



1. **Convene Meeting** – Dana Karcher, President convened the meeting at 9:07AM.

2. **Roll Call**

Dana Karcher, President

Jim Downer, President Elect

Rhonda Wood, Vice President

Dennis Swartzell, Past President

Robert Phillips, ISA Council Representative

Carol Kwan, Director

Lisa Smith, Director

Richard Gessner, Director

Spencer Knight, Treasurer

Jimi Scheid, Secretary

Bruce Hagen, Editor

Rose Epperson, Executive Director

Kathleen Mahoney, Epicenter Management

Chad Dykstra, Membership/Marketing Chair

Phillip Ruiz, Tree Climbing Championship Chair

Doug Anderson, Certification Chair / Britton Fund Chair

Amy Zeldenrust, Guest/Membership Committee Member

Nicholas Crawford, Guest/Annual Conference Co-Chair

**Via GoTo Meeting:**

Jill Caceres, Director

Mary Pendleton, Epicenter Management Staff

**Absent**

Helen Stone, TREE Fund Liaison

Roy Leggitt, Consulting Arborist Chair

Craig Kelly, Utility Arborist Chair

Larry Costello, Regional Conference Chair

Molly Sinnott, Women In Arboriculture Chair

Mark Porter, Commercial Arborist Chair

Luana Vargas, Spanish Committee Chair

Carl Mellinger, Awards Chair

Walt Warriner, Ballots Chair

Michael Neumann, Municipal Chair

Gordon Mann, Students Chair

Jack McCabe, Annual Conference Co-Chair

3. **Consider a motion to approve the Meeting Agenda**

Motion: C. Kwan; Second: R. Wood

Motion Carried.

4. **Consider a motion to approve the October 18, 2013 Meeting Minutes**

Motion: C. Kwan; Second: R. Wood

Motion Carried.

**5. Consider a motion to approve the Consent Agenda A**

**a. Executive Director's Report – Epperson**

Motion: R. Wood; Second: D. Swartzell

Motion Carried.

**b. Receive Committee and Officer Reports (Written)**

i. Editor's Report - Hagen

iii. Regional Conference Report – Costello (staff)

ii. TREE Fund – Stone

iv. Marketing/Membership – Dykstra

**6. Action Items**

**a. Treasurer's Report – Knight**

Summarized report to include highlighted fields.

Motion to accept the Treasurer's Report as given: R. Wood; Second: R. Gessner

Motion Carried.

**b. Finance Committee Report – Warriner (Absent). Report previously submitted.**

Motion to accept the Finance Committee Report: C. Kwan; Second: R. Gessner

Motion Carried.

**7. Discussion Items**

**a. Committee/Officer updates**

**i. Officer Reports:**

**(a) Executive Director's Report – Epperson**

Report previously submitted. Highlights include that membership numbers are still fluctuating as many are currently renewing. 41 arborists signed up for the February 15<sup>th</sup> Invest From The Ground Up (IFGU) plantings with one member representing each site. Epicenter staff retreat in November in Pasadena to discuss management of the Chapter. D. Karcher talked about benefits of the IFGU program and how we can assist during the event, educate attendees and replicate this campaign outside of California.

R. Epperson talked briefly on the excitement of potentially having the California Governor's budget funding coming to the state for urban forestry and disadvantaged communities. ACTC in Arizona is in need of new leadership as the current administrator had recently resigned. Aloha Arborist Association (AAA)'s administrator is leaving soon. Working with AAA with insurance and upcoming workshops with John Ball. Nevada has a fall meeting upcoming with the Shade Tree Council.

**(b) CoR Report – Phillips**

R. Phillips submitted the ISA Component previous to meeting. Changes upcoming with membership directory. Signup available for the North American Tree Climbing Championship (NATCC) in Pasadena. Changes to branding and social media of ISA. No CoR meeting since last meeting in Toronto. Still very low communication at CoR. Next meeting is in Milwaukee. No remote meetings scheduled before this. D. Karcher mentioned that the ISA Governance Committee is awaiting new membership before further actions. R. Epperson suggested potentially nominating Chapter members for ISA Awards.

**(c) Editor's Report – Hagen**

Report previously submitted. Next issue of *Western Arborist* is coming out soon and is filled with articles currently. Submission deadline for articles is February 1. Should be released before Annual Conference. Ideas for magazine would include having a photo bank electronically to utilize for future issues. R. Epperson suggested setting up a DropBox account for members to submit photos. J. Downer mentioned copyright issues but it was agreed that they could be worked out. Submissions could get captioned and credited as to the source. All types of photos could be submitted to cover a range of themes. P. Ruiz has been solicited to oversee Spanish articles. L. Vargas could also be utilized for this.

- ii. Administrative Committees:
  - (a) TREE Fund – Stone (absent). Report previously submitted.  
Helen will be leaving committee after this year.
  - (b) Regional Conference – R. Epperson for L. Costello. Report previously submitted. She explained how decisions are made for conference topics. Board members can attend quarterly Regional Conference Committee meetings to help develop events. J. Downer inquired as to the percentage of Chapter membership that attends any regional meetings. Believes that these meetings should convey an educational goal. R. Epperson would look into these numbers. She is working with UC Cooperative Extension to schedule future remote meetings. She is also partnering with the LA County Arboretum Foundation to host events.
  - (c) TCC – Ruiz  
Plans for NATCC are coming along good. A PowerPoint has been developed for the site logistics. Husqvarna is the main sponsor of the event. Volunteers are still currently being solicited in different capacities for NATCC. Assumed that about \$600 is still needed to purchase the new rescue dummy. If funds are not completely received by the date of the championship, P. Ruiz will likely contribute remainder. The ISA will not be sending along much gear for this event but the Chapter should be able to supply needed items. WCISA's TCC will be held on Father's Day weekend. The site has not been confirmed yet.
  - (d) Britton Fund – Anderson  
Strategic planning meeting held last Fall and facilitated by Holly Duckworth. Richard Harris Scholarship was endowed for \$25,000. Met with Greg McPherson in January to agree on funding his work for a new study titled "What Tree to Plant?". First data from this study to first be delivered by year's end. Board meeting coming up next week. Nine riders currently registered for Britton Fund Ride in April and seeking more. March 14-16 are the dates scheduled for the Fairyland work days. J. Downer's wood workshop to be moved to this work event. Still figuring out whether projects will be a collective project for the site or for individuals. Camping will be located at Chabot Park. Camping and food included in \$30 registration. J. Downer commented on how profitable the workday event is for assisting the Britton Fund. Stanford meeting in October still needs a theme and name.
- iii. Standing/Obligatory Committees:
  - (a) Annual Meeting 2014 – Crawford  
Report previously submitted. He introduced himself and his background leading up to his assistance with the Annual Conference Committee. 2014's schedule is lined up to include UAA topics. Discussed various workshops to be held. Discussed UAA's sponsorship assistance as well as trade show update on spaces sold. Currently soliciting the smaller booth rentals. Still working on entertainment and tours. Discussed fundraising segment and Britton Fund ride. D. Karcher added that many people submitted presentations, that Dan Lambe from National Arbor Day Foundation is the keynote speaker, as well as various info on topics, speakers and attendees. R. Epperson discussed hotel options and rates. Email blasts will be sent to membership weekly until event.
  - (b) Marketing/Membership – Dykstra  
Report submitted previously. Marketing committee wants to call members but R. Epperson stated that sharing their contact information could likely be a privacy issue as well as a conflict of interest. She would discuss legal parameters with ISA. Discussed using postcards as an effective form of board member outreach. Talked about the need for a much bigger marketing budget if general population will be targeted.
  - (c) Nominations – D. Swartzell for W. Warriner  
Report previously submitted. Committee convened in December. Five nominees were selected for the Board of Directors position from the applications submitted.  
Motion to accept the slate of nominations presented by the committee: C. Kwan; Second: J.

Downer

Discussion ensued. Motion Carried.

(d) **Municipal Committee - Scheid (liaison)**

Updated board on current status of Michael Neumann, committee chair, his pressures from the City of Roseville keeping him from being more involved and future direction and outreach.

**8. Old Business**

None.

**9. New Business**

**a. Awards Committee** – R. Epperson for C. Mellinger

Discussion ensued on awarding Honorary Lifetime Memberships and the relationship to Past Presidents. R. Phillips was appointed to look into possibilities for recognizing Past Presidents and report back at the next board conference call.

Awards ballots will be sent to the board on February 15<sup>th</sup>.

**b. By-laws Revisions** – Karcher

The following two sections, with revisions highlighted in yellow, and determined by Board consensus, are to be added to the upcoming ballot for vote as follows:

- Article III. Section C, Sub-section 4)b.: “The Annual Meeting and Annual Conference shall typically take place within the last **thirty (30) one-hundred twenty (120)** days of each President's usual term of office, with all dates subject to approval by the Board of Directors.”
- Article IV. Section C, Sub-section 2)a. ii. 5)b.: “Award of Arboricultural Research: This award shall be bestowed upon not more than two **Active Members individuals** (same or separate projects) to recognize outstanding contribution to research that has contributed substantially to the sum knowledge of arboriculture **that has had significant and relevant impact to the Western Chapter ISA.** Research projects considered in evaluating nominees for this award shall have been published within the preceding five years to nomination.”

**c. Ad Hoc Magazine Committee Discussion** - Karcher

Previous talks about the need for an Ad Hoc Magazine Committee for the *Western Arborist* were recapped. A brainstorm session took place to give direction to this committee. Subjects to discuss include: a succession plan for its editor, providing an on-line version of the magazine, its content & goals and its profitability. People to comprise the committee would include Bruce Hagen (as Chair), Dennis Swartzell, Larry Costello, Helen Stone and Mary Pendleton. This committee is perceived as an 18-month task force, to be held online, with intermittent reports as developments occur.

**d. Online Magazine Subscription for CalTrans** - Epperson

CalTrans has requested that they be able to post the *Western Arborist* magazine online on their website for their employees. The board agreed that subscribers would need to become Chapter members.

**e. Chapter Challenge Revisions** - Anderson

Report previously submitted. The fundraising amount was determined by Chapter membership historically and was set at \$30 per person. The proposal is to instead base fundraising goals on fundraising history (of last five years) instead of size of membership body. It is expected that the Tree Fund board would implement this change this year. L. Smith questioned whether the new projected Gold Level totals would equate to a larger amount of funds raised. It was determined that the new model would yield a similar amount of funds at this level. Further discussion ensued.

**f. ISA Awards** – Epperson

Discussion ensued on potential nominations.

**g. Strategic Plan**

i. Organizational Development Committee Report

ii. Professional Development Committee Report

Recent progress was reviewed by each committee’s chair. Further discussion ensued. Breakout sessions commenced to advance each committee’s strategic plan.

**10. Calendar**

- a. Next board meeting scheduled for Friday, May 2, 2014 in Porterville, CA. Following meeting is Friday, July 18, 2014 in Sacramento, CA.

**11. Adjourn Meeting**

The meeting was adjourned at 3:47PM by D. Karcher.

Respectfully submitted on 28 January 2014

Jimi Scheid, Secretary