



Western Chapter International Society of Arboriculture

Board Meeting

Remote – Zoom

Friday, February 2, 2024 – 8:00AM – 5:00PM

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

Roll Call & Anti-Trust Statement

- Present, remote (not all present for entire meeting): Kevin Eckert, President; Sarah Maitland, President Elect; Daniel Goyette, Past President; Tracey Takeuchi, Director; Alison Lancaster, Director; Justin Barrios, Director; Julia Gowin, Director (Julia logged off momentarily between 11:00am to 12:45pm); John Crandell, Director; Rose Epperson, Executive Director; Ken Knight, ISA Council Representative; Jonathan Flournoy, Secretary; Ian Campbel, Commercial Chair; Joey-Lynn Watt; Marketing Chair; Jessika Mitchell, Women in Arboriculture Chair; Igor Lacan, Education Chair; Ryan Gilpin, Tree Care for Wildlife Chair; Linda Chalker Scott, Editor; Gordon Matassa, Membership Chair; Robert Phillips, Historian; James Komen, Consulting Chair; John Leffingwell, Tree Fund Chair; Walt Warriner, Audit/Budget/Finance Chair; Rebecca Senior, Awards Chair; Vince Mikalunis, Conference Co-chair; Mike Palat, Conference Co-chair; Francine Liu, from Gerber Kawasaki (investments); Kathleen Falamino, Staff; Samantha Ramirez, staff at ISA
- 8:09am – roll call and anti-trust statements made, people agreed to anti-trust statement in zoom chat.

Action Items

- Consider a motion to approve the Meeting Agenda
 - Motion put forward by Alison Lancaster to approve meeting agenda. Seconded by Daniel Goyette. Motion carried with no opposition.
- Consider a motion to approve the Oct 2023 Meeting Minutes
 - Motion put forward by Julia Gowin to approve Oct 2023 Meeting Minutes. Seconded by Ken Knight. Motion carried with no opposition.

Officer Reports

- Executive Director's Report – summarized by Rose Epperson
 - No large changes in membership numbers overall, we are still dealing with about 4,000 members.
 - Credentialing is healthy and continues to grow. TRAQ remains popular. Numbers for TRAQ holders, new arborists, and other credentials are healthy.
 - There are 806 ISA members in our geographic region who are not WCISA members. The Membership Committee may want to reach out to them.
 - ISA is now 100, and are accepting items for a 3D art collage.
 - TradeWing has 2,382 users now and people are engaged. Average rating of 8.75 out of 10. People enjoy peer-to-peer information exchange and how it is managed.
 - Social media is performing ok, with spikes of engagement depending on what is posted.
 - Grants are going well. Many schools are requesting Tree Circus this year.
 - Rose worked on getting a grant for more tree worker training in Nevada for the Nevada Department of Forestry.
 - Britton Fund update: John Crandell is our WCISA representative on the Britton Fund. The Botany for Arborists book is finally out. However, there is some trouble shipping the book internationally; those people will need to contact WCISA directly.



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- Editor Report – summarized by Linda Chalker-Scott
 - Report was sent out late, but Linda wanted to highlight 2 things:
 - For articles with multiple authors, she requests keeping 1 email thread per article, and just to her editor's email.
 - The Britton Fund provided \$10,000 to work on the digital archive of the Western Arborist magazine.
 - Linda applied for a Garden Communicators International award for best trade application.
- CoR Representative – Ken Knight
 - The Council of Representatives (CoR) has not met for 5 months and will likely not meet again. At the August ISA conference, they announced changes to the CoR.
 - The current model of the ISA is such that the CEO and not the board makes many of the decisions, thus there is less transparency.
 - Ken wants to know what the WCISA board thinks of the ISA board and their CoR update/Component Membership Linkage Council dated January 24, 2024.
- Treasurer's Report – summarized by Rose Epperson
 - Overall, the chapter continues to be in healthy financial condition. Checking account is currently at \$130,000, and investments have gone up recently.
 - Motion put forward by Sarah Maitland to approve the Treasurer's report. Seconded by Justin Barrios.
 - Discussion: why have office staff costs increased? Rose: this is due to on-site billing for TRAQ courses, of which there were many more this year compared to last year.
 - Motion carried with no opposition.

We started a 15-minute break at 9:25am and reconvened at 9:40am.

Committee Reports

- Nominations – Daniel Goyette & Walt Warriner
 - Daniel: ISA CoR position and a single WCISA board director position are open for the 2024 election.
 - In the current slate of candidates...
 - Julia Gowin will move to vice president.
 - Tracey Takeuchi who is currently vice president will automatically move up to president elect.
 - Sarah Maitland will automatically move up to president.
 - Kevin Eckert will move to past president.
 - Motion put forward by Alison Lancaster to approve the slate of candidates. Seconded by Tracey Takeuchi.
 - Discussion: It's suggested to get involved in committees to be considered for leadership positions. The nominations committee has a rubric they follow.
 - Some board members felt the nomination criteria should be more transparent, as they did not know what experience people need to be nominated. Also, describing the responsibilities of each leadership role to nominees can be helpful.



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- Rose: it can be very difficult to convince people to be nominated and run for leadership positions.
 - Motion carried with no opposition.
 - Kevin Eckert: With that approval, let's discuss this further in "new business" in the afternoon.
- Awards – Summarized by Rebecca Senior – Voting Board only
 - Rebecca: Please complete a survey monkey with candidates by February 5 at 8am. We can vote for non-WCISA members.
 - Rebecca: we should rename the Lifetime Chapter Membership award as a Lifetime Achievement award.
 - Rose Epperson does not think there should be a name change, as our rewards are listed in our bylaws. Maybe we should add a Lifetime Achievement award—it doesn't need to include a lifetime membership. This discussion can be placed on the next agenda.
- History – Summarized by Robert Phillips
 - As a committee, they are proposing to reimagine the order of the garter as the "order of the oak", possibly giving out lapel pins for members. In the past, the "knight of the garter" award was given to chosen members by the "order of shady ladies", a spouse program at conferences.
 - Some people felt that we should be careful of having an exclusive social group choose members. Others said that the "shady ladies" was very casual and varied in number each year. Some said that maybe the conference committee should instead choose the recipient of the "order of the oak" award.
- Membership – Summarized by Gordon Matassa
 - Gordon: the Membership Committee has been updating the welcome packet that members receive in the mail.
- Marketing – Summarized by Joey Lynn Watt
 - Joey: As suggested, the Marketing Committee has been preparing a PSA campaign. They're having difficulties identifying the target audience as they can't just target everyone. They recommend hiring a marketing consultant. Their questions/requests for the board are:
 - Who would be our primary audience? What are the goals of the PSA?
 - They would like the board to put out a call to attract more Marketing Committee members.
 - They want the board to consider having a videographer at the chapter's annual conference. Someone can volunteer.
 - Joey: Monica Hemmingway, a marketing consultant who volunteered her time to the committee, said our message was lost since we were trying to appeal to everyone at once. The website is not user-friendly and is more of a directory. Monica said we should talk to her again once we get our plan more dialed in.
 - Rose Epperson said that our website is a membership guide, not intended for the public.
 - Further discussion focused on filming b-roll footage at the conference, and whether WCISA needs to create its own public-facing brochures. It was emphasized that we should define our goals, like who our target audience is, before jumping into production.



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Old Business

- CoR Status/Update: Review ISA response and determine WCISA response and next steps (MAC response to ISA available for review in Old Business folder)
 - Ken Knight: the Carver Model is supposed to have very explicit instructions from the ISA Board on their policies, how their vision statement will happen, and performance standards. However, none of these items are present in their Vision Document for the ISA Component Membership Linkage Council (CMLC). There is no way to communicate with the board to get a formal response or consideration. Rather, everything goes through the staff. How do you communicate with ISA Board if you don't know what their policies are and can't view their board meetings? How does the board stay involved in operations if the staff (due to the Carver Model) takes care of all operations?
 - Ken: the Carver Model is extreme and a hybrid model in which the board is more involved in operations is preferable. Currently there is too little transparency and accountability.
 - Discussion: It looks like the ISA board is open to comments before March 1 before they review and pass the new bylaws. We may want to draft a letter to the board. It was suggested that we discuss our thoughts further over email.
- Micro-credentialing update:
 - Kevin Eckert gave a verbal update on the Micro-credentialing (MC) program. He has put together a small committee with WCISA members. Tom Smiley discussed forming a partnership with this committee to work on the MC program.
 - They identified a few interesting MC's, like wildlife (that Ryan Gilpin is working on). Their next steps are to identify more MC's and the general structure for them. They have ideas about grants and other programs. They are putting this information together to present to the WCISA board.
 - Sarah Maitland: Ed Gilman said they wanted to keep their pruning program but would be happy for WCISA to host it.
 - Igor Lacan: we need to think about which MC's aimed at people just starting their careers, and which are aimed at people in the middle of their careers. Maybe some MC's can be positioned as "pre-certification credentials".
 - Tracey Takeuchi: this resonated with her experience with some women in agriculture at Cal Poly Pomona. They do not have a place to gain certain skills, like with chainsaws.

Committee Reports (Continued)

- 2024 Conference Update – Summarized by Mike Palat & Vince Mikalunis
 - Vince went over the progress with the programs. They're going with 3 concurrent sessions on Tuesday, and there will be a full Spanish track as well.
 - Mike said there will be lots of outdoor programs, including a Britton Fund ride, golf and disk golf tournaments, and tree planting.
- Finance Committee – Annual Investment update from Francine Liu
 - Francine: we had a prosperous year in 2023, especially given the tough year of 2022. Bonds also had a terrible year in 2022 because of rising interest rates. 2023 was such a strong year because inflation continued to decline. The Fed said they would cut rates this year. We should be good going forward for now.



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- Walt Warriner recommended we move money from our checking account into the money market account to accrue interest and ask Francine to invest that money. Maybe \$50,000-100,000.
- Sarah Maitland wanted to know if we recovered what we lost when the market went down in 2022. Walt and Francine responded that yes, it was recovered, and more.
- Motion put forward by Daniel Goyette to move \$100,000 from the Wells Fargo checking account into the Gerber Kawasaki money market account. Seconded by Ken Knight. Motion carried with no opposition.
- Then, discussion focused on whether to keep the transferred money in the money market account or to have Francine invest it.
- Motion put forward by Daniel Goyette for Francine Liu to invest \$50,000 of the \$100,000 total funds transferred to the Gerber Kawasaki account. Seconded by Alison Lancaster. Motion carried with no opposition.
 - Basically, \$100,000 is going into the investment account, of which \$50,000 will be given to Francine to invest.
- Miscellaneous Verbal Reports
 - Walt Warriner presented the board report for the WCISA Board of Directors.
 - Walt: 2023 was marked by high interest rates and conflicts, but the stock market still performed well. The stock market was driven by 7 major stocks, which accounted for 75% of the S&P 500's gains in 2023. The chapter owns apple stock and has ETFs and mutual funds which has exposure to these 7 stocks. Corporate earnings for 4th quarter 2023 were positive.
 - Igor Lacan discussed events. They had many events with positive reviews. Webinars have been lined up for this year. They have a new committee co-chair from Cypress Lawn. They now have shothole borer in San Jose, so there will soon be a lot of shothole borer education.
 - Rose Epperson: ASCA is hosting TPAQ again.
 - Ryan Gilpin talked briefly about Tree Care for Birds. They now have a list of wildlife-trained arborists and an accompanying map on their website. The website also has a training event request form now.
 - Julia Gowin discussed the Commercial Committee. They are creating guidance for cities that want to write a tree ordinance. Julia asked the board if the committee's work should just cover private trees, or just stick to public trees? What about no net canopy loss initiatives?
 - Discussion: good tree care looks the same regardless if the trees are private or public. Cities are more able to restrict activities on public trees.
 - John Leffingwell presented a quick committee report from the Tree Fund. They're reviewing how they can increase their impact and reach. They will be able to provide more information at the annual conference.
 - James Komen provided a brief update on the Consulting Committee. They are putting on a workshop soon on Trees and Construction—this will be the first time a committee like this has put on an educational workshop. The event will also incorporate an in-person roundtable. Other things in the pipeline are a consultant interview project and articles in Western Arborist.
 - Rose Epperson did the Tree Climbing Championships update for Jared Arbojena. She



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showed a video from UC Santa Cruz where Jared is hoping to host the event. Jared is putting together a list of equipment needed for the Tree Climbing Championship.

- Justin Barrios discussed the Hawaii Tree Jamboree. They have tripled their sponsorships, and many Hawaiian and out-of-state competitors are attending.

Open Discussion

- (This bullet item occurred earlier, around lunchtime) Samantha Ramirez from ISA joined us to share the centennial art project. It's basically a collage of ISA materials. 4 panels, at 7 ft long by 2 ft wide. She requested materials we would like to submit.
- We continued the discussion on how the Nominations Committee chooses people.
 - Julia Gowin felt that the committee should have more information on the nomination process and criteria. Also, more information should be included on the ballots for candidates.
 - Rose Epperson: More information can easily be put on the ballot, it's an administrative task. As for Julia's other thoughts, Rose will talk with the committee and put together information for the WCISA board to review. An agenda for a future board meeting can include discussion on the committee's selection criteria.
- Sarah Maitland asked if the board will be at Tree Circus in July. Rose said that we are typically in Sacramento in July, so likely yes.

Next Meeting

- The next meeting will be remote, on April 12, 2024. Tentatively save the date of July 18/19 for the subsequent board meeting.
- Motion put forward by Julia Gowin to adjourn the meeting at 3:28pm. Seconded by Ken Knight. Motion carried with no opposition.

3:28 PM ADJOURN

Respectfully submitted,

Jonathan Flournoy, Board Secretary
March 9, 2024