



1. Convene Meeting – Dana Karcher, President convened the meeting at 9:00AM

2. Roll Call:

Dana Karcher, President

Jim Downer, President Elect

Rhonda Wood, Vice President

Dennis Swartzell, Past President

Robert Phillips, ISA Council Representative

Carol Kwan, Director

Jill Caceres, Director

Lisa Smith, Director

Richard Gessner, Director

Gerry Miller, Treasurer

Jimi Scheid, Secretary

Rose Epperson, Executive Director

Kathleen Mahoney, Epicenter Management

Chad Dykstra, Membership Chair

Phillip Ruiz, Tree Climbing Championship Chair

Craig Kelly, Utility Arborist Chair

Larry Costello, Regional Conference Chair

Mark Porter, Commercial Arborist Chair

Roy Leggitt, Consulting Arborist Chair

Via GoTo Meeting:

Luana Vargas, Spanish Committee Chair

Spencer Knight, 2013 Conference Chair

Doug Anderson, Certification Chair / Britton Fund Liaison

Mary Pendleton, Staff

Absent:

Helen Stone, TREE Fund Liaison

Bruce Hagen, Editor

3. Consider a motion to approve the Meeting Agenda

Motion: J. Downer; Second: C. Kwan

Motion Carried.

4. Consider a motion to approve the January 17, 2013 Meeting Minutes

Motion: R. Wood; Second: J. Caceres

Motion Carried.

5. Consider a motion to approve the Consent Agenda A

Motion: C. Kwan; Second: L. Smith

Motion Carried.

a. Executive Directors Report – Rose Epperson

b. Receive Committee and Officer Reports (Written)

1. TREE Fund – Stone
2. Certification - Anderson
3. Consulting Arborist – Leggitt
4. Regional Conference Report – Costello(staff)
5. 2013 Conference Report - Knight(staff)
6. Membership – Dykstra(staff)
7. Britton Fund Update – Anderson

6. Action Items

a. Treasurer's Report – Miller

Rose provided an update on the current WCISA financial status (Budget Report and Balance Sheet).

Motion to accept the financial report as presented: C. Kwan; Second: R. Wood. Motion Carried.

7. Discussion Items

a. Committee/Officer updates

1. Officer Reports:

1. Executive Director – Epperson

First two TRAQ programs completed. Additional programs scheduled for 2013 to include further train-the-trainer opportunities. Discussion ensued.

Certified Arborist prep courses with UAA scheduled.

Welcoming video for ISA Annual Conference to be taken for WCISA today.

2. CoR – Phillips

Next meeting to be held in Toronto to address a defined role and reason for CoR.

2. Administrative Committees:

1. Certification–Anderson (remote)

Merger ongoing with ISA/WCISA over CTW exam and issue of compensation. Written report submitted prior to meeting.

2. TREE Fund – Stone (remote)

Written report submitted prior to meeting. H. Stone unavailable for update.

3. Regional Conference - Costello

Written report submitted prior to meeting. Update given discussing calendar and finances. Conferences are going well.

4. TCC – Ruiz

Update given. Well-attended event in 2013 at Griffith Park. Rose was featured in local media. North American TCC in Pasadena set for 2014 at Brookside Park. Site is able to accommodate awards and workshops in addition to the competition. WCISA TCC will be held during this event instead of separately. Discussion ensued.

3. Standing/Obligatory Committees:

1. Annual Meeting 2013 - Knight (remote)

Given after TREE Fund update. Written report submitted prior to meeting. Event was successful. Conference attendance may have been affected by the current economic situation. Northern region

representation may have low. Would be beneficial if conference chair could be involved in planning process for bike ride. Tree planting should be a scheduled part of the conference. Suggests a survey from membership on affordability of conference beforehand. Thanks was offered from the Board.

2. Annual Meeting 2014 – Karcher (for J. McCabe)

To be held April 5 – 10 in Pasadena. Onsite meeting held last week. Request for speakers to be posted soon. Update given by R. Epperson on updated UAA MOU and how it regards the split of finances at the Trade Show. Revision was made to the MOU.

Motion to approve the revised MOU as amended: C. Kwan; Second R. Phillips.

Motion Carried.

3. Membership – Dykstra

Report submitted prior to meeting. Update given. Felt that more members are needed as well as conferences and meetings, especially those that are not arborists. Marketing efforts could help. Over 100 new members have joined. Discussion over CEU eligibility. Discussion of membership survey and avenues of distribution.

4. Annual Committees/Optional:

1. Utility – Kelly

Update given of the UAA's regional tour in Redding in June. A large group of 87 attended. PG&E reporting that much construction and vegetation is occurring over pipe lines due to lack of knowledge of their location. August 23rd – 24th workshop in Sacramento to be held as an ISA exam prep course. Safety Summit meeting to be held in late October in CA. A DVD is being developed by PG&E on tree work near utilities to be targeted at those that do not work around them normally.

2. Commercial – Porter

Update on the results of a pruning survey. Written summary submitted prior to meeting. Intent of the survey is to provide training on it and to rate unique usage of the system. Wants to use the results as an advocacy tool to encourage better tree care. Tool would need to be vetted for review and copyrighted before the Board could endorse it. To be discussed as 1st agenda item at next monthly Board conference call.

3. Consulting – Leggitt

Report submitted prior to the meeting. Update on the work plan, issues and actions.

4. Executive Director Review - Caceres

Update given. To be discussed at next monthly Board conference call.

8. **Britton Fund Update** – Anderson (remote)

Addressed after Certification Report. Written report submitted prior to meeting. Update provided. Request made to Board to match BF with \$2,500 annual scholarship contribution. Anderson will submit formal request to Board.

9. **Old Business**

10. **New Business (discussion items)**

- a. Board/Committee Relationships – Karcher
Discussion on outreach to other people and becoming more involved. Wants to involve a tree planting at each future Board meeting. Encouraged promptness by Board members for submission of reports and correspondence. Discussed each Board member acting as a liaison to a particular committee.
- b. Meeting Structure – Karcher
Discussion of monthly conference calls for Board for all voting members to include Secretary and Treasurer. Calls slated to begin in August.
- c. Formulation of Marketing Committee – Karcher/Dykstra
Update on new member (Amy) to be added to committee. Seeking additional members, preferably with marketing background.
- d. International Tree Failure Report Database – Costello
Request for letter of support for ITFR Database. Outcome of a needs assessment. USFS maintains database. Desiring the Chapter's funding and staffing to support this effort. Consensus of the BOD that Epicenter will draft a letter of support.
- e. Conflict of Interest Policy – Epperson
Signed statements were submitted by the Executive Committee. Parliamentary Procedure pamphlets were disseminated.
- f. Strategic Plan – Karcher
Presentation made by R. Epperson. Agreed that definitive goals and measurable needed. Communication tools need to be assessed. To be discussed at next monthly Board conference call.

11. Calendar

- a. Next meeting scheduled for Friday, October 18, 2013, location TBD.
- b. Upcoming Industry Events
2015 WCISA Annual Conference to be held in Squaw Valley or Yosemite
2016 WCISA Annual Conference to be held at Disneyland Resort May 1 – 7.

12. ADJOURN

Motion was made to adjourn the meeting at 3:08PM by L. Smith; Second: C. Kwan.
Motion Carried.

Respectfully submitted on July 19, 2013,

Jimi Scheid, Secretary