

MINUTES FROM THE 16 OCTOBER 2020 PENN-DEL CHAPTER BOARD OF DIRECTORS' MEETING

Date & Time: 16 August 2020 meeting called to order at 9:07 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) John Hosbach; 10) Lori Hayes; 11) Lance King
Excused: Matt Erb
Absent:
Liaisons:
Written reports reproduced at the end of the Minutes document

DECISIONS

1. Minutes
 - a. Motion to accept the 21 August 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. Closure of Covenant Bank Account
 - a. Motion to close out the Penn-Del Chapter of ISA account at Covenant Bank, with all of those funds to be deposited in the Chapter's account with Wells Fargo.
 - 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 11 December, 2020 from 9 a.m. to 12:00 p.m.

REPORTS

1. Officer Reports
 - a. Secretary's Report
 - i. Board members were reminded that the FINAL minutes document along with all submitted reports from committees or liaisons can be viewed by accessing the Penn-Del Google Drive. There are folders, named and organized chronologically, in which the documents are stored. 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 have steadily risen after the drop in the market in February/March. The Board requested a review of the investments in these accounts as they relate to the environment or social consciousness. Brian will work with Vanguard to gather this information for a future discussion.
 - ii. The Profit/Loss report was reviewed and discussed. The good news is that the Chapter currently has more net operating income and fewer expenses in 2020. However, Executive Director Dave Ruyak noted that income from ISA Certified Arborist exams and other educational events is down due to COVID-19. Membership renewals have also been slow to come in. Another concern is the anticipated increase in insurance expense for the Chapter's Tree Climbing Competition in 2021, since the ISA's group insurance deal is no longer available to chapters.
 - iii. To continue building his knowledge and expertise in bookkeeping for the Chapter, Dave has been taking an online course on QuickBooks for non-profit organizations. It has been helpful in developing long-term improvements in comparing financial data year-to-year.
- c. Executive Director's Report
- i. Dave attended a tree climbing course in Reading, PA in early October, conducted by Jim Savage from Penn State University. It was attended by about 15 people from various local tree service businesses. Jim requested financial and volunteer help from the Chapter in order to conduct more outreach like this.
 - ii. The ISA Leadership Conference, a virtual event to be held October 21-22, will be attended by Dave as well as several board members and ISA Certification Liaison Scott Sjolander.
 - iii. To learn more about the pros and cons of a virtual chapter Symposium, Dave attended the New England and Mid-Atlantic Chapters' annual conferences, which were completely online. Chip Heyser, who serves on the Penn-Del Symposium Committee, will be attending the New Jersey Chapter's virtual conference to gather more information as well.
 - iv. Dave also reported that everything was ready for the aerial rescue training program to be held October 19.
- d. President's Report
- i. President Rob Kruljac stated that Director John Hosbach was pleased to accept the role of leading the new Outreach Committee and was glad to be doing something so valuable to the Chapter's success. A more detailed list of duties and committee goals will be typed up and added to the Google Drive.
 - ii. Rob also reported that he had secured a good presenter from the University of Pittsburgh's entrepreneurial program, who could help with a future chapter-sponsored webinar for new and prospective tree business owners.
- e. Past Presidents' Report

- i. Past Presidents Representative Rich Dexter relayed news of the scheduled tree planting in honor of Fran Ward in the ISA Memorial Grove in Fairmount Park on October 24. This led to discussion of the new sign for the grove and the addition of the year it was established (1961). The Chapter will pay for its fabrication and Philadelphia Parks & Recreation will install it.
 - ii. A tree to be planted in honor of Hyland Johns will take place in the springtime. Rich and other board members inquired about the livestreamed memorial service that was held for Hyland in September, which was not adequately announced and many people missed it. Kristin Wild offered to email a link to the recording that is hosted on the Bryn Athyn Cathedral website.
- f. ISA Council of Representatives (COR) Report
- i. No report submitted due to the lack of a conference call since August.

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 still tentatively scheduled for April 2021.
- b. Awards Committee
 - i. No report submitted. Need to assign a committee chair.
- c. Education Committee
 - i. Committee Chair Bernie Dincher reported that the Aerial Rescue Training, scheduled for 19 October, 2020, has 48 participants registered which exceeded the capacity of the original venue. Thankfully, the City of Williamsport donated the use of a city park and the attendees have been asked to bring their own lunch as well as be prepared to wear a mask and maintain social distance.
 - ii. The committee is looking into providing monthly tailgate safety meetings online as a member benefit. As a possible revenue idea, lunchtime webinars on business topics or safety might be offered with a fee charged to companies with multiple employees watching or perhaps sell sponsorships/ads to vendors or companies who are recruiting employees.
- d. ISA Certification Liaison
 - i. The written report is reproduced at the end of the Minutes document.
 - ii. Some people have complained that online CEUs are not being attributed. Lance King reported that it is currently taking ISA about 6 weeks to process CEUs.
 - iii. ISA explored the possibility of doing an online TRAQ course, but it was determined that the course does not lend itself to that format.
- e. Outreach Committee
 - i. Committee Chair John Hosbach had to step away from the conference call, and the committee just started, so no report was possible.
- f. Penn State Ag Council Liaison

- i. Director Lance King reported that Penn State University has gotten full funding, but it is still concerned about the long-term impact of COVID-19.
 - g. Symposium Committee
 - i. Committee Chair/President-Elect Jason Lubar stated that speaker sign-up forms have been revised and some speaker slots are still unfilled, but the plan is to offer five CEU sessions each day of the virtual Symposium on Feb. 8-9, 2021.
 - ii. Still to be determined is the virtual conference platform, which will make it possible to have a more interactive experience for the attendees, the speakers and the vendors/sponsors. Jason and Dave Ruyak expressed appreciation to Brian Wolyniak for his expertise with the technology involved in an online conference.
 - iii. The plan is to pre-record training sessions, ideally at one centralized location, and the conference platform will make it possible for registered participants to view the sessions and pass the test for a month after the Symposium. To make it interesting for the attendees and worthwhile for vendors or companies to buy sponsorships, there will be some sort of a virtual vendor bingo, raffle items and perhaps links to demonstration videos during the online Symposium.
 - iv. There is potential for TreePennsylvania to offer scholarships to people in need who want to register for the virtual Symposium.
 - h. Tree Climbing Championship (TCC) Committee
 - i. No report provided, due to cancellation of the event for 2020 and too early to plan for 2021.
 - i. Tree Valuation Guide Committee
 - i. President Elect Jason Lubar had nothing new to report.
 - j. TREE Fund Liaison
 - i. A written report is reproduced at the end of the Minutes document.
 - ii. Dave Ruyak stated that he has not received an invoice for the Chapter's partnership (\$2,000) for this year and Kevin Weber has not requested any contribution to his Tour des Trees "Rollin' in Place" fundraising effort. Kristin Wild will call Kevin Weber to follow up.
 - k. Scholarship
 - i. Kristin Wild plans to talk to TREE Fund to find out the current balance in the Fran Ward Women in Arboriculture Scholarship Fund and solicit additional funds from the UAA, ISA and TCIA Women in Arboriculture groups.
3. Strategic Plan
- i. Dave Ruyak reviewed the September conference call on the Chapter's strategic plan update. Both the June and September meetings have been productive, but one more session would probably wrap it up. He will send out a poll to find a suitable date for the board to gather on another conference call.

DISCUSSIONS

1. Old Business

a. Vanguard Account Statements

- i. Vice President Bernie Dincher is still receiving the account statements, but others (who should be receiving them) are not. Dave Ruyak will follow up with Vanguard to make sure this is resolved.

b. Annual Awards

- i. Without an Awards Committee or chair, the Board discussed the need to solicit for award nominations and determine how to present them at the virtual Symposium. Bernie Dincher offered to create the award plaques once again, but he will need to know the awardees plan by the end of the year in order to have time to make the plaques and get the engraving done. Kristin Wild volunteered to solicit for award nominees and prepare a list.

2. New Business

a. Nominees for Penn-Del Board of Directors

- i. Lori Hayes' and Kristin Wild's terms expire at the end of January 2021. Dave Ruyak will solicit for nominees and consult with Past President John Smithmyer for assistance with soliciting for new board members.

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	
Research online auction and raffle events	Kristin Wild	
Chipper raffle "insurance"	Rob Kruljac	
Business workshop	Education Committee and Rob Kruljac	
Review Vanguard investments for environmental impact, etc.	Brian Wolyniak	
Email the link to Hyland Johns' memorial service	Kristin Wild	
Reach out to TF Liaison Kevin Weber on partnership donation and TF on Fran Ward Scholarship balance	Kristin Wild	
Arrange a time to meet on Strategic Plan	Dave Ruyak	
Vanguard Account Statements recipients	Dave Ruyak	
Solicit for annual awards nominees	Kristin Wild	
Solicit for nominees for Board of Directors' elections	Dave Ruyak	

INFORMATION ITEMS

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

- **11 December Conference Call**

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 – 15 October 2020

An ISA Certification Liaison Question and Answer call was held on October 14. This call was not obligatory. Minutes will be made available as ISA gets them finished.

Since March, the Chapter has not hosted any exams due to COVID-19.

Thanks go out to Lance King, Clark Williams, Alice Sjolander and our stalwart Proctors.

Upcoming exams

Asplundh Tree Expert requests an exam in Horsham, PA in December. Clark Williams is able to proctor a written exam, and will be able to obtain an assistant. Exams are possible, following ISA policies, compliant with CDC protocols.

TRAQ

June 21 at Longwood Gardens, Tyler Altenberger coordinated. Event was cancelled due to COVID-19.

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

ISA Leadership Workshop.

Scott Sjolander signed up and has received the Whova app link. Many thanks to the Chapter for inviting liaisons to join in!

Respectfully submitted.

Lance King
Scott A Sjolander

TREE Fund Liaison Report – 16 August 2020

Greetings! Since the last Board of Directors meeting:

- TREE Fund received over 200 letters of intent for grants this cycle (which ended on Oct 1, 2020). The Grant team is reviewing the applications. Announcement of winners will be made in December 2020.
- Fundraising progress so far \$131,080: [Virtual Tour des Trees homepage](#).
- Still looking to raise \$20,000 to meet the goal of \$150,000. There's thirty days left of the campaign. [TREE Fund Donation Form](#).
- So far the Virtual Tour des Trees: has 163 participants, rode/walked a total of 33,737 miles collectively, 652 unique donations, and 101 days' worth of time spent by participants.
- A New TREE Fund Store was opened online to generate donations. [TREE Fund Store](#)
- Lots of discussion about how to fundraise this year with the many virtual symposiums that are likely to be held. But no real concrete ways to have typical fundraiser during a symposium. Hopefully more info in our December meeting. Some chapters have found success by posting a link to [TREE Fund Donation Form](#) in the chat boxes of each session during a Virtual Symposium. Arbor Jet has some sort of matching donation they are providing. Not sure of the details, I will look into.
- 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](#).
- Grants: See a list of active grants at: [TREE Fund Research Grants](#)

Here are a few interesting links:

The latest editions of the [TREE Fund Newsletters](#). 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 future 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