



Western Chapter  
International Society of Arboriculture  
*Executive Board Meeting Agenda*  
Sacramento, CA  
July 14 and 15, 2016

**Thursday, July 14, 2016 Meeting called to Order By President Lisa Smith at 10:07a.m.-(adjourn at 12:30-lunch, reconvene 1:30) Final adjourn 2:50p.m. for Strategic Planning Meeting**

***Convene Meeting – Lisa Smith, President***

Roll Call-Rhonda Wood (Past Pres.), Lisa Smith (Pres.), Rick Gessner (Pres. Elect), Carol Kwan (Vice-Pres.), Jimi Scheid (Director), Molly Sinnott(Director), Doug Wildman (Director), Frederick Roth (Director), Tracey Takeuchi (Sec’y), Denice Britton (COR), Doug Anderson (Certification chair), Larry Costello (Reg. Conf. Chair)\*, Robert W. Phillips (Awards), Julia Bartens (WIA), Nicholas Crawford (Membership)(late-10:18), Noe Cardenas (Spanish Committee), Humberto Mojica (Spanish Committee), Mike Palat (2017 Conference Chair), Rose Epperson (Exec. Director), Mark Bluhm (ISA/Guest), Kathleen Mahoney (Staff)\*, Chad Dykstra (arrived late, time not captured) - \*Costello and Mahoney did not attend Strategic Session

**Strategic Session Only:** Suzanne Schuba, Heather Crippen, Ryan Pendleton, Rita Franco (All Staff)

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

Motion to approve: Carol Kwan

Second-Molly Sinnott

Discussion-Marketing committee report & Tree climbing may be an action item these are added on and in the drop box.

Motion carried

***Consider a motion to approve the April 7 and 8, 2016 Meeting Minutes***

Motion: Carol Kwan

Second- Rhonda Wood

Discussion-Make change removing Executive Director review disclosure to full membership

Motion carried based on correction above.

***Consider a motion to approve the Consent Agenda***

Motion: Rhonda Wood

Second- Carol Kwan

Motion carried

1. Executive Directors Report (Stats and Social Media) – Epperson
2. Council of Representatives Report - Britton
3. Annual Written Committee Reports

***Action Items:***

**Treasurer’s Report** –Spencer Knight not calling in (he is away from wifi and connection)

Financial statement -Interim report provided by Rose Epperson: limited report; Forest/Cal Fire service grants are funding through Britton Fund which complicates year end financials. Granted \$17K for speaker stipends. Has some internal inputs to still accomplish/some billing still outstanding. Report is still developing. Overall the conference was profitable (~35K).

Budget report—not meeting until October, the report reflects current financials but doesn’t reflect end of year totals.



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Move to accept as presented-Carol Kwan  
Second-Rick Gessner  
Motion carried

***Discussion Items: Officer/Committee updates-  
Officer Reports***

**Executive Director** – Epperson-see written report provided  
Multiple events scheduled to occur

**ISA CoR Report** – Denice Britton (see report provided with additions below)  
Denice Britton did not have Frederick Roth's email at the time sent out so he does not have the report. Since last report has done two intake forms-bylaws (minimal with no impact on Chapter) and ITCC intake used input to respond to survey; consensus no real financial impact at this time. Concern was expressed over having the International Tree Climbing Competition (ITCC) as a separate meeting from the ISA Annual Conference Intake form wanted to know if there was a financial impact. Questions regarding qualifying were raised. Her input: that the timing of the ITCC be stable allowing for planning. Regionals should be firm on dates. Consensus was that ITCC and ISA Annual Conference should be held at the same time. Student memberships are significantly up % wise. (170 more students)

**Editor** –Bruce Hagen —(no report) Reminder that the deadline for submission for Western Arborist is August 01, 2016.

***Administrative Committees:***

**Regional Conferences** – Larry Costello: full calendar for year remaining including: Flagstaff meeting (this is second at that location), TRAQ courses coming up (which are being removed from the Regional Conferences for financial purposes), Francis Schwarze (2-Davis, San Marino). Saratoga/South Bay in November (tent); Participant feedback: schedule more time for questions; hand-outs have been requested by participants; Suggestion that published articles can be used as handout for speaker's at meeting and does not necessarily have to be exactly about that day's talk; ensuring that attendees have full view of screen. Ryan working on speaker data base for on-going contact purposes to include notes such as the speaker doesn't travel out of state, expects an honorarium etc.

Promote and development of more satellite locations for regional conferences so that people at distances can sit in to meeting from remote locations. Worked well at the four Nevada sites used at; Jimi Scheid is investigating this for Arcata meeting Look at Polycom type system (UC's use); At Arcata they have all of the equipment except the camera (Ryan); Molly S recommended that the locations be limited so people are not spread out. Univ. UCCE in CA is set up for remote and would welcome because it encourages people to visit UCCE sites.



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Larry Costello said that he would like to pass the torch to Jim Downer who had expressed interest in being the Regional Conference Chair and has served on the committee—with approval of President and Board. Larry Costello will remain on board as a committee member.

Lisa Smith thanked Larry Costello for service and accepted change. Jim Downer has been approved as Regional Conference Chair.

TRAQ classes have asterisk but none scheduled –Rose Epperson:

- Future structure will be listed differently.
- Hard to find venues for TRAQ training.
- More teachers in Chapter than just Kevin Eckert needed: qualified trainers suggested--Nelda Matheny, James Komen.

Two skill sets: Development (field) and Credentialing should be looked at for educational pallet for regional and other meetings. These are separated from the TRAQ training.

**Certification** – Doug Anderson-Certified Tree Worker rollover first test in Concord, in Santa Barbara, Riverside etc. Job task analysis (JTA) is done every 5 yrs.—opportunity to describe field worker duties-JTA- proficiency in various domains addressed. Plant health care and planting not in the JTA so this is opportunity to get it into this. **Board members send comment to Doug** if you have input so that he can include in JTA committee responses. Testing issues surrounding field evaluations to be considered (ex. Methodology for testing planting skills and efficiency). When ISA sees a body of interest in an area it can be included in future JTAs to develop curriculum that addresses that skill/area. In future Doug hopes to be able to compare upcoming with recent past as a body of information is accumulated.

**TREE Fund** – Vacant

**Tree Climbing Championship** – Phillip Ruiz (not attending) See Report Provided: Tree Climbing Championship (TCC) Chair asked that Board look at TCC Trailer concept; person that won raffle money donated back to Chapter; Examples of how wrap would look on trailer for advertising purposes were shown. Several liked the champion climber on wrap; Noe Cardenas suggested that having actual arborist (Champion)'faces' up may be discouraging to future participants. Both genders being represented is inspirational for women as role model (young girls esp.) Decision deferred. Phillip Ruiz should prepare various options and submit for Board's review prior to Next Board meeting and attend the meeting to participate in discussion

***Standing/Obligatory Committees:***

**Annual Meeting 2016** - Nick Crawford - (Disney) set record for attendance. Highly rated on measures. Venue was well received, food, speakers were strongly rated. Did not like distance between rooms etc. Two measures of respondents- very happy, very disgruntled. Keeping fixed costs down helps increase attendance which helps bottom line.

**Annual Meeting 2017** –Mike Palat –amazing event/program committee Jeremy Barrett and etc (Mike to provide)—different positions filled; person contacted Mike from Sea World on committee for zoological society event—looking for people that can offset carbon, donation towards non-profit—**Mike Palat is**



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**recommending having something similar for conference, gives back to local organizations.** Encourage submitting for conference when call comes out. Steven McClatchy motivational speaker is keynote. Several speakers already arranged (invited list).

**Awards** – Robert W. Phillips—See report provided, clarification from Nick Crawford on awards—poster boards were a great contribution; poster boards helped to honor award recipients; PowerPoint was beautiful but pull what worked from it to expand on honoring award recipients. Wilbur D. May award has been well received. Several donations generated from. The people that had beautification awards should have had more photos of work being depicted; questionnaire development is needed/helpful particularly when people are difficult to understand (accents). Was able to get good pricing this past conference, but in the future may need budget increase to cover future costs. Lisa Smith has offered her assistant to help with PowerPoint in future to improve experience/product. Often requires a face to face meeting which may make it difficult to use her help. Feels some financial support from Chapter for award attendees at Annual meetings would be helpful. Luncheon was a distraction to awards ceremony. Suggests having the awards more towards afternoon/social hour time. Morning and lunch times are an especially large challenge to maintain membership's attention.

**Marketing** – Chad Dykstra –(see report provided)

**Membership** – Nicolas Crawford – (see report provided) dues may increase for 2017. Need time to introduce that information to membership before presenting invoices to same. Did not want to raise just to raise... wanted a solid rationale. Small increases more frequently to reduce 'shock' factor has been considered.

Proposed ten dollar increase of membership fee as **action item**

Moved that ten dollar increase would be added as an action item by Denice Britton

Second- Rhonda Wood

Discussion: Rose Epperson—Questions to be considered include:

- How does it affect Chapter only membership fee? (\$50.)
- When is first day of 2017 membership year/due year?

Farther from financial goals, fund what we want to fund without affecting reserve—would require dues increase. Denice Britton: Increase more than proposed above, Carol Kwan: Ten-dollar increase for both ISA/Chapter and Chapter Only memberships. Rick Gessner (is for increase generally) questioned time line to inform membership. Board gives approval for increase and an effective date; committee develops message. In September ISA sends out general renewal. **We would like to have our information updated for that mailing.**

Denice Britton: Moved to amend original motion to say “With 2017 ISA membership letter and to include ISA/Chapter increase (\$10) and Chapter Only member (increase \$10)”.

Get to Bruce Hagen for Western Arborist (see deadline for submissions above)—

Rhonda Wood seconded amended motion.

**Approved carried as modified**

**RE: reminded the Board and attendees that they are under confidentiality agreement.**



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***Obligatory Committees:***

**Audit/Budget/Finance** – Warriner – see report submitted

**Nominations/Balloting** – Warriner- no report required

**Commercial** – Hillman- no report

**Consulting** – Leggitt - see report submitted

**Municipal** – Tyson - no report

**Utility** – Open - no report

***Annual Committees/Optional:***

**Students** – Mann – no report

**Spanish Committee**– Noe Cardenas-introduced himself (Arborwell). No official report.

- His input: scholarships are helpful to bring in new student members.
- Limited resources available currently for Spanish workers. A place to get English education opportunities built into the above educational opportunities would be helpful to bring Spanish speakers and move them forward in the Industry.
- Julia Bartens would like to work with Noe Cardenas to get grants for equipment.
- Profile for Western Arborist to include Spanish speakers.

**Women in Arboriculture (WIA)**-Julia Bartens-- showed video of climbing event. PGE and Davey; Forest Service grant 11K, next workshop may be in fall of 2017. Try not to conflict with other meetings, especially annual conference, Climbing workshop in spring (for Davey) Profile article on Paula Peper; work with WIA for Western Arborist; suggested that ten profiles of various arborists be developed to have available for career path- as a marketing tool.

***New Business/Discussion:***

**Committee Chairs** a couple unfilled chairs—Bylaws, Utility, Tree Fund Liaison, Regional Conference Liaison, TREE fund is open Tim Tyson is new; Fred Roth (new Director) may be recommended to a liaison position. Administrative Changes: Jim Downer—Regional Conference/Meeting Chair;

**Northern California EXPO** –Participation in Landscape Expo was discussed. It was decided that Western Chapter is not a good fit for this, we do not have the ability to fill 100 booths, and that TCIA may be a better fit.

**Executive Director Review:** goals for upcoming year need to be developed. This would normally have happened on a conference call before the July Board meeting but a delay resulted in no discussion/call. Wait to set executive goals until after strategic plan to tie goals to strategic plan. Rick Gessner to schedule conference call for next week. CPI increase renew with contract. Can have signature before July billing. Rose Epperson asked that we have action accomplished prior to nextmeeting.



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**Richard Harris Scholarship:** Doug Anderson- scholarship at Davis \$5000.00 between Chapter and Britton Fund (\$2500.00 from Fund), Rick Gessner moved that those funds be distributed annually but it does have to get approved every year.

Motion- Rick Gessner  
Second- Carol Kwan  
Approved.

**Meeting Adjourned at 2:50 to Strategic Session –No need to take notes for Chapter Minutes at Strategic Session.**

Respectfully submitted

Tracey Emmerick Takeuchi  
Secretary