

## July 22<sup>nd</sup> TUFC Board Meeting Minutes

Date: July 22, 2016

Meeting time

In attendance:

Brian Rucker, De'Etra Young, Marti Foster, Jill Smith, Lydia Wiggins, Katy Stevenson, Josiah Lockard, Patrick Haller, David Cook, Bruce Webster

Call to order at 10:34 am by president.

1. Presidents remarks:
2. Committee reports Jill : conference is coming together nicely.
  - a. General overview of conference from list. Thursday morning will be the ISA test Conference room free but need to set up and tear down. Capacity area is for over 100 people.

Hot lunch and kickoff of speaker.

Bartlett tree expert is sending someone from their lab to speak twice.

Check to see for screen for PowerPoint setup.

Friday morning leaving for tours, staggered tour using one bus. Estes bus service.

Agenda will be on the website August 1.

Food will be done by Carolyn's creations.

Bar keep is charging us 200 for the night.

20 rooms are being blocked off. \$89 rate for state employees, \$119 for others at the double tree

Jill needs help sign up for the TUFC Greatest needs

Napkins were suggested with the 25 year logo embossed on them for the dinner.

A keepsake for the conference has been suggested as a trivet, using standard 4x4 tile cost is 16cents apiece by Jill. 70 have been created at this time. Need 200.

Project has cost \$70 dollars so far. Give these out at conference and the governor's event.

Some posters made years ago were suggested to be brought out for auction.
  - b. Tree climb- October 1st in Nashville Location to be determined, winners can be again recognized at the conference.

A short video was suggested to be shot of the tree climb to show at the conference. Division of Forestry was suggested to do this. Possibly even a photo op of the winners at the conference.

Big banner was suggested for the Tree Climbing Conference one does not exist at this moment – cost is \$130. Possibly to hang from a bucket truck. Smaller event banner is \$46.

Funding would make our competition more desirable. Possibly to make a stand alone chapter to make a TN chapter in its self. Some type of revenue needs to be generated to do this. A dedicated person would need to be delegated to be the head of this. Rob from Davey was suggested.

3. Public relations and Marketing committee:  
Chris is absent, he is currently working on a new newsletter, is constantly updating the website.
4. Membership :  
First south financial was suggested to bring a table to the conference and set up.
5. Book promo -25 percent off of book in March, created frisbees and pens that were given out at booths, started tree sanctuary program, governor's residence to be done, 51 books sold this year so far.
6. Grant to arboreta (Bruce sent in report) so far 10 done and 10 pending arboretums at this time. It is still being promoted. Patrick advised he sent out an email for memorial trees, he is wanting to use \$100 per person for memorial trees. There are 3 potential families at this time that are being considered. Can executive committee work out the details for this?  
Memorial tree from Clarksville Forestry was considered for remembrance of Karla Kean's mom who recently passed away.
7. Awards of excellence - open till 31<sup>st</sup> of July, so far 5 nominations in four categories (Marti). Bruce offered to help with the nominations.
8. Scholarships- need to be voted on. As soon as votes are in Jill will send out the invites to speak on Thursday night of the conference.
9. Book promotions.- sold 51 this year. Sale coming up. Second editions are being considered.
10. Champion tree program got a grant to remeasure all the trees across the state. (Brian). New measurements, see if trees are still there, and working on new nominations. This is a UT student project.
11. Outreach and education: for the mission and vision no time to update at this time. Will possibly be sent out in upcoming weeks. (De'Etra)
12. Booths- several booths have been worked since last April meeting. Need volunteers still to man the booths. Trees need to be ordered asap for the next tree giveaway at the garden show next year. Give aways need to be considered for the upcoming booths. Smokey the bear coloring books can be acquired through State Ag dept. Matching game with trees and benefits of trees.
13. Arboretum program- 5 new arboreta, 6 recertified and 3 tree sanctuaries. Need to promote the program to master gardeners and gardening magazines. Tn Land trust contacted us about the arboretum program. Josiah is in the process of creating a GIS interactive map for Cheekwood's arboretum.
14. Land mark and historic trees- (Lydia) 7 total: 2 heritage, 5 historic. Board has to approve nominations to them to be actual certified. Possible vote though email has been considered.
15. Tree Boards (Brian)- tree board list available at this time – Marti has requested this.
16. Partnerships and developments- TUFC still has the state grant and volunteer hours need to be calculated and turned in. This determines Jill's salary. An app was sent through email to be able to calculate volunteers hours.  
Kroger card, you have to resign up every January to get the benefits.  
No state and federal grant money for Jill's salary this next year. Funding only through this December.
17. Partnerships through First south financial- they will need to have a table at the conference.

The TUFC sticker is going to be redesigned and will come out smaller.

TSU-( De'Etra )is working to make interactive maps for arboreta. She has two interns currently to get them into GIS for our website. Jill has been contacting all the older arboretums to get them to recertify.

18. Cheekwood update- officially the center of excellence, was presented during the earth day festival. Need the official letter at this time. De'Etra is working with Josiah to get the letter done.
19. Governor's residence. – no date yet. Beginning of august or end of September. An intern was assigned to put signs on the tree. It still needs to be labeled, inspected and certified. Jill needs help with this project. This will need to be a short celebration event.
20. State Report- (Brian) held urban community forestry and taep reviews. Met with the TN Storm Water Association this past week, MS4's and storm water mitigation was discussed along with a Urban 5k runoff, and potted trees will be given to the winners of the 5K.
21. Approval of the April minutes – motion was made to approve by Patrick, second by Josiah. Motion passed.
22. Treasures report- (Patrick)main checking \$13, 909.10. Money market \$17,105.50. Lpl- tn municipal bond \$58,235.07. \$89,249.67 liquid cash at this date. No future grants incoming for the next year per Brian, concern is we are burning through our money and we need to be successful at our conference and our promotional items. As board members we need to figure out ideas to bring in money. A proposal for lobbying through the state was brought up. An AmeriCorps Vista grant application was brought up also. A postponement of filling our 990 right now. Motion to approve . motion made by Josiah, and second by Marti. Motion approved.
23. New business- (Jill) wants her title changed to executive director. Motion made by Scott, seconded by Marti. Motion approved.
24. Adjourn, made by Patrick.