

NDUCFA Annual Meeting Minutes
January 26, 2015
Ramada Plaza Suites, Fargo, ND

Members Present: Sam DeMarais, president; Wayne Beyer, vice president; Jim Walla; Steffen Falde; Dave Janssen; Gerry Makay; Rebecca Haag; Scott Liudahl; Beth Peske; Jerry Henke; Eric Grabbert; Mike Miller; Julius Lorz; Joe Zeleznik; Scott Gagne; Colette Broe; Brian Johnson; Lezlee Johnson; Trent Schweitzer; Joel Nichols; Sharon Bartels; Jim Hanson; Yvette Gehrke; Dana Schaar Jahner (staff)

Call to Order

DeMarais called the meeting to order at 4:25 p.m.

Approval of Last Meeting's Minutes

Beyer moved to approve the minutes of the November 12, 2014, meeting. Henke seconded the motion, and it passed.

Officer Reports

DeMarias presented the treasurer's report. Actual 2014 revenue was \$14,088.06 and expenses were \$9,696.91 for a net surplus of \$4,391.15. The 2014 year-end checking account balance was \$18,038.95. Jansen moved to approve the financial report as presented. Johnson seconded the motion, and it passed.

Committee Reports

Jansen moved to approve the clean report of the 2014 audit committee. Nichols seconded the motion, and it passed.

As no member was nominated for the Municipal Forestry Institute (MFI) for 2015, DeMarais will be attending the event February 22-27 in Silverton, Oregon.

Beyer reported on the Community Forestry Council, which is a great partnership with the North Dakota Forest Service. The Council meets twice per year to learn about tree programs and make recommendations on grant programs. Beyer suggested NDUCEFA may want to get involved with the annual Tree Bowl.

Zeleznik reported on the ISA Tree Risk Assessment Qualifications (TRAQ) course offered in Fargo this past September. For ISA members, the cost is \$625 for a five-year qualification. Some certification is necessary to take the course. Feedback from participants was positive. Zeleznik offered to help organize a course again in 2015 if there is enough interest. Some concerns were expressed about the expense of the course, as well as the logistical efforts necessary to offer the course annually. There was some interest in a workshop led by those who had participated in TRAQ, possibly in the center part of the state in mid-September. It was suggested that scholarships may be available. It was recommended that private industry be surveyed regarding interest in workshop types and timing.

Website Update

Peske provided the password (nducfa) and log-in (member2011) for the members-only section of the website. She reported website visits are fairly steady but increase at conference time. She noted about two dozen companies used PayPal for conference payments. There was a suggestion to post meeting minutes and agendas, as well as conference PowerPoints, on the website. There was discussion about also posting a list of member emails online.

Officer Elections

Beyer moved cease nominations for treasurer and cast a unanimous ballot for Jerry Henke. Zeleznik seconded the motion, and it passed.

Beyer moved cease nominations for secretary and cast a unanimous ballot for Scott Gagne. Haag seconded the motion, and it passed.

ATB Grant

Liudahl reported that the MOU with the Forest Service has been eliminated. Instead, NDUCEFA applied for and received an America the Beautiful (ATB) grant for \$30,000 for 2015. Grant funds will be used for promoting arboriculture (\$25,000 with \$20,000 for an executive director) and for supporting the conference (\$2,500). A grant summary was provided. Beyer noted the importance of continued member engagement in NDUCEFA as the grant was competitive and positive results need to be shown.

Beyer moved to approve the 2015 budget as presented. Miller seconded the motion, and it passed.

Executive Director

DeMarais described the hiring process for an executive director, which included issuing a Request for Proposals and conducting interviews. Two companies submitted proposals, and Clearwater Communications was selected. A one-year contract has been signed.

Dana Schaar Jahner, Clearwater Communications vice president, shared information about Clearwater with meeting attendees. Clearwater is an association management and public relations firm based in Bismarck. Founded in 2001, the firm has a staff of 18. She expressed her interest in working with NDUCEFA to accomplish its mission and identified the first priorities as reviewing the strategic plan and the association's infrastructure.

Haag moved to update the NDUCEFA checking account signature card to include the following: Sam DeMarais, president; Jerry Henke, treasurer; Dana Schaar Jahner, executive director; and Miranda Hoffert, chief financial officer. Gagne seconded the motion, and it passed.

2015 Conference Summary

Liudahl reported the registration process went well, with Peske handling the online submissions and Nichols the mailed submissions. He said the committee was great to work with. Participation numbers were up this year, with 129 attendees plus speakers and students. Liudahl is interested in turning the conference chair position over to another member for 2016.

Certified Arborist Study Session

Liudahl reported a two-day certified arborist study session is planned for March 23 and 30 at Fargo Public Works. The fee is \$40 if the participant has the guide or \$125 without. The target audience is those planning to take the certified arborist exam, but others also participate. There was discussion about the possibility of other workshop locations across the state.

2015 Schedule & Workshops

DeMarais discussed potential dates for the two regular business meetings held each year. Tentative dates are July 28 and October 27. Carrington was suggested as a potential location.

There was discussion about combining the meetings with workshops. Suggested workshop topics included tree risk assessment and aerial rescue. Liudahl noted city foresters meet online every other week for one hour to discuss issues.

Adjourn

DeMarais adjourned the meeting at 6:05 p.m.