

TUFC Board Meeting
Minutes

Friday, January 27, 2017
8:00 am to 4:00 PM

Tennessee State University, TSU Ag Ed Education Building

In attendance; Jill Smith, Patrick Haller, Scott Woods, Mason Young, Chaz Griffith, Brian Rucker, Bruce Webster, Sharon Jean-Philippe, Katie Killebrew, Josiah Lockhard, Lydia Wiggins, Shawn Posey, Joellen Dimond, Tom Simpson, Randy Allen, Amy Dismukes, Jon Clouse, Seth Harrison, Lydia Wiggins, Vicki Turner, De'Etra Young

*New Board Member Orientation 9:am by Katy & Jill

1. Meeting called to Order @ 9:39 am by Katy

2. President's Remarks Katy; fundraising PRIORITY # 1 we are loosing \$\$ (see financial report)

3. Executive Board Vote 9:43 am Katy

4. Approval of Minutes – Board Meeting from July 2016 9:44 am Katy; Tom corrected Landmark Heritage Historic trees 33 to 48 Motion to accept by Patrick seconded by Josiah

5. Treasurer's Report (Patrick Haller) 9:47 am We are in a down hill spiral financially as a organization. Review of 2016 financials municipal bond cashed out to cover deficit last year. Negative net gain of \$710.38 in bond.
Drop in conference capital gains. Tree climb made a profit for first time in 2016. Tree fund & tree climb are our two restrictive accounts. 2011 was our last profitable year. Membership has dropped. Arboretum revenue income is also dropping significantly.
Currently 60% of our expenses are related to administration expenses. What do we do to increase our revenues. Grants are not being explored. Marketing to promote the sales of our remaining 1500 books.
Proposal of looking at internally as a board collectively & individually to increase revenue. We have not paid State unemployment on Jill's position. 4 years owed.
Patrick shared his ideas from his prospective as to how we may entertain ways of increasing our revenue. The idea of having an importance additional 4th meeting after the conference was brought up & discussed by Amy & Patrick. Bruce makes a motion to amend Patrick's report by keeping the restricted tree account to retain tree planting. Vicki seconded. Vs turning it back to the general fund. Motion passed. Sharon asked to display 2017 budget on big screen & also that financials be provided monthly & well in advance of board meetings. Look at revisiting past members, & non profits. Are we relevant? We haven't partnered with outside organizations to invite them to TUFC. Private donations have increased. Review of conference budget numbers. Sponsorship names have changed by Sharon for sponsors for this years 2017 conference. Tree board breakfast changed to tree board lunch. Change adds to sponsors (ex: web advertising) Treed of TN book needs an ispn #
Tree tag license place - we need 1000 signatures to produce to generate a income. Commuter statement needs to be provided by executive director for mileage report. Remove attorney fees from budget. Need to satisfy all past due state unemployment for last 4 years on executive director. Passwords need to be in TUFC's possession. Consider changing webmaster. Sharon, Katie & Mason have agreed to become part of the financial board as per the 2012 agreement. Move to approve report minus budget Sharon & seconded by Bruce.

6. Committee Reports

a. Conference/Tree Climb

i. 2016 Conference (Jill Smith)

ii. 2017 Conference (Sharon Jean-Philippe)

12:01 pm UT Conference center location & hotel was secured before end of 2016. Sharon has a committee to help assist her in planning. Keynote speaker Paul Reives has been booked. Conference speakers will be identified & contacted by committee next week. Followed by contacting sponsorship companies & individuals.

b. Public Relations and Marketing

i. Web Site, Newsletter, Instagram/Twitter (Jill Smith) 12:16 pm

Arboretum;arboretum of the month is now being displayed on website & monthly newsletter. Decertification of 25 arboretum after no contact or interest currently dating back to last year. Ten new arboretums & 13 renewals. TUFC Instagram & twitter??

Membership; looking at discount cards. Arbor Day is in Crossville 1st Friday in March. Scholarship Book sales, 142 books sold in 2016 Replant Gatlinburg on the horizon for consideration. Tree sanctuary, 2 new ones.

Landmark Heritage & Historic report Steve Hall w TN wildlife has filmed 2 of our Historic trees. He has also filmed the tree climb which will also air this year.

Tree boards; Brian Submission for tree boards are almost completed.
Two grants a year are awarded for counties partnered w local city governments.

Partnerships & development; grants & partnerships to assist & reforest east TN communities. Scott made a motion to collect \$ for replant Gatlinburg seconded by Patrick. Motion approved.

c. Outreach and Education

Tree planting 25 trees planted.

Bruce Webster reported.

We need to identify what is viable & what is not. Entertaining the idea by hosting lunch & learns or workshops to educate the local communities. TISU will have 4 positions this year in forestry.

d. Partnerships and Development

ii. Partners: TEC (fundraising ideas) partnering w TN Conservation Council for the 1000 tree planting.

e. Executive Committee (Katy

Killebrew) we need to meet ASAP to review financials. Katy will contact us.

* Board member voting. Sharon will be VP, Scott Woods secretary. Randy Allen as board member motion seconded & passed by Katy & Patrick.

One year membership Chaz, David & Lydia motioned and seconded & passed by Katy, Patrick

7. State Reports

a. Brian Rucker

b. Tom Simpson

c. Shawn Posey

Charleston SC hosted meeting. Informed that funding for grants will be reduced in 2017. State Arbor Day Crossville TN 3rd Friday in March. Tree planting grants & TN Storm water group consider joint conference w this organization & present the idea to them. Arbor Day wishes to contribute \$ & or time to replant Gatlinburg.

Evaluating hazard trees; when? Tom; six weeks lost to dealing w fires in November. Americorp called certified arborists to donate time to provide risk assessment in Sevier County. Hazard tree assessment on new lines replaced will need to be volunteered out. Shawn; tree canvass USA was reviewed. Memphis is still vacant placing a City arborist.

8. Other Old Business

West TN chapter meets every third Thursday every other month @ MBG @ 1:00

9. New Business

Renewal of study vista through americorp @ TN tech ongoing.

Joellen, taking 10 tree books back to WTN TUFC to offer for sale.

Wants to get more info on TN TAG as well as manning booths & activities start soon.

10. Adjourn move to adjourn. Patrick motioned seconded by Mason. Meeting adjourned @ 1:37 pm