



Western Chapter International Society of Arboriculture

Executive Committee Meeting Agenda

Santa Ana, CA

Friday, October 30, 2015 9AM-4PM

1. Convene Meeting – Rhonda Wood, President 9:11am
2. Roll Call-sign sheet
 - a. Jeff Hillman, Jimi Scheid, Chad Dykstra, Denice Britton, Roy Leggett, Dana Karcher, Philip Ruiz, Molly Sinnott, Richard Gessner, Rhonda Wood, Rose Epperson, Doug Anderson, Tracey Takeuchi, James Downer, Spencer Knight, Bruce Hagen, Lisa Smith, Carol Kwan, Kathleen Mahoney, Nicholas Crawford, Doug Wildman, Walter Warriner.
 - b. Guest- Francine Lai of Gerber Kawasaki financial management.
3. Consider a motion to approve the Meeting Agenda
 - a. Motion by Carol Kwan, second Rick Gessner
 - i. carried
4. Consider a motion to approve the July 17, 2015 Meeting Minutes
 - a. Motion Denice Britton; second Carol Kwan
 - i. Discussion
 - (a) Change name spelling to correct as shown below for July 2015 minutes.
 - (b) Denice Britton; Doug Wildman; Jimi Scheid;
 - (c) Please correct the spelling of Jamilee's name in the minutes for July. It was written as "Jaime Lee". Under WIA – Bartens p. 2.
 - b. Carried with above modifications to July 2015 minutes.
5. Consider a motion to approve the Consent Agenda A
 - a. –Motion Kwan to approve consent agenda, second Lisa Smith: Carried
 - b. Receive Committee and Officer Reports (*Written*)
 - i. Executive Director's Report – Epperson
 - ii. Editor's Report – Hagen
 - iii. Certification – Anderson
 - iv. Regional Conferences – Costello
 - v. TREE Fund – Karcher
 - vi. Awards – Phillips
 - vii. Marketing – Dykstra
 - viii. Consulting - Leggett
- 6. Action Items**
 - a. Treasurer's Report – Knight
 - i. Approve 2015/16 Budget
 - ii. Moved to accept by Carol Kwan, second by Lisa Smith
 - iii. Discussion-July 01 to June 30th fiscal year
 - (a) Change of fiscal year would require a major board action
 - (b) Maintaining in current system is point of responsibility with majority of accounting closed out with that president's tenure.
 - (c) Discussion regarding breaking out the grant income from misc. expenses
 - a. This is an internal action and not a motion direction
 - (d) Regarding how the budget is constrained by accounting program
 - iv. Carried**
 - b. New motion—moved to direct staff to prepare next year's fiscal budget for the July board meeting-
 - i. Molly Sinnott- amend-direct the treasurer and staff to above.
 - ii. Second Doug Wildman,
 - (a) Discussion-
 - a. The board should understand that there is a large change from July to August due to

- completion of previous years accounting (Annual meeting and etc)
- b. Budget is not known for the next year because of when program is set
- c. Expect a formal budget in October
- d. Need to have a budget in place at the beginning of the fiscal year to operate as a 'draft'.

(b) Question

iii. carried

c. Finance Committee Report – Warriner

i. Long term investment portfolio and policies reiterated by WW

- (a) See financial report included in board packet
- (b) Review new opportunities with investment groups Fidelity, Raymond James, Gerber Kawasaki
- (c) Presentation from Francine Lai of Gerber Kawasaki Financial Group

ii. **Recommendation to move all funds to Gerber Kawasaki**

- (a) Moved Denise Britton to accept finance committee report presented**
- (b) And to accept Gerber Kawasaki under finance committee supervision, and include an annual in person review by fund manager, to the board**

(c) Carol Kwan second

(d) Discussion:

- (e) Francine Lai representative from Gerber Kawasaki to discuss program
- (f) Located in Santa Monica
 - a. Not product driven
 - b. 50% in bonds/50% equity funds (current investments)
 - c. Recommend 70/30 allocation; further adjustments over time
 - d. Currently 1.6=1.7% assets paid to current management (Raymond James)
 - e. 1% her fee (real fee 1.2-1.4%)
 - f. Market volatility discussed

(g) Question: what changes do you propose for investment strategy

- a. Keep about 30 percent in bond funds (domestic markets)
 - i. Short to intermediate (about 7yrs maturity)
- b. American companies, funds not individual investments (reduces risk)
- c. Is quantity of funds a good range-perhaps include 1-2 more;
- d. Chapter should understand the difference between risk and volatility
 - i. In our current policy we are well situated
- e. 60/40 typical (stocks to bonds) should be shifted to 70/30 (s/b)
- f. Proposed by Spencer Knight that financial advisor meet with board once a year (Executive board)**
- g. How advisor gets paid is wrapped into C shares (c shares must be kept for a year)
 - i. Buy indexed or institutional, etfs (.1-.2% management cost) shares

iii. Motion carried

7. Discussion Items

a. Committee/Officer updates

i. Officer Reports:

(a) Executive Director's Report – Epperson

- a. See included report
- b. Look at issues under strategic groups from this report

(b) CoR – Britton-Smith

- a. No written report
- b. Component connections communication impressive
- c. She will send the report on to Bruce Hagen
- d. Call for paper for next meeting Dec 4th for Texas meeting-looking for abstracts
- e. Student fellowship in arboriculture being offered deadline is 2/2016
 - i. Will ensure that Gordon Mann receive this information

- f. Regarding students –Jeff Hillman commented on involving students
 - i. Best day to come for high school would be break out day
 - 1. 3-5p time zone tracts
 - g. Conference call in December 2015 –are there topics for discussion? Supply to Denice Britton
 - (c) Editor’s Report – Hagen
 - a. See provided report
 - b. Next issue deadline Nov. 01
 - c. Correction: ‘Rope Walker not ‘tree walker’ system—corrected by Robert Phillips via phone with Rose Epperson)
- ii. Administrative Committees:
 - (a) Certification – Anderson
 - a. See included report
 - b. Train our representatives in their evaluation system
 - c. First umbrella test in July 2016
 - (b) Regional Conferences – Costello (Absent)
 - a. See provided report
 - i. Read by Rhonda Wood
 - b. Discrepancy brought regarding number of meetings listed in report—this was a reporting issue (resolved)
 - (c) TREE Fund Liaison – Karcher
 - a. Noted that this is Dana’s last meeting
 - b. See provided report
 - c. Jamilee mentoring requested
 - d. No Liaison at TREE Fund Meeting in Illinois
 - (d) TCC – Ruiz
 - a. Located at Chase Park Santa Barbara
 - b. March 19th and 20th is competition
 - c. New Trailer for TCC—for scoring room
 - i. Can always use new gear
- iii. Standing Committees:
 - (a) Annual Meeting 2016 – Crawford (assumed role Annual Meeting Chair)
 - a. See provided report
 - b. Must be registered for conference to have discounted room rate
 - c. Dec 01 is goal to have registration open
 - d. Looking for ways to have costs brought down in order to have cost of conference lower than \$500.00.
 - e. Desiring sponsorships
 - i. Past years sponsors on WCISA
 - f. Noted changes in persons on the program committee
 - g. Keynote speaker recommendations: Nina Bassuk; Kathy Wolf;
 - (b) Awards – Phillips
 - a. See provided report
 - b. Board consider a budget for the annual awards
 - i. Approved in budget earlier
 - c. No nominations submitted for awards
 - (c) Marketing – Dykstra
 - a. John Crandell is co-chair
 - b. See provided report
 - c. Pins to be redesigned
 - d. Motion to purchase two more roll ups requested-
 - i. No motion required as long as the expense is within the approved budget

- e. Metrics reviewed
- (d) Membership – Crawford
 - a. 1.1.% growth
 - b. Not hitting 3-4% target growth
 - c. 3974 to 4018 members
 - d. 3 meetings not 4

iv. Obligatory Committees:

- (a) Finance – Warriner (see above)
- (b) Commercial – Hillman
 - a. No meeting yet
 - b. Requested forwarding of interested persons and he will get into contact
 - c. Recommended John Eisenhower as person of interest; Mattie Haro
 - d. Commercial arborist group interface (Kathleen Mahoney to provide –SCE)
- (c) Consulting – Leggett
 - a. See provided report
 - b. Consulting arborists are not as numerous as you might think
 - c. Concern over dilution of quality arborist writing reports by individuals that do not have skills/qualification
 - d. Committee may consider developing a value statement that sets the various professionals apart (consulting, commercial, practicing)

(d) Utility – Kelly (Absent)

v. Annual Committees/Optional: NO REPORT FOR A, B, C

- (a) Students Committee – Mann
- (b) Spanish - Vargas
- (c) WIA – Bartens

b. Britton Fund Update No Report

Roy Leggett made comment about brochure that was developed (Birds and Pruning)

8. Old Business

- a. Ad HOC Member rates to partner groups (Lisa Smith)
 - i. See ad hoc committee report provided
 - ii. Recommendation to adopt option 1 on report provided
 - iii. Motion to accept Denice Britton, Second Doug Wildman
 - (a) Discussion-financials were reviewed
 - (b) Lack of understanding of partnerships may require further investigation of this issue
 - (c) Include Spencer Knight on future communication/call to review financial aspects of this issue
 - (d) Already have an existing policy for shared meetings-should look at that
 - (e) Consider making the highest discount for WCISA members-only WCISA members can register on line-may drive individuals to be new members
 - (f) Add additional ad hoc meeting
 - iv. Motion Tabled
- b. Ad HOC DOL Apprenticeship Program
 - i. Jocelyn Graf, Oscar Sanchez, and Kevin Jefferson to call.
 - ii. See report provided
 - iii. Substantial technical difficulties
 - iv. Initial proposal to LA work source to include arborists in a list of grant to offer apprenticeships
 - v. Allows for Federal Funds potentially *hard to follow due to technical difficulties*
 - (a) Reconvene to have this discussion
 - (b) Requires a face to face meeting to deal with this issue

9. New Business

- a. Membership Survey 2015
 - i. Requires more times to discuss than a few minutes
 - ii. Internal work to be accomplished

- b. Silent Auction
 - i. Robert Phillips called in on phone
 - ii. See written report provided
 - iii. Live auction-would require an engaging auctioneer.
 - iv. Auction is property of Britton Fund
 - (a) Due to tax deductions/charitable considerations
 - v. Guidelines are being developed –the recommendations are being considered
 - (a) This is dominantly the purview of the Britton Fund
 - c. Conference Venues 2016 and 2017
 - i. Motion to accept proposed Venue-Paradise Point-Kwan
 - ii. Doug Wildman second
 - iii. Discussion
 - (a) January board meeting will be at Paradise Point
 - (b) 4-500 capacity
 - iv. Motion Carried
10. Break into Strategic Groups (30 minutes then report back) –ran out of time, table to set up for conference call for groups (Insufficient time for group work)
- a. Professional Development
 - b. Organization Development
11. Open Discussion
- a. Process to discuss with Jocelyn Graf and Oscar Sanchez didn't work but that the issues presented were valuable (see above)
12. Next Meeting
- a. January 29, 2016 –
 - i. San Diego, Paradise Point Resort
 - b. April 08 2016 in Porterville, CA (Chapter Office)
 - c. Consider splitting meeting in half pm night before and morning next day
 - i. Rose suggested guarding against micro-managing the committees
13. ADJOURN—4:09pm Rhonda Wood

Respectfully submitted

Tracey Emmerick Takeuchi, Board Secretary

November 28, 2015