Minutes document.
 - ii. At the last minute, Penn State Extension Associate Scott Sjolander received word that the Meadville Certified Arborist course session was still on schedule, but the Longwood Gardens TRAQ course was to be cancelled.
- f. Membership Committee
 - i. This function will now be part of the Outreach Committee.
- g. Penn State Ag Council
 - i. Director Lance King reported that a Zoom meeting was held on May 4th. Discussion mostly focused on how the university would be dealing with the COVID-19 restrictions, primarily by putting most of the course work online. A decision about in-person courses for the fall semester will be made in June.
- h. Symposium Committee
 - i. All expenses have now been paid. Overall hotel charges were about 10% more than last year, but Dave Ruyak found some discrepancies that reduced expenses by approximately \$3,000. Total attendance was up to 473, but we had fewer vendors this year and we had to spend money on door prizes instead of getting all of them donated.
 - ii. Suggestions for next year's symposium include reducing conference space costs by changing the number of educational tracks to 3 instead of 4.
- i. Tree Climbing Championship (TCC) Committee
 - i. Since the International TCC has been cancelled due to the pandemic, Dave Ruyak recommended cancelling the Chapter's TCC and sending the 2019 TCC winners to the 2021 ITCC in Sweden. The board agreed with this recommendation. An announcement will be made about this in the weekly e-newsletter, The Penn-Del Arborist.
- j. Tree Valuation Guide Committee
 - i. The committee members decided that this regional guide simply needs to have the tree replacement costs updated.
- k. TREE Fund Liaison
 - i. Please see the written report reproduced at the end of the Minutes document.
- l. Website/Digital Communications Committee
 - i. This function will now be part of the Outreach Committee.
- m. Scholarship Committee
 - i. The Fran Ward Scholarship was awarded to a bright, hard-working urban forestry student Monica Kusik of the University of Wisconsin-Stevens Point. Unfortunately, the only applicant from PA or DE was a plant science major who was primarily interested in greenhouse plant production and not that interested in arboriculture or urban forestry.

- ii. Another excellent candidate was eliminated due to the “certificate” vs “degree” program she was attending through the New York City Botanical Gardens. This may be changed for the 2021 scholarship year.
- iii. Director Kristin Wild will continue to solicit financial assistance in funding the Fran Ward Scholarship through the Utility Arborist Association, ISA, TCIA and the Society of Municipal Arborists.
- n. Website/Digital Communications Committee
 - i. This function will now be part of the Outreach Committee.

DISCUSSIONS

1. Old Business

- a. A preliminary Strategic Planning session for the Chapter will be conducted by conference call on June 12. Dave Ruyak will set it up. In the meantime, Directors will prepare themselves by reviewing the old Strategic Plan and thinking about what could be changed, added or deleted.

2. New Business

- a. Revenue Brain Storming Session notes as follows:

Lance King - increasing membership and selling ads on Facebook page

Rich Dexter - arrange an online (or in person at an outdoor social event?) auction of items or services donated by board members, other chapter members and vendors. If it's an in-person event, invite members to attend for a reasonable fee to cover food, beverages and small profit.

Rob Kruljac - online (or in person?) raffle of a big chipper... can the donor buy some sort of insurance like Hole-in-One insurance? Another idea is to offer an educational event to help chapter members interested in tree business start-up and management. Registered attendees would receive info from experts on making a business plan, dealing with legal, HR, training, insurance and tax issues.

Brian Wolyniak - offer a special online "promotional" opportunity to chapter members where they can watch a product/tool demonstration given by a manufacturer/vendor and the viewers can enter some sort of raffle to win the product or tool. As a follow up to Rob's business management training program idea, Brian also suggested looking up "Tree U" at treestuff.com for ideas.

Dave Ruyak - arrange a golf outing where vendors or individuals pay to sponsor a hole; offer a raffle of tree-related gear. Post COVID-19, set up various themed networking events in bar/restaurant settings across the chapter, for a nominal fee, where members can get expert advice and socialize. Offer more online education/training webinars for a reasonable fee. Brian offered to help arrange the webinar technology through PSU.

Tim Bushnell - stage an open ascent event at the Symposium with a \$10 fee per competitor. Winner splits the pot with the chapter. Another idea is to set up a practice or demo TCC event for members who are interested in learning more about TCC preparation and strategies. If arranged in conjunction with NJ chapter, perhaps Mark Chisholm could do the demo. There would be a registration fee to attend. There could be a few fun activities (throwline, crosscut sawing, axe throwing!) that could also be money makers.

Kristin Wild - Once we are able to have in-person networking or social events again, such as a pig roast or picnic in an arboretum/park, we could arrange with local craft breweries/wineries/distilleries to provide their beer, wine or liquor (at a very low cost to the chapter) for tasting or have a networking educational event at a tasting room. The cost would be part of the ticket for the event. Then offer other fun games of chance or a tree trivia game for a small fee. A silent auction with items donated by members/vendors could also raise some money. FYI, the Ohio Chapter does an annual pig roast/wine tasting/silent auction/live music event that raises several thousand dollars for TREE Fund each year.

| |
|--------------------|
| ASSIGNMENTS |
|--------------------|

From March 2020 Board Meeting

| Action Items (deleted as completed) | Board Member/Committee | Comments |
|--------------------------------------------------|------------------------|-------------------------------------|
| | | |
| | | |
| Revamp/update Penn-Del website | Dave, Kristin | Work in progress |
| Post meeting minutes on new Penn-Del website | Dave, Kristin | Work in progress |
| | | |
| | | |
| | | |
| | | |
| Take photos and put in shared Google Docs folder | Ongoing, all | Brian and Tim have done this so far |

| |
|--------------------------|
| INFORMATION ITEMS |
|--------------------------|

Upcoming meetings in 2020: 9:30am to 12:30pm unless otherwise noted

- **June 12 Strategic Planning Conference Call**
- **August 21 Conference Call**
- **October 16 Conference Call**



- **December 11 State College, PA area**

Chapter mailing address: **PO Box 306, Emmaus PA 18049.**

Chapter phone: **484-523-9444**

Respectfully submitted,

Kristin Wild, Recording Secretary and David Ruyak, Executive Director

ISA Certification Liaison Report – May 7, 2020

Arborist Certification exams

May 11, Pittsburgh, cancelled due to COVID 19

July 27, Meadville, Alice Sjolander proctor, still on the schedule. We probably won't exceed 10 persons, and I have plans to provide masks to all.

TRAQ

July 21 to 23 Longwood Gardens TRAQ, cancelled due to COVID 19

July 24 TRAQ Renewal, as well.

Attached are reviews of the last three TRAQ events. ISA had been backlogged, and just sent these to me. The Erie event is the first I have received regarding course passage. This is new information and will be very useful, as well as the performance pdfs.

Respectfully submitted

Scott A Sjolander

Penn State Extension

From: Qual <Qual@isa-arbor.com>

Sent: Wednesday, May 6, 2020 11:40 AM

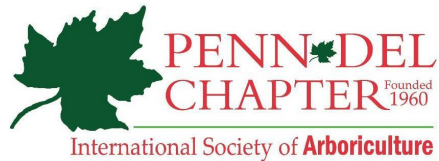
To: Sjolander, Scott Alvin <

Subject: TRAQ Instructor Survey

Dear Scott:

On behalf of ISA, I want to thank you for all your hard work and dedication to making ISA TRAQ™ a success. As promised, please find attached the surveys for the latest program(s) you instructed. If you have any questions or need further assistance, just reach out to me.

Going forward, after every ISA TRAQ™ course you instruct, you will receive the survey results and overall scores for the program. These surveys are sent out to the participants via email on the last day



of the course. The surveys are kept open for a month and then all responses are collected. You can expect to receive these results approximately a month after each program. Please remind your students that they will be receiving these surveys and that their feedback is extremely valuable for the program and for you as an instructor.

Warmest Regards,

Lucia Coghlan

Credentialing Partner Success Manager

International Society of Arboriculture

TREE Fund Liaison Report – May 8, 2020

Greetings!

Since the last Board of Directors meeting:

At this point, Tour des Trees is still on and we're planning to Roll the Rockies in Colorado Aug. 30-Sept. 3. Learn more at <https://treefund.org/tourdestrees>

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

April 2020 "Tree Press" has the latest news at:

<https://treefund.org/wp-content/uploads/2020/04/TREE-Press-April-2020.pdf>

Here are a few more interesting links:

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