



1. **Convene Meeting** – Jim Downer, President, convened the meeting at 9:01 AM.

2. **Roll Call**

Jim Downer, President

Rhonda Wood, President Elect

Dana Karcher, Past President

Robert Phillips, ISA Council Representative

Lisa Smith, Director

Carol Kwan, Director

Richard Gessner, Director

Molly Sinnott, Director

Jimi Scheid, Secretary

Bruce Hagen, Editor

Rose Epperson, Executive Director

Kathleen Mahoney, Epicenter Management

Chad Dykstra, Marketing Chair

Nicholas Crawford, Membership Chair

Larry Costello, Regional Conference Chair

Doug Anderson, Certification Chair / Britton Fund Chair

Craig Kelly, Utility Chair

Helen Stone, TREE Fund Chair

**Via GoTo Meeting**

Mary Pendleton

**Absent**

Jill Caceres, Vice President

Spencer Knight, Treasurer

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

Motion: C. Kwan; Second: R. Wood

Motion Carried.

4. **Consider a motion to approve the May 2, 2014 Meeting Minutes**

Motion: D. Karcher; Second: L. Smith

Discussion ensued. Amend "TREE Fund" to "Britton Fund" on Page 4, Item 7b. Motion Carried.

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

Motion: C. Kwan; Second: D. Karcher

Motion Carried.

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

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

i. CoR Report - Phillips

ii. Editor's Report - Hagen

iii. Certification - Staff

iv. Regional Conferences - Costello

v. TREE Fund – Stone

vi. Students - Mann

## 6. Action Items

### a. Treasurer's Report (previously submitted) – Epperson (for Knight)

A synopsis of the Chapter Budget Report for 2013/2014 was made.

Motion to accept the Treasurer's Report as given: C. Kwan; Second: R. Wood

Motion Carried.

### b. Finance Committee Report (previously submitted) – Warriner (absent)

Discussion was made to clarify amounts from the report at the next Finance Committee meeting.

Investment review call to be held in the near future with the idea of doing so annual or bi-annually.

Motion to accept the Finance Committee Report as submitted: D. Karcher; Second: L. Smith

Motion Carried.

## 7. Discussion Items

### a. Committee/Officer updates

#### i. Officer Reports:

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

Working on membership renewals. Holding off on membership satisfaction survey results until Executive Director review has been completed. There was talk of how to allocate adequate resources toward additional regional conferences as related to our current contract with Epicenter Management.

##### (b) CoR Report (previously submitted) – Phillips

Highlights of written report stated. A draft of the CoR manual was shown. A brief synopsis of an MOU developing into a Chapter was given, as it relates to Lithuania.

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

Discussion of next issue of *Western Arborist* to include August 1st deadline and articles to be submitted. There is a need to start advertising for next year's annual conference.

#### ii. Administrative Committees:

##### (a) Certification (report previously submitted) – Anderson

Seeing increases in the Certified Arborist numbers. Still discussing the transition of the Certified Tree Worker (CTW) program with the ISA. R. Epperson predicts a \$15,000 buyout of the program. There are 776 credential holders to move in. Pass rate for the Western Chapter's CTW test (~30%) is quite less than the ISA's (~50%). Doug discussed the idea of more opportunities for verbal exams to increase the pass rate, especially for Spanish-speaking attendees. Other options for improving the CTW pass rate were discussed. R. Wood mentioned the difficulties of understanding technical terms on the test for those taking it. Various methods of remedying the situation were talked about.

##### (b) Regional Conferences (report previously submitted) – Costello

Discussed evaluation results overview from this year's meetings. M. Pendleton discussed ease of assessing surveys. H. Stone mentioned a possible incentive to be offered (i.e. – conference registration) to boost survey participation. Discussed idea of both paper and electronic survey formats. R. Gessner brought up idea of filling out survey at end of meeting on site instead of as a follow-up email after it ends. Results of surveys are generally positive. Also discussed upcoming meeting calendar and the meeting financial report. It was noted that a new draft of a "guidelines for regional conference coordinators" packet was in development as well as a speaker database. J. Downer put forth the challenge of utilizing the regional meetings in a broader way to serve the Chapter. L. Smith suggested showing the Chapter YouTube video at the beginning of every meeting and R. Epperson added to include a tutorial of the My Portal feature at lunch.

##### (c) Tree Fund Liaison (report previously submitted) - Stone

Written report was summarized to include the Chapter Challenge, goals, prize packages, silent auction and related annual conference and Tour des Trees information.

iii. Standing Committees:

- (a) Annual Meeting 2014 (report previously submitted) – Crawford  
A recap was made of the conference financials and survey results.
- (b) Annual Meeting 2015 – Downer/Hagen  
Viewed conference website contents and discussed further ideas.
- (c) Membership (report previously submitted) – Dykstra/Crawford  
N. Crawford is soliciting ideas from the Board as he is fresh to the committee.
  - a. ISA Membership Year Transition  
R. Epperson discussed future transition, brought forth by the ISA, to change the renewal date to the date of the member's anniversary of joining as opposed to the calendar year. It was noted that the Membership Committee will now be separate from the Marketing Committee. The substantial growth in membership in the last year was noted.
- (d) Marketing (report previously submitted) – Dykstra  
Along with M. Pendleton, he brought up the "Proud To Be An Arborist" campaign and related merchandise designed through CaféPress. The idea is centered on the thought of increasing public recognition.  
Motion to go live with the Proud To Be An Arborist campaign: C. Kwan; Second: R. Phillips.  
Discussion continued about M. Pendleton looking into trademarking the logo as well as the costs of items for sale. She will slightly alter the design and resend to the Board.  
Motion carried.

iv. Obligatory Committees:

- (a) Executive Director Review – Karcher  
J. Caceres is taking the lead on this front. The review will hopefully be available to the Board in the next 45 days for consideration. Dana stressed the importance of our thoughtful feedback as it will relate to the contract renewal of Epicenter Management.
- (b) Utility Committee – Kelly  
Feels there was a lack of utility employee participation at the annual conference and that they should represent themselves more in the future. Discussed the big push from utility companies to reduce the risk of wildfire ignition in the West. SDG&E is planning to use drones to survey utilities and tree hazards. PG&E is providing grant monies to FireSafe Councils to perform additional fuel reduction and defensible space clearance. A panel was held in May in Washington D.C. by utility companies about revisiting the MOU with the US Forest Service. UAA is holding a safety summit in Oklahoma this year as well as its annual luncheon in Milwaukee at the ISA Annual Conference. Craig is running for UAA Vice President. Discussion ensued about increasing utility representation at future WCISA meetings. An update about PG&E's Pipelines Pathways Program was given as well.
- (c) Municipal Committee – J. Scheid *\*Item added after agenda approved.*  
Discussed recent progress with chair Michael Neumann and the next objective of having a comprehensive contact list for which to send out an email to solicit interest in serving on the committee. Message that is generated will be funneled through Rose for dissemination to the chapter's municipal contacts.
- (d) Commercial Committee – J. Downer *\*Item added after agenda approved.*

Read an email from chair Mark Porter. The topic of advocacy was talked about.

v. Annual Committees/Optional:

(a) Students Committee – Mann

Report previously submitted. No discussion.

**b. Britton Fund Update - Anderson**

Gave an update on governance and new ideas surrounding the bike ride and work dates. Outreach and financial materials were shown and discussed. Discussed problems with grant applications and funding.

**8. Old Business**

None.

**9. New Business**

i. Epicenter Contract Renewal

Contract renewal automatically initiated as of July 1, 2014 through June 30, 2015.

ii. US Forest Service: New Region Coordinator

Letter from Sherry Hazelhurst was shared to include notice that Ashlee Ransom will be acting in an interim role as the Region's Urban & Community Forestry program manager.

iii. Posting of Western Arborist on City Web Page

Email from Robert Sartain, City of Santa Clarita, was discussed. He desires to post selected articles from past *Western Arborist* magazines on the City's website.

Motion to respond to Robert Sartain and consider his request on a case-by-case basis: C. Kwan; Second: D. Karcher.

Discussion ensued to relieve the Board of this decision by deferring this issue to the magazine ad hoc committee. B. Hagen mentioned that as part of republishing articles on his website, it needs to give publicity to the Western Chapter.

Motion carried.

iv. Update from California Urban Forest Advisory Council

R. Epperson summarized recent developments and opportunities to include cap and trade-based grant funding as part of the Governor's budget. In her words, "a green garden of golden goodness" is coming through.

v. Leadership Conference

R. Gessner and M. Sinnott were chosen to represent the Chapter at this year's conference in Illinois in October.

vi. Video greeting for ISA Conference

Video was shot the previous night at the State Fair.

**10. Calendar**

a. Schedule 2014/15 meetings

Calendar for the next year's Board meetings is as follows:

-Thursday, October 23 – Santa Rosa, CA

-Friday, January 30 – Anaheim, CA

-Saturday, May 2 – Fish Camp, CA

**11. Adjourn to Strategic Session**

**12. Adjourn Meeting**

Motion made to adjourn meeting at 4:15PM: D. Karcher; Second: C. Kwan

Motion carried.

Respectfully submitted on 23 July 2014

Jimi Scheid, Secretary