



Western Chapter International Society of
Arboriculture

Executive Committee Meeting

Remote (Zoom)

Thursday, July 22, 2021 – 1:00PM – 5:00PM

Friday, July 23, 2021 – 9:00AM – 1:00PM

Thursday, July 22, 2021 – 1:00 PM – 5:00 PM

1:01PM: Convene Meeting – Doug Wildman, President

Welcome/Opening Remarks

Roll Call & Anti-Trust Statement

Present: : Doug Wildman, President; Daniel Goyette, President Elect; Kevin Eckert, Vice President; Jimi Scheid, Past President (offline from 1:55–3:15pm); Tracey Takeuchi, Director; Sarah Maitland, Director; Jodi Carlson, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Preston Goodman, Treasurer (departed 2:04pm); Linda Chalker-Scott, Editor; Thomas Dodge, Secretary; Jim Downer, Committee Chair; Alison Lancaster, Committee Chair; Gordan Matassa, Committee Chair; Amy Zeldenrust, Committee Chair; Gillian Martin, TCBW

Absent: Julia Gowin, Director

Action Items

- Consider a motion to approve the Meeting Agenda

Motion put forward by Jimi Scheid to approve the meeting agenda. Motion seconded by Daniel Goyette. Motion carried with no opposition.

- Consider a motion to approve the April 8, 2021 Meeting Minutes

Motion put forward by Daniel Goyette to approve the meeting agenda. Motion seconded by Sarah Maitland. Minutes updated to correct Kathleen Falamino's name and to remove the time and breaks. Motion carried with no opposition.

- Consider a motion to approve the Consent Agenda A

Motion put forward by Tracey Takeuchi to approve the consent agenda. Motion seconded by Jimi Scheid. Motion carried with no opposition.

- Officer and Committee Annual Reports Received by 7/16/21:

- ISA Council of Representatives
- TREE Fund
- Marketing
- Membership
- Finance
- Spanish
- Student
- Women in Arboriculture
- Tree Care for Wildlife
- Regional Plant Appraisal

- Reports Received after 7/16/21

- Executive Director



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- Presidents Goals 2021-22
- Treasurer
- Editorial
- Consulting
- Student

▪ Officer / Committee Updates

- President's Goals for 2021/2022, Doug Wildman – See submitted document.
- Executive Director's Report, Rose Epperson – See submitted report.

Discussion: The Tradewing online community platform will be discussed further at the end of the meeting.

▪ COR Report, Ken Knight – See submitted report.

Discussion: All affiliates and components to become chapters under new organization.

- 'International' website presence

Discussion: The front page of the website seems much more U.S. focused and may be better suited to reflect a more 'International' focus.

- ISA Logo infringement/Ethics violations

Discussion: According to ISA, there are not many ethics complaints submitted. ISA is going to enforce the standards. Although you can navigate to the Ethics Violations page, the ISA site is not intuitive. Should WCISA consider linking to this page from our site? Additional discussion about who spends the time to lodge these complaints; and that municipalities encounter this a lot and would be likely to submit the complaints if the process is straight forward.

▪ Editor Report, Chalker-Scott – See submitted report.

Discussion: An Editorial Committee was recently formed. We need content from members, especially science-based articles that can qualify for CEU. Board members should encourage colleagues to submit to the magazine.

▪ Treasurer's Report – See submitted report.

Report summarized by Daniel Goyette.

Action Item

Motion put forward by Tracey Takeuchi to approve the Treasurer's Report. Motion seconded by Jimi Scheid. Motion carried with no opposition.

▪ Proposed Budget 2021/22, Rose Epperson – See submitted document.

Discussion: The final numbers are still being completed and will be available at the next meeting.

Action Item

Motion put forward by Daniel Goyette to approve the 2021/22 proposed budget. Motion seconded by Tracey Takeuchi. Motion carried with no opposition.

DIALOGUE SESSION IDEAS

▪ Annual Survey Report, Rose Epperson.

Discussion: Small number of responses. How can we use this information to benefit the chapter? Should we consider publishing the results? Or share with the membership in some other way?

5:22 PM: Adjourn



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9:04AM: Convene Meeting – Doug Wildman, President

Welcome/Opening Remarks

Roll Call & Anti-Trust Statement

Present: Doug Wildman, President; Daniel Goyette, President Elect; Kevin Eckert, Vice President; Jimi Scheid, Past President; Tracey Takeuchi, Director; Sarah Maitland, Director; Jodi Carlson, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Linda Chalker-Scott, Editor; Thomas Dodge, Secretary; Jim Downer, Committee Chair; Alison Lancaster, Committee Chair; Gordan Matassa, Committee Chair; Amy Zeldenrust, Committee Chair; Gillian Martin, TCBW; Kelaine Ravdin, 2021 Conference Chair; Raquel Falco, Committee Chair; Madeleine Rauhe, Committee Chair

Absent: Julia Gowin, Director; Preston Goodman, Treasurer

STRATEGIC COMMITTEE REPORTS

▪ **Leadership** – Provide guidance and leadership that supports and sustains the chapter:

- TREE Fund, Alison Lancaster – See submitted report.

Discussion (a): The committee has budgeted \$2500 to support the 2021 Tour des Trees riders, which includes the option of 'Virtual Rider' participation. The chapter has two in-person riders and one virtual rider. The committee is proposing to allocate 10% of the funds to the virtual rider and to split the remaining 90% between the two in-person riders based on how much they need to meet their minimum fund raising requirements.

Action Item

Motion put forward by Ken Knight to support the Tour des Trees 2021 riders with 10% going to the virtual rider and 90% going to the in person riders based on what they need to meet their minimum requirement. Motion seconded by Daniel Goyette. Motion carried with no opposition.

Discussion (b): WCISA is currently a TREE Fund Silver Partner, which is a \$5,000 commitment. The chapter budgets for \$4,500 and adds to this amount based on fundraising efforts. The committee is proposing to budget for \$5000 which would add an additional \$500 to this budget item. This would ensure we meet the Silver Partner requirement, and based on our annual fundraising efforts we can consider increasing our support.

Action Item

Motion put forward by Kevin Eckert to increase the budgeted amount for the Tour des Trees from \$4,500 to \$5,000 to ensure we maintain Silver Partnership and to be allocated as best suited for the chapter at Rose Epperson's discretion. Motion seconded by Sarah Maitland. Motion carried with no opposition.

- Audit/Budget/Finance – See submitted report.

▪ **Membership** – Maintain and grow the membership

- Membership, Gordon Matassa – See submitted report.
- Students, Madeleine Rauhe – See submitted report.



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- **Professional Development** – Increase industry professionalism through education and credentialing
 - Credentialing – See submitted report.

Report summarized by Rose Epperson. Specifics are included in the Executive director's report.

- Regional Conferences, Jim Downer – See submitted report.

Discussion: Juan Barba and Molly Sinnott are leaving the committee, creating a need for new members from Arizona and Nevada. Over the course of the pandemic the committee has transitioned from content coordinating to content providing. Potential new Education Committee should consist of members of other committees. There has been discussion about whether to rename the Regional Conferences committee or maintain it and have the Educational Committee separate. This is under further discussion and may require input from the By Laws committee. Webinar attendance has decreased as the industry-wide availability has increased. The committee is scheduled to meet with Kevin Martledge and further the discussion around the Educational Committee.

- Annual Meeting 2021 Final Report, Kelaine Ravdin – See submitted report.
- Annual Meeting 2022, Doug Wildman

Discussion: Meeting to be held at the Oakland Marriott City Center, May 2-6, 2022. This is a downtown city environment with many nearby attractions.

Action Item

Motion put forward by Daniel Goyette to approve the Oakland Marriott City Center as the site of the 2022 Annual Meeting. Motion seconded by Ken Knight. Motion carried with no opposition.

- Annual Meeting 2023 – The 2023 Annual Meeting will be held at Squaw Valley Resort in Olympic Valley, CA, which is in the Lake Tahoe area.
- Consulting – See submitted report.

Discussion: This committee has increased their membership and is meeting regularly.

- Commercial – This committee has reformed and is expected to convene in August.
- Spanish, Raquel Falco – See submitted report.
- Women in Arboriculture, Alison Lancaster – See submitted report.

Discussion: The climbing booklet that is a companion to the tree climbing training has been completed and is ready to be published.

Action Item

Motion put forward by Tracey Takeuchi to approve the WIA climbing publication to be used in conjunction with the WIA tree climbing courses. Motion seconded by Daniel Goyette. Motion carried with no opposition.

- Tree Care for Birds and Wildlife, Gillian Martin – See submitted report.

Discussion: There has been some communication with ISA around moving the TCBW BMP to an international level. Efforts are being made to work with the Audubon Society in Nevada and to encourage tree services to partner with their local Audubon Society. The committee has Spanish language materials available and is also working with Tree Circus.

- Regional Plant Appraisal, Tracey Takeuchi – See submitted report.

- **Marketing / Public Relations** – promote the professional of arboriculture
 - Marketing, Amy Zeldenrust – See submitted report.



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Discussion: How can we utilize the Marketing Committee's message and materials to promote across the different committees and to WCISA visitors?

- History, Rose Epperson.

Discussion: The Roots to Crown publication has been switched to portrait format and is now posted on the website.

NEW BUSINESS

- Annual Conflict of Interest Forms

Discussion: Executive Committee members must read and sign (page 4) the document and return it to Epicenter. The document can be found in the Dropbox folder under Action Items.

- Leadership Development

- MFI – Is there a benefit to WCISA in sending someone to MFI? MFI is built around municipal forestry and emphasizes collaboration between different groups. It is an expensive program that often requires travel. Should we consider sending someone when it's held in WCISA territory? Provide funding toward the registration?
- ISA Leadership Workshop – Being held remotely August 24–27 and is free to Executive Committee members.
- ASAE – We have sent people in the past and the training was viewed favorably. We can consider sending someone again.

- 2021/2022 Committees (Liaisons) – List was updated.

- 2021/2022 Meeting Schedule

- Live v. Remote

Discussion: The remote meetings have been successful but do not allow the benefits associated with in-person meetings. Not having to travel lessens disruptions to our schedules but we still need to meet in person to build the personal relationships. For 2021-22, we will schedule to meet twice remotely, including this meeting, and twice in person.

- October 21-22 – Oakland, CA
- January 27-28 – Los Angeles, CA
- April 7-8 – Remote

- Monthly Calls

Discussion: The opinion is that the monthly calls are beneficial and should continue. It is understood that not everyone can make all of the calls. The calls will continue to be the 3rd Wednesday of the month from 12pm to 1pm (PT). The schedule for the remaining 2021 calls is:

August 18, 2021

September 15, 2021

November 17, 2021

December 15, 2021

OPEN DISCUSSION

- Capitol Annex Project

Discussion: Ways to support the effort to save the historic trees that have been condemned at the California State Capitol. There was discussion about whether it is appropriate to donate Chapter funds, but donating individually poses no conflict. We can post information about the project on the 5 Minute



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Update.

- **Tradewing**

Discussion: Tradewing provides an online community platform and virtual event tools that will be linked from the WCISA site. It will likely take the place of Zoom for remote meetings and be used to share documents.

Action Item

Motion put forward by Tracey Takeuchi to accept the proposal from Tradewing. Motion seconded by Ken Knight. Motion carried with no opposition.

1:26 PM: Adjourn