



Western Chapter International Society of
Arboriculture
Board Meeting
Sheraton Gateway Hotel, Los Angeles, CA
Thursday, February 2, 2023 – 1:00PM – 5:00PM
Friday, February 3, 2023 – 8:30AM – 1:30PM

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**1:01 PM: Convene Meeting – Daniel Goyette, President
Roll Call & Anti-Trust Statement**

Present:

In Person: Daniel Goyette, President; Sarah Maitland, Vice President; Doug Wildman, Past President; Jodi Carlson, Director; Alison Lancaster, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Linda Chalker-Scott, Editor; Thomas Dodge, Secretary; Molly Sinnott, Committee Chair; Madeleine Rauhe, Committee Chair; Ian Campbell, Committee Chair; James Komen, Committee Co-chair; Kevin Martlage, Guest; Francine Lai, Guest

Remote: Preston Goodman, Treasurer; Ted Lubeshkoff, Committee Co-chair; Ryan Gilpin, Committee Chair; Gordon Matassa, Committee Chair; Walt Warriner, Committee Chair; Raquel Falco, Committee Chair; Heather Crippen, Epicenter Staff

Absent:

Kevin Eckert, President Elect; Tracey Takeuchi, Director; Julia Gowin, Director

ACTION ITEMS

- Consider a motion to approve the Meeting Agenda
Motion put forward by Doug Wildman to approve the meeting agenda. Motion seconded by Alison Lancaster. Motion carried with no opposition.
- Consider a motion to approve the consent agenda
Motion put forward by Alison Lancaster to approve the consent agenda. Motion seconded by Doug Wildman. Motion carried with no opposition.
- Consider a motion to approve the 10/13/2022 Meeting Minutes
Motion put forward by Doug Wildman to approve the 10/13/2022 Meeting Minutes. Motion seconded by Sarah Maitland. Motion carried with no opposition.
- Consider a motion to approve the call minutes from 11/16/2022
Motion put forward by Ken Knight to approve the call minutes from 11/16/2022. Motion seconded by Alison Lancaster. Motion carried with no opposition.

Officer Updates

- Executive Director's Report – See submitted report, summarized by Rose Epperson.
- Editors Report – See Editorial Committee meeting minutes, summarized by Linda Chalker-Scott.
- COR Representative – See submitted report, summarized by Ken Knight.

Discussion: Ken is now the Secretary for the Council. Communications with ISA seems to be improving and the make-up of the board is becoming more reflective of the membership. Ken is working on an inventory the various Urban Forestry standards that he can find (very cool, if you ask me).

- Treasurer's Report – See submitted report, summarized by Preston Goodman.
- Audit/Budget/Finance – See submitted report, summarized by Walt Warriner.
 - Investment Update – See submitted document, summarized by Francine Lai.
- Annual Meeting 2023 Update – Summarized by Molly Sinnott.

Discussion: The field trip for Thursday afternoon is still being finalized. John Crandell is helping to arrange the entertainment, the band has committed and the contracts are coming. The Reno Boy Scouts



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will present the colors. There needs to be some flexibility for the golf and disc golf because of the impacts of severe weather. We are hoping local metal workers will make the table center pieces and they can then be auctioned off.

ACTION ITEM

- Review/Approved Updated “In Person Meeting Policy”

Motion put forward by Alison Lancaster to approve the In-Person meeting policy. Motion seconded by Doug Wildman. Motion carried with no opposition.

NOTE: This not a Covid-19 policy, it is a motion to follow the state, local, and facility guidelines that are in place at the time of the conference.

Strategic Planning Review – Kevin Martlage

Celebration: The Year in Review

- Board Member Roundtable
- Update progress on current plan
- Review board reports
- Start, Stop, Continue
- Validation of current Strategic Plan
- Determination of necessary changes/updates to the Strategic Plan
- Operational Planning and Oversight – Prep for Day 2
- What is working
- What need to be adjusted
- How to streamline and facilitate reporting and updates
- Committee expectations and discussion
- Board Self-Assessment Exercise
- Leadership Development Training – Communication and Trust

9:10 PM: Adjourn

Friday, February 3, 2023 – 8:30 AM – 1:30 PM

8:34 AM: Convene Meeting – Daniel Goyette, President

Roll Call & Anti-Trust Statement

Present

In Person: Daniel Goyette, President; Sarah Maitland, Vice President; Doug Wildman, Past President; Jodi Carlson, Director; Alison Lancaster, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Linda Chalker-Scott, Editor; Thomas Dodge, Secretary; Carol Kwan, Committee Chair; Leon Boroditsky, Committee Chair; Ian Campbell, Committee Chair; James Komen, Committee Co-chair; Doug Anderson, Committee Chair; Kevin Martlage, Guest

Remote: Gordon Matassa, Committee Chair; Rebecca Senior, Committee Chair; John Leffingwell, Committee Chair; Madeleine Rauhe, Committee Chair; Ted Lubeshkoff, Committee Co-chair; Ryan Gilpin, Committee Chair; Rita Franco, Epicenter Staff



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Absent

Kevin Eckert, President Elect; Tracey Takeuchi, Director; Julia Gowin, Director

Operational Planning Session – Kevin Martlage

- Review of the current operational plan
- Identify any new operational steps/projects and updates
- Determine necessary resources, potential roadblocks, next steps, champions, committees to complete steps identified and discussed
- Identify any needed KPIs
- Calibrate on expectations and oversight for the next 18 months

Committee Updates

Membership – maintain and grow the membership

- Membership – See submitted report, summarized by Gordon Matassa.

ACTION ITEM

Motion put forward by Alison Lancaster to offer a one-time, one year chapter membership when a current non-member registers for the Annual Conference. Motion seconded by Sarah Maitland. Motion carried with no opposition.

- Students – See submitted report.

Marketing / Public Relations – promote the professional of arboriculture

- Marketing – See submitted report, summarized by Carol Kwan
- Awards – No report submitted, summarized by Rebecca Senior.

Discussion: The ballots have been sent out and we are waiting for completion of the voting.

Leadership – provide guidance and leadership that supports and sustains the chapter

- Nominations – See memo submitted by Doug Wildman. Preston Goodman and John Crandell have been nominated for the one Director position open in 2023.

ACTION ITEM: Approve Slate of Officers

Motion put forward by Doug Wildman to nominate Tracey Takeuchi for Vice President, and compulsory advancement of Kevin Eckert to President and Sarah Maitland to President Elect. Motion seconded by Jodi Carlson. Motion carried with no opposition.

- TREE Fund – See submitted report, summarized by John Leffingwell.
- Britton Fund – No report submitted, summarized by Doug Anderson.

Discussion: Income is down some but we are still in good shape. Rick is off the board and Oscar is new, and we would like to add an active board member to the committee in the near future. We have hired a new 'messaging' coordinator to help promote the BF. Linda will produce new technical sheets. The May ride will be from Squaw to Glenshire, through Truckee and Donner Lake Pass and back. A tree will be planted at Glenshire Elementary School. The jewelry store at the conference will give discounts to attendees and commit a percentage of those sales to the BF. Board members... please support the riders and auction!

Professional Development – increase industry professionalism through education and credentialing

- Credentialing – No report submitted, summarized by Doug Anderson.
- Education – No Report submitted, summarized by Igor Lacan.

Discussion: Programming is set to July 2023 and we are working on the following six months. Webinars are set to the end of 2023.

- Commercial – See submitted meeting minutes, summarized by Rose Epperson.



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Discussion: Ian Campbell is the new chair of this committee.

- Consulting – See submitted report, summarized by James Komen/Ted Lubeshkoff.
- Municipal – No Report submitted, summarized by Leon Boroditsky.

Discussion: The poll sent to folks who indicated interest at the 2022 conference did not get any replies. Leon will reach out directly to see if they are still interested. This committee should coordinate efforts with the Consulting and Commercial committees because of the overlapping issues.

- Utility – No report submitted.

Discussion: After Vince's departure, this committee is getting re-established.

- Spanish – See submitted report, summarized by Rose Epperson.
- Women in Arboriculture – See submitted report, summarized by Alison Lancaster.
- Tree Care for Wildlife – See submitted report, summarized by Ryan Gilpin.

Discussion: Ryan Gilpin is the new chair of this committee. The virtual event in Sweden was well attended. Rose will reach out to ISA to inquire about WCISA getting access to the recording.

- Regional Plant Appraisal – See submitted report.

New Business:

- Sponsorship Request for Green Communities Leadership Institute – See request submitted by Sara Davis.

Discussion: This event is happening now so the timing is off and should be considered in the fall. This was relayed to Sara.

- Tour de Trees in California – Fall, 2023 – See email from Jonathan Cain.

Discussion: Doug Anderson is helping to plan the route, which is expected to be five days, from Reno to Half Moon Bay! There has been an informal request for the chapter to sponsor the dinner but no discussion of costs or a formal request yet.

Next Meeting – May 7, 2023 – Olympic Valley, CA

2:05 PM: Adjourn