



Western Chapter International Society of Arboriculture

Board Meeting

WCA Office, Sacramento, CA

Friday July 21, 2023 – 12:00PM – 5:00PM

Saturday, July 22, 2023 - 8:00AM – 1:00PM

Friday – July 21, 2023 – 12:00 PM – 5:00 PM

1:00 PM - Convene Meeting –Kevin Eckert – President

Roll Call & Anti-Trust Statement

- **Present, in person:** Kevin Eckert, President; Sarah Maitland, President Elect; Tracey Takeuchi, Vice President; John Crandell, Director; Alison Lancaster, Director; Julia Gowin, Director; Rose Epperson, Executive Director; Ken Knight, ISA Council Representative; Jonathan Flournoy, Secretary; Ian Campbell, Commercial Chair; Gordon Matassa, Membership Chair; Jessika Mitchell, Women in Arboriculture Chair; Igor Lacan, Education Chair
- **Present, remote (not all present for entire meeting):** Preston Goodman, Treasurer; Raquel Falco, Spanish Chair; Kathleen Falamino, Board Liaison for staff
- **Not Present:** Daniel Goyette, Past President

Action Items

- Consider a motion to approve the Meeting Agenda
 - Motion put forward by Tracey Takeuchi to approve the Meeting Agenda. Motion seconded by Sarah Maitland.
 - Motion amended by Rose Epperson to strike the No Topping Campaign from the agenda. Tracey Takeuchi accepts, and Julia Gowin seconded. Amended motion carried with no opposition.
- Consider a motion to approve the May 7, 2023 Meeting Minutes
 - Discussion: the Meeting Minutes were not available due to an electronic glitch. The Meeting Minutes will be discussed at the next board meeting.

Dialogue Session

- 2023/2024 Board Meetings & Expectations
 - Kevin Eckert sent an email with his vision for the board meeting and wanted it to serve as the basis for the board's goals and discussion going forward. Kevin wanted board members to provide input on the agenda a month before each meeting.
 - Discussion: 2 weeks in advance was adequate for agenda input. Some board members suggested that they informally discuss some agenda items before the meeting to be more productive during the meeting. Others felt that the discussion should happen during meetings so that they are recorded.
- Director Vacancy
 - Discussion: A Director vacancy is nominated by the President and approved by the board. Kevin Eckert nominates Justin Barrios, Vice President of Aloha Arborist Association and a member of the Commercial Committee.
 - Motion put forward by Ken Knight to accept Justin Barrios as a Director based on the President's nomination. Motion seconded by Julia Gowin. Motion carried with no opposition.
 - Board member orientation is being delayed until the vacancy is filled. All board members are invited.
- Approval of Committee Chairs
 - Awards Committee – Kevin Eckert said he wants to hold off on the appointment because



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he hasn't talked to Rebecca Senior yet.

- Annual Meeting 2024 has not been decided, so that Committee Chair is not being decided right now.
- Motion put forward by Alison Lancaster to approve the list of Committee Chairs for 2023 apart from 2 positions: Rebecca Senior's appointment to Awards Committee Chair and the Annual Meeting 2024 Committee Chair. Julia Gowin seconded. Motion carried with no opposition.
- President's Goals
 - Kevin Eckert sent a document detailing the president's initiatives for 2023/2024. These include:
 - Maintaining a high quality of work, prioritizing our basic duties.
 - Initiative 1: Micro-credentials
 - Initiative 2: Educating/influencing arboricultural decision-makers to require qualified service providers at fair rates
 - Initiative 3: International Society of Arboriculture (ISA) support
 - Discussion about Initiative 1: Micro-credentials.
 - Kevin thought that Certified Arborist (CA) program is more of an education program than a qualification, but it's being used as a qualification program. Many employers hiring Certified Arborists find that the new employees do not possess the expected expertise or experience. Micro-credentials (MC) may help arborists demonstrate their competence at various levels.
 - There are many qualifications in different parts of the world and in the United States that are like micro-credentials. Some exist in other parts of the United States, Canada, New Zealand, and the United Kingdom. However, these are disjointed programs and have no overarching leadership. ISA may be able to consolidate and lead a micro-credential program.
 - Many questions remain like what micro-credentials to create, who chooses trainers, who funds the program, etc. How do you build a sustainable program?
 - Motion put forward by Tracey Takeuchi to put the micro-credential discussion on hold until the board has further information on the topic, like the business plan that Kevin Eckert has developed. Ken Knight seconded. Motion carried with no opposition.
 - Discussion about Initiative 2: Educating/influencing arboricultural decision-makers to require qualified service providers at fair rates
 - When governments and other organizations require qualifications for their vendors, they can raise the bar for the entire industry.
 - Some board members thought the benefits we provide to our workers as an industry need to be improved.
 - The discussion was tabled.
 - Discussion about Initiative 3: ISA Support
 - The ISA board doesn't seem to be following through on certain tasks. We can use the WCISA platform to better get ISA's attention.
 - We can start a log of actual situations where we have found the ISA support/response to be inadequate. Then, we can more concretely discuss



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issues.

- Rose Epperson said to email her with issues regarding ISA.

Officer Reports

- Membership Chair Report – See submitted report, summarized by Gordon Matassa
 - Membership Committee procured a new keychain that's like a tree tag, but more substantial and without the sharp edges. A sample was passed around the room.
 - The Committee suggested charging \$5 per keychain at events to recoup some costs.
 - Motion put forward by Ken Knight to order the keychains as requested. Julia Gowin seconded.
 - Discussion: perhaps we should only sell the keychains to WCISA members.
 - Motion carried with no opposition.
 - Membership Committee is taking over the “featured arborist” article in the Western Arborist Magazine.
- Executive Director’s Report – See submitted report, summarized by Rose Epperson
 - Membership fluctuates up and down but stays about the same overall.
 - Tree Risk Assessment Qualification (TRAQ) membership is staying about the same.
 - The travel expenses for TRAQ instructors and support staff have doubled.
 - Cost to maintain TRAQ for members is the same across the board, but TRAQ instructors charge different rates. A lot of the expense is travel cost for instructors and support staff.
 - TRAQ demand seems to be driven by credential requirements.
 - TradeWing is doing well.
 - Financially the chapter is doing well.
 - Next year is ISA centennial.
 - Rose would like Kevin Eckert, Sarah Maitland, and Tracey Takeuchi to attend a leadership enrichment workshop with her.
- Council of Representative (CoR) Report – See submitted report, summarized by Ken Knight
 - Ken Knight thinks that the ISA Council of Representatives is not adequately representing the interests of regional ISA chapters (like the WCISA) because of how the CoR is structured. The CoR gets lip service but don't make recommendations for action items to the ISA board.
 - Ken sent out a document to the WCISA board to be reviewed before the next August CoR meeting.
- Treasurer’s Report – see submitted report, summarized by Preston Goodman
 - Preston Goodman says that we are in good financial health and that our investments are rebounding.
 - Tracey Takeuchi asked if we could budget for the Students Committee for times when the USFS doesn't provide funding.
 - John Leffingwell requested that the board supports TREE Fund's next Tour des Trees by providing \$5,000 for the final dinner at the end of the ride and to show appreciation for donors.



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- Motion put forward by Alison Lancaster to approve the 2023/2024 proposed budget. Julia Gowin seconded. Motion carried with no opposition.

Approximately 5:00 – Motion put forward by Tracey Takeuchi to adjourn the afternoon session. Ken Knight seconded. Motion carried with no opposition.

Saturday, July 22, 2023– 8:00AM – 1:00PM

8:00AM: Convene Meeting – Kevin Eckert, President

Roll Call & Anti-Trust Statement

- **Present, in person:** Kevin Eckert, President; Sarah Maitland, President Elect; Tracey Takeuchi, Vice President; John Crandell, Director; Alison Lancaster, Director; Julia Gowin, Director; Rose Epperson, Executive Director; Ken Knight, ISA Council Representative; Jonathan Flournoy, Secretary; Ian Campbel, Commercial Chair; Jessika Mitchell, Women in Arboriculture Chair, Igor Lacan, Education Chair; Jared Abrojena, Tree Climbing Championship Chair
- **Present, remote (not all present for entire meeting):** Preston Goodman, Treasurer; Carol Kwan, Marketing Chair; Joey Lynn, Marketing co-chair; John Leffingwell, TREE Fund Chair; Madeleine Rauhe, Students Chair; Todd Walker, Utility Chair; Raquel Falco, Spanish Chair; James Komen, Consulting Chair; Terri Koike, Credentialing Chair.
- **Not Present:** Daniel Goyette, Past President

Strategic Committee Reports

- **Membership –maintain and grow the membership**
 - Membership – See submitted report, summarized by Gordon Matassa
 - Students – Report not submitted yet, but will be sent in soon by Madeleine Rauhe
- **Marketing / Public Relations – promote the professional of arboriculture**
 - Marketing – See submitted report, summarized by Carol Kwan
 - Discussion: Carol Kwan said they wanted to add an additional \$10,000 to get an outside marketing consultant to help with the strategic plan, which was approved by the board. Carol’s friend in marketing told her she needs a “brand development” strategy.
 - Awards – Senior - INACTIVE
 - History – See submitted report, summarized by Robert Phillips
 - Robert Phillips was absent, so Rose Epperson was his liaison. Rose said that Robert would like to do a 75-90 update in the Roots to Crown book for our 90th conference anniversary.
 - Discussion: perhaps the book could be sponsored. Tracey Takeuchi asked whether we have a collection of historic items from the chapter, perhaps to create a museum. Rose Epperson responded that it may be better for Robert to prioritize the 90th anniversary update at this time, since doing both may be overwhelming.
- **Leadership – provide guidance and leadership that supports and sustains the chapter**
 - Nominations - Warriner - INACTIVE



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- Balloting –Goyette - INACTIVE
- Bylaws –Yniguez - INACTIVE
- TREE Fund – See submitted report, summarized by John Leffingwell
 - John Leffingwell: Report is straightforward. John Leffingwell asked for \$5,000 to fund a dinner at the end of the Tour des Trees for board representatives, CalFire, the City of San Jose, and other riders and supporters.
 - Discussion: Kevin Eckert said the funding was approved yesterday. Tracey Takeuchi proposed that after tree plantings are done at the meetings, that someone local takes care of the new trees.
- **Professional Development – increase industry professionalism through education and credentialing**
 - Credentialing – See submitted report, Terri Koike was not able to verbally submit report as she was conducting an ISA credential exam
 - Education – See submitted report, summarized by Igor Lacan
 - Igor Lacan: the webinars are well-attended. Most meetings had positive cash flow balance.
 - Discussion: Igor is thinking of pitching a seminar discussing how “trees are not shrubs”, about basic arboriculture for non-arborists and landscaping companies. Board members suggested reaching out to tree and landscape organizations, and hosting seminars at local companies and shops (like lawnmower shops).
 - Tree Climbing Championship – Summarized by Jared Abrojena
 - Jared Abrojena: Successful tree climbing championships this year. Next year he may want to try a different location, like something along the coast, and climbing trees other than oaks. He’s open to suggestions. The events fill up fast, so maybe they should hold pre-competition events.
 - Annual Meeting 2023 – See submitted report, summarized by Molly Sinnott
 - Rose Epperson discussed the report since Molly Sinnott was not present. Catering costs have increased significantly since COVID.
 - Annual Meeting 2024 – Eckert/Epperson
 - Discussion: Kevin Eckert suggested “professionalism” as a theme, and reiterated the importance of finding good speakers. A USB stick with talks and handouts on them can be more tactile and useful than a QR code.
 - Annual Meeting 2025 – Maitland/Epperson
 - Discussion: Rose Epperson and Sarah Maitland have been looking into hotels in Arizona. They will move forward with Tucson as the location and will talk to hotels and get back to the board in October. The board agreed that having the conference go into a Saturday was acceptable.
 - Commercial – See submitted report, summarized by Ian Campbell
 - Consulting – See submitted report, summarized by James Komen
 - James Komen: The Consulting Committee changed their mission statement slightly to better align with their new goals, including publishing articles and hosting roundtable discussions. They are working on providing a Tree Protection Report workshop involving presentations and an in-person roundtable.



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- Municipal – See submitted report, summarized by Leon Boroditsky
- Utility – See submitted report, summarized by Todd Walker
 - Todd Walker: There's a perception challenge in that many people don't know what utility arborists are. They also need to engage with poor pruning practices, and talk about micro-credentials with level 1 tree inspections. Working on engaging with California Public Utility Commission (CPUC).
 - Discussion: Todd wants to learn from their interactions with the CPUC before engaging with other regulatory agencies in other states.
- Spanish – See submitted report, summarized by Raquel Falco
 - Raquel Falco: They recently went to the Mexican Association of Arboriculture (AMA)'s first ever conference in Toluca, Mexico and wanted to thank the board for funding their travel. They want to work with the Education Committee to possibly develop a Spanish track for the San Diego conference.
- Women in Arboriculture – See submitted report, summarized by Jessika Mitchell
 - Jessika Mitchell: The equipment used for their climbing workshops has barely been used but has passed their date of acceptable use—they've contacted the manufacturers to see if it's ok to continue using them, given their pristine condition.
 - Discussion: Jared Abrojena offered to lend equipment if needed.
- Tree Care for Wildlife – Summarized by Sarah Maitland for Ryan Gilpin
 - Discussion: The committee wants to create a "trained wildlife arborist" list. Creating the list may be complicated since it would require permission from companies to publish the names of their employees.
- Regional Plant Appraisal – Summarized by Tracey Takeuchi
 - Tracey Takeuchi: No report now since they'll be publishing an article in the next Western Arborist magazine. Effort under way to get their information on SelecTree.

12:00PM: Working Lunch

- OLD BUSINESS
- NEW BUSINESS
- OPEN DISCUSSION
 - ISA Council of Representatives (CoR) representation issue
 - Discussion: the board discussed a draft document Ken Knight prepared with WCISA recommendations to the ISA board for improvements in ISA governance. Some board members agreed with some parts of the document, but others did not think they had enough information.
 - Motion put forward by Tracey Takeuchi that the WCISA board reviews the CoR manual before they commit to sending any formal letter to ISA on this topic. Motion seconded by Julia Gowin.
 - Motion amended by Julia that we first call for a meeting with the CoR to get their feedback, and then review this feedback and the CoR manual at the same time. Tracey accepts the amendment. Amended motion carries with no opposition.



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- NEXT MEETING
 - In San Diego Friday noon to Saturday noon on October 27-28, 2023. The meeting after that will be scheduled during the October meeting.

Igor Lacan left approximately 11:30am

Ken Knight left approximately 12:45pm

Sarah Maitland left at 1:00pm

1:03PM ADJOURN

Respectfully submitted,

Jonathan Flournoy, Board Secretary

August 8, 2023