



## Education Committee Minutes

February 9, 2021

### Attendees:

Tim Maywalt, Mary Spear, Kathy Nepote, Phil Stokes, Rachel Keen, Michelle Cormier, Phyllis Johansen and Allen Ingling

Minutes of the January 12, 2021 meeting were approved.

### UPDATES

#### Communications Committee:

- Update per Mary (Penny was unable to attend). Upcoming Tree Basics classes have been advertised through our mailing lists. Winter Tree ID is tonight at 7pm via ZOOM and the slides will be posted to the CATS website (<https://www.charlottesvilleareatreestewards.org/learn-about-trees/take-a-tree-steward-class/>). This class is overbooked at 114 registrants since there is a high no-show rate for ZOOM seminars.

#### Projects Committee:

- Kathy has been invited to present her class, "Trees and Wildlife" to Piedmont Masters Gardeners on 3/1.
- February has a full schedule of Projects activities, though weather problems are interfering.
- Kathy and others walked a potential planting site in Charlottesville on Franklin Street with Tree Commission staff to determine whether a Belmont-style project might be appropriate there and determined that it does not appear to be suitable for a number of reasons. Additional recon walks will be taking place in the 10<sup>th</sup> and Page and Starr Hill neighborhoods.
- Plans pending for a Grove Day and an activity at Jackson Burley.

#### Spring Tree Sale:

- Phyllis reports that an effort to allow online ordering of trees for the member-only spring tree sale scheduled for April 17 was found not to be feasible due to difficulties controlling inventory.

### STATUS REPORTS

#### Member Meeting Continuing Education:

- Mary reported that Tom Wild will be presenting on the "Restoration of the American Chestnut-TACF current activities and new directions" for the February 24<sup>th</sup> monthly member meeting.

Speakers have been scheduled for the remainder of the year except for October and December (*Xmas party*) and are listed through June on the website calendar.

#### New Tree Stewards Class:

- Tim led a discussion of the Board's request to consider an increase in class tuition the next time the class is offered. The last two years we have charged \$125, our web site has the cost for the next class as \$135. This well below what Master Gardeners charge (150) and what Master Naturalists charge (190).
- An increase to 150 seemed to be supported by most members present.
- This issue will remain open for discussion at least until it is discussed again at the March Ed Com meeting.

#### OLLI Session:

- Phyllis noted that preparations are almost complete for the OLLI course and sought input on how to make sure every seat is filled. Other members suggested having Penny distribute class information to our email list of over 800 individuals.

#### Tree Basics Classes:

- Following last month's Pruning class, we have been requested to offer it for the Rivanna Master Gardeners on February 20th and the Fairfax Master Gardeners on February 25th.
- Our next Tree Basics Class is tonight at 7pm via ZOOM. Emily Ferguson will address tips and tricks for identifying trees in winter.
- We will be posting Emily's slides in stand-alone format to the website along with the pruning slides that we put up after last month's class in case you missed the pruning class or miss tonight's class and are interested in seeing the slides.
- Next month, on Saturday afternoon, March 20, we will be delivering Tree Selection, Planting and Care.

#### Virtual Tree Walks:

- Peyton was not present. No comments were made on this subject.

### **ONGOING ACTIVITIES**

#### Zoom Update

- CATS purchased a one-year subscription to the Pro version, which allows us to have meetings with up to 100 participants, pretty much whatever duration we need, and it allows up to nine different CATS members to use it to set up and host meetings.
- A couple weeks back, Helen Gregory did a great job of training a group of us on how to set up and host a meeting. Her session is available on the CATS website for any of you to access.
- We are also in the process of preparing written guidance on how to set up and host ZOOM meetings.

- The guidance is focused mainly on our two big meetings – the Monthly Member Meetings and the Tree Basics classes where we have 50 to 100 participants, share the screen to see slideshows, handle questions from the participants and so on. But it will be available to any member to use for smaller meetings like this where we don't do any of that stuff, but users can reference the how-to portions on setting up a meeting and the basics of running a simple session like this one.
- CATS is looking for anyone who might be interested in using ZOOM for CATS activities – let us know if you are interested and we will get you set up with training, the written guidance and Helen has offered to field questions on ZOOM use.
- Today's meeting, set up using the new ZOOM account, was subject to the free version's 40-minute limit. Tim will contact ZOOM support to correct this problem – there should be no such limit on meeting duration under the ZOOM Pro account.

### The Waiver

- Tim mentioned the discussion of this topic last month where we noted that the waiver we all signed as CATS members is overly restrictive in how it handles photos that members take of CATS-related activities.
- The Board has edited the photo-related language such that anyone who takes photos of CATS stuff makes them available to CATS for CATS-related uses such as education or promotion, without compensation, but do not give up all rights to their photos.
- Libby will be sending out a new version of the waiver and offering anyone who wishes to replace the one they already signed with this one the opportunity to do so. The cover note will explain that the current version gives up all rights to their photos for any use without compensation. It will also give details on how to replace the existing waiver with the new one.
- The new version only gives CATS authority to use your CATS-related photos for CATS-related purposes without compensation. Other than that, members retain full rights to their own photos. The options are to sign the new one or keep the old one.
- Tim recommended signing the new one for anyone who sells their photos, for sure, but it might be a good idea for anyone who will be contributing photos to the photo library in order to be sure your rights are protected as opposed to being given up in total.

### Photo Library/SmugMug Progress:

- Tim stated that CATS has purchased a 1-year subscription to a photo service called SmugMug, which is used by both Master Naturalists and Master Gardeners for their internal photo libraries. It will be the place to store our CATS-related photos and videos so that members can access them for use in creating slideshows, developing promotional materials or whatever.
- A work group comprised of Tim, Mary and Bill Sublette is in the process of learning the program now and will be issuing guidance on how to access the library, add any of your photos that may you wish to contribute and how to download photos what you need for your CATS projects.
- It was suggested that there be a link to SmugMug and instructions for use on the CATS website in the members section.
- Your ideas are welcome now or once we have it up and running.

## **OTHER (Donation button and grant for website improvements)**

### Donation button and fundraising:

- Michelle gave an overview on the current use of PayPal and that to use in a fundraising capacity a webmaster will be required to create the link to a donate button and PayPal where the donation will then be sent to the CATS bank account. She mentioned the current location of a donate button on the website being in the footer of the page and the need for it to be in the main menu section and a larger font than the rest of the menu items.
- Mary mentioned fundraising potential with the “donate button” e.g., buy a tree for a child and plant it with a TS, a memorial tree planting, donate for the purchase of the planting of a specific tree species, campaign to replace the Ash trees, etc.
- Phil inquired as to the status of legal requirements needed to solicit donations. Michelle confirmed that the appropriate paperwork had been signed and submitted to the appropriate agencies.
- It was discussed that the website could use updating and that a possible grant could be researched and obtained for this purpose.

### **Next Education Committee Meeting**

Our next Education Committee meeting date is Tuesday, March 9, 2021 at 10:00 via ZOOM.