



1. **Convene Meeting** – Dana Karcher, President, convened the meeting at 9:10AM.

2. **Roll Call**

- Dana Karcher, President
- Dennis Swartzell, Past President
- Robert Phillips, ISA Council Representative
- Carol Kwan, Director
- Lisa Smith, Director
- Richard Gessner, Director
- Spencer Knight, Treasurer
- Jimi Scheid, Secretary
- Bruce Hagen, Editor
- Rose Epperson, Executive Director
- Kathleen Mahoney, Epicenter Management
- Chad Dykstra, Membership/Marketing Chair
- Molly Sinnott, Women In Arboriculture Chair
- Doug Anderson, Certification Chair / Britton Fund Chair
- Nicholas Crawford, Annual Conference Co-Chair

Via GoTo Meeting:

Jill Caceres, Director

Absent

- Jim Downer, President Elect
- Rhonda Wood, Vice President
- Helen Stone, TREE Fund Liaison
- Phillip Ruiz, Tree Climbing Championship Chair
- Larry Costello, Regional Conference Chair

3. **Consider a motion to approve the Meeting Agenda**

Motion: C. Kwan; Second: R. Gessner
Motion Carried.

4. **Consider a motion to approve January 24 Meeting Minutes**

Motion: C. Kwan; Second: R. Gessner
Motion Carried.

5. **Consider a motion to approve the Consent Agenda A**

a. **Executive Director's Report** –Epperson

Motion: C. Kwan; Second: R. Gessner
Motion Carried.

b. **Receive Committee and Officer Reports (Written)**

- i. CoR Report - Phillips
- ii. Editor's Report – Hagen
- iii. TREE Fund – Stone
- iv. Regional Conference Report – Costello
- v. Certification Report – Anderson
- vi. Marketing/Membership – Dykstra/Remyn
- vii. Consulting – Leggitt

viii. Municipal – Neumann/Scheid

6. Action Items

a. **Treasurer's Report** (previously submitted) - **Knight**

Summarized by R. Epperson and S. Knight.

Motion to accept the Treasurer's Report as given: L. Smith; Second: R. Gessner

Motion Carried.

b. **Finance Committee Report** (previously submitted) – Warriner (Absent)

Motion to accept the Finance Committee Report: C. Kwan; Second: L. Smith

Motion Carried.

7. Discussion Items

a. **Committee/Officer updates**

i. Officer Reports:

(a) Executive Director's Report (previously submitted) – Epperson

Discussion on Britton Fund contract and renewal. Currently reconciling Annual Conference events related to this. Discussion of four upcoming TRAQ courses being offered in June and early July. Other sites for late Summer/Fall sessions proposed. Discussion over TRAQ costs and potential trainers. Tree Climbing Championship on Father's Day weekend in Griffith Park. J. Scheid mentioned recent Chapter efforts toward outreach for a potential meeting in the North Coast with possible inclusion of So. OR representation from the PNW Chapter. C. Kwan brought up LinkedIn page connection and investment in it. Discussion ensued on social media options.

(b) CoR Report (previously submitted) – Phillips

Update on the 4/1/14 conference call and upcoming meeting in Milwaukee. Discussion of event cancellation and insurance liability issue brought up as it relates to Chapter Executive Directors. ISA is seeking input from Chapters and components in determining how ISA can assist membership. CoR is going through a transitional period currently. Question brought up on CoR's vision. International Tree Climbing Championship Texas and Florida events being developed.

(c) Editor's Report (previously submitted) – Hagen

Articles are coming in steadily with many submitted. This creates some issue with having to delete certain submissions and meeting the needs of such a diverse membership. Bruce thinks state-specific supplements could be beneficial for the magazine, especially if the publication becomes digitized. He encourages having other voices make recommendations on issues to include in future editions. Discussed issue of having a steady Spanish-speaking contributor to the magazine. Also looking for articles on urban forestry and tree climbing technologies. L. Smith brought up idea of creating a compendium of Spanish articles in the future. Some discussion on ad-hoc committee.

ii. Administrative Committees:

(a) Certification Report (previously submitted)– Anderson

Discussed Certified Tree Worker exam and merging both the ISA and WCISA programs. Highlights of his work with Mark Bluhm (ISA) were regarded. Western Chapter approved of this merger in 2011.

Motion made to approve \$12,000 for ISA's buyout of WCISA's Certified Tree Worker Program: C. Kwan; Second: L. Smith.

Discussion ensued.

Amendment to motion made to approve of a minimum of \$12,000 or subsequently-negotiated higher amount from ISA to buyout the WCISA's Certified Tree Worker Program: C. Kwan; Second: L. Smith
Discussion ensued. Motion carried.

(b) Regional Conference (previously submitted) – Costello (Absent)

R. Epperson summarized various meetings held recently and upcoming meeting locations and partnerships.

R. Gessner discussed possibility of soliciting for other venues via the LinkedIn website.

(c) Marketing/membership (previously submitted) – Dykstra

Discussed speaking engagements and responses from audience regarding the Chapter's outreach.

Encouraged Board to carry our message further within our networks. Asked the Board to consider splitting the committee into both a marketing and a membership committee. Suggested he continue as the marketing

chair with potentially N. Crawford heading a new membership committee. D. Karcher mentioned that the Chapter should have an expanded public presentation and presence and partner events.

b. Britton Fund Update – Anderson

Discussed the Britton Fund Ride, other Annual Conference activities and future sponsorship. Conversation ensued about enforcing the minimum bids for auction items and additional support with this task for next year's conference. R. Epperson mentioned having an article published to the magazine in the future about the purpose of the auction to get people to donate to the Britton Fund. Next Britton Fund meeting is slated for October in the Bay Area.

c. 2014 Conference Wrap-up (report previously submitted) – Crawford

Summary of highlights from the conference's success. Wrap-up conference call notes were discussed to include possible improvements moving forward. Discussion ensued about lack of turnout for utility sessions and the conflict potentially from a previous vegetation management conference as well as the Southern California location. Problems with excess food, low attendance at particular sessions and speaker lineup were talked about.

8. Old Business

a. Ad Hoc Magazine Committee Follow-up

No business discussed.

9. New Business

a. 2015 Conference Update

R. Epperson discussed Jim Downer's plans for next year's conference to include theme and speakers.

b. Strategic Plan

Committee work was conducted after lunch.

i. Organizational Development Committee Report

ii. Professional Development Committee Report

10. Calendar

a. Next meeting scheduled for Friday, July 18th in Sacramento.

11. Adjourn Meeting

Dana Karcher, President, adjourned the meeting at 3:58PM.

Respectfully submitted on 03 June 2014

Jimi Scheid, Secretary