



1. Convene Meeting – Rhonda Wood, President convened (see roll call below) on January 28, 2016 at 5:03p/6:15 adjourn for dinner to reconvene after 6:45pm. Roll Call- Rhonda Wood, Lisa Smith, Jimi Scheid, Rick Gessner, Carol Kwan, Molly Sinnott, Chad Dykstra, Nick Crawford, Doug Wildman, Spencer Knight, Denice Britton, Jim Downer, Rose Epperson, Jocelyn Graf(guest), Oscar Sanchez (guest)
 2. Consider a motion to approve the Meeting Agenda-
 - a. motion to approve Denice Britton second Jim Downer;
 - b. Call for vote-approved
 - c. Consider a motion to approve the October 29 Meeting Minutes
 - d. Motion-Carol Kwan moved
 - e. Lisa Smith, second
 - f. Approved
 3. Consider motion to approve the Consent Agenda A:
 - a. Committee/Officer Updates (Written-see included)
 1. Executive Director – Epperson
 2. CoR – Britton
 3. Editor’s Report – Hagen
 - ii. Administrative Committees
 1. Certification – Staff for Anderson
 2. Britton Fund – Anderson
 3. Regional Conferences – Costello/Staff
 - iii. Standing Committees
 1. Annual Meeting 2016 – Crawford/Staff
 2. Awards – Phillips
 3. Marketing – Dykstra
 4. Membership – Crawford
 - iv. Obligatory Committees
 1. Finance – Warriner
 2. Commercial – Hillman –Pulled for discussion
 3. Consulting – Leggitt
 4. Municipal – Scheid –Pulled for discussion
 5. Utility – Kelley
 - v. Optional Committees
 1. Students – Mann
 2. Spanish – Staff for Vargas
 3. Women in Arboriculture – Bartens: Pulled for discussion
 - b. *modified* approved with discussion on marked items-
 - c. Motion to approve Carol Kwan
 - d. Second Jim Downer
 - e. Approved
4. Action Items
 - a. Treasurer’s Report –Knight
 1. Financials for this period
 2. Motion to accept financials as reported: Carol Kwan, Second: Denice Britton Smith



3. Discussion:
 4. Much in flux due to timing of year going into 'Conference' time; overall the Chapter is 'doing well'.
 5. Q.- Doug Wildman-dues reimbursement-clarified by R. Epperson dues to isa/ they cut check back to us
 6. Q. D. Wildman- do we have depreciation? NO.
 - a. Clarification on specific items: including professional fees, staff, speaker fees may be miscoded and should be checked (professional fees?): many of these issues are timing around the annual conf.
 7. approved
- b. Finance Committee Report – Walt Warriner
- i. Status: funds transfer has been accomplished/changed to Francine's group (see incl.)
 - ii. Down 3.122% but is not down as much as the stock exchange
 - iii. Proposal re.: actual allocation sent to chapter, CNBC Francine is commentator
 - iv. Current group more responsive to rapid adjustment than was Raymond James
 - v. Q: Rhonda Wood-55% money in cash-W. Warriner-In interest bearing account;
 - vi. Moved Denice Britton Carol Kwan second
 1. Discussion Rick Gessner –when to move funds? W. Warriner-Holding, waiting until things settle down
 2. approved
- c. Nominations Committee Report – Warriner/Downer
- i. Recommending Kevin Eckert, Fred Roth, Richard Adkins nominations for Director for Board recommended (all of the candidates did not answer 'why' they wanted to be on the board)
 - ii. S. Knight-form needs to be reworked since it is not effectively serving purpose.
 - iii. Questions regarding form- has areas that need to be streamlined-ex. Is how does the nominator know if an applicant is in good standing?
 - iv. Historically: the person was nominated, the form was sent to them (the nominee) to fill out. The committee should bring an upgraded form to the next meeting.
 - v. Responsibility of Committee to change the form and then bring changes
 - vi. Rick Gessner moved to approve candidates with provision that submit their reasons for wishing to run.
 1. Carol Kwan second
 2. Approved
- d. Bylaws Changes – Rhonda Wood/Carol Kwan
- i. Verbiage in bylaws was gender-centric
 - ii. Much was grammatical in nature
 - iii. Some confusing language
 - iv. Substance/change of intent needs to come back to board
 - v. Carol Kwan offered to be on committee, R. Epperson indicated that she cannot be a chair but can serve on committee for bylaws change, could be member or liaison.
 - vi. During next administration to reenact the bylaws committee to update bylaws which require vote of membership... re: gender specific issues.
 - vii. Current changes for grammatical errors only



1. Some concern expressed that small changes make large intent changes and should be carefully reviewed.
- viii. Carol Kwan moved to table until next administration until new bylaws committee is reconvened (clarification to item i-was that this discussion should have been limited to awards).
 1. Motion pulled to be re-addressed at a committee level
- e. Awards – ballots due-Robert Phillips commented on voting.
 - i. Molly Sinnott has ballot in the room for board to vote before leaving
 - ii. Lisa Smith indicated that her staff person can help with techie stuff
5. Goal Driven Discussion to drive Action Items for next session/steps.
 - a. Apprenticeship Program- Jocelyn Graf and Oscar Sanchez
 - i. See presentation provided to board
 - ii. Seeking support of WCISA
 - iii. RE-goal of WCISA to bring new members into organization
 1. This training as a stand-alone ideally (?) but supporting the goals of the WCISA
 2. Graf and Sanchez are presenting to us *but do not need our endorsement*
 3. R. Epperson- transfer of information and tech to trainers (?)
 4. Lisa Smith: booth at next conference to get interest in apprenticeship program
 5. Jimi Scheid: can't leave out schools.
 6. Denice Britton Smith: follow OSHA-has to be documented on all aspects prior to being allowed to do operation. Fits into that type of model (OSHA)
 7. Jimi Scheid: seems to fit with Commercial Arborist
 8. Nick Crawford: training program has pressure on Oscar to provide the shell for the pilot program, need to have a trainer/leader.
 9. No specific date (Oscar can register now)-could start this spring if Oscar Sanchez can find trainers
 10. Denice Britton Smith: suggested the modules are month by month and independent of when a person starts the program...
 11. Spencer Knight: is the employer insulated from Federal over sight/reach-paperwork is mostly for training provider. Weekly check lists for 144 hours ... by trainer or employer? What exposure does employer take when they assume this role. Federal regulations according to Jocelyn Graf- unknown at this time in impact to employer.
 - a. Jimi Scheid move to endorse curriculum
 - b. Carol Kwan second
 12. Discussion above and : (out of order) Jimi Scheid- amend to read that we endorse *concept of curriculum*
 13. moved by Jimi Scheid, Carol Kwan – motion to accept the concept of the curriculum proposed by Oscar Sanchez and Jocelyn Graf.
 14. Discussion-have commercial arborist committee review, return with recommendations
 - a. Invite Oscar Sanchez to the commercial committee
 15. Concept under Commercial Arborist committee Oscar being link to, other people on list (ad hoc ?) to be on other committee
 - a. Jeff Hillman proposed that he be on next meeting for Commercial Arboriculture to address development of apprenticeship committee.
 16. Motion-passed to endorse (concept) as above



- b. Discussion Items – pulled from consent agenda
 - i. Commercial – Hillman –Pulled for discussion
 - 1. See report provided
 - 2. Discussion:
 - a. Coming to conference for students (high school) is no problem; can we feed them.
 - b. Obtain a sponsor for food
 - i. Suggestions for sponsors included: Brightview, Davey, WCA, FFA?
 - c. Rose will ask if the park will host the parking
 - d. About 45 students total
 - e. General session is set for 400-the above is quite a lot to set aside for students.
 - 3. Support in concept
 - 4. Tuesday is the awards etc. and general session. Wednesday there is a need for them to remain in the general room where there is more seating
 - 5. Wednesday has Jarod Abrojena climbing
 - ii. Municipal – Scheid –Pulled for discussion
 - 1. See provided report
 - a. Jimi is liaison not Chair
 - 2. It was expressed that the committee is not well defined.
 - 3. Rose clarified that there is a municipal statement but that we don't follow it.
 - 4. Need to revisit the structure
 - 5. Suggestions for municipal goals suggested by C. Kwan-R. Epperson interjected: look at strategic plan formulation of strategic plan (sp); how can the municipal arborist committee help us define the professionalism of the members and organization.
 - 6. With President's endorsement Jimi Scheid will reach out to Tim Tyson (last name) of Urban Forster of City of Los Angeles.
 - a. Gordon Mann- a need to have a board member be chair? And have the 'chair' be somewhat a trainee type position?
 - b. Nick Crawford- felt finding someone that is making time to be on the committee vs. trying to find someone that is already busy and force them into the role.
 - 7. Jimi Scheid to wait for Rose to set up call and initiate contacts
 - iii. Women in Arboriculture – Bartens: Pulled for discussion
 - 1. Women's climbing workshop: flyer in drop box (optional committee)
 - 2. Effort to keep fee to \$500
 - a. Need ~\$9000 to keep rate to above level.
 - 3. Forest service providing grant for this-
 - 4. Question: Can Chapter support anything we can't get over \$9000.
 - 5. Date of event: April 15-17
 - 6. Needs to submit a formal budget in terms of this support level to entertain our level of commitment.
 - 7. Spencer Knight- we do not have a discretionary fund to sponsor this event out of and without a previous line item we have no budget commitment.
 - 8. This is considered a *regional* meeting and typically the Chapter does not underwrite a regional meeting.



Western Chapter International Society of Arboriculture

Executive Committee Meeting Minutes

San Diego, CA

Thursday, January 28, 2016 and Friday January 29, 2016

9. Deposit on location has been paid
10. The board is asking for a detailed budget before we can take action.
11. Department of Labor funding question for workshop (Kevin Eckert got funding from Department of Labor for Chainsaw training in Hawaii)

ADJOURN 8:45p



RECONVENE 1/29/2016 Rhonda Wood. (no motion)/ Meeting reconvened 8:04a

All present from prior evening – except J. Downer, O Sanchez, J. Graf - Mike Palat arrived at 9:30 (Chair for 2017 conference)

1. Discussion Items/Updates

a. Committee/Officer updates

- i. Executive Director – Epperson
- ii. CoR – Britton

- 1. See report provided
- 2. Bring to annual meeting items they are working on, they will vote (ISA) and they will further which are selected from vote.
- 3. Safety is on strategic plan
- 4. Research may be important as we are one of the only Chapters that does our own/has a fund for...
- 5. Ideas from Board-Lisa Smith remote educational opportunities (professional development), moving outside boundaries for outreach...
 - a. Guidance supplied for Denice Britton Smith to return to CoR with no vote on anything

b. Administrative Committees

c. Standing / Obligatory Committees

i. Membership – Crawford

- 1. See report provided
 - a. Annual dues- look at what other chapters are doing in terms of now and increasing dues, what is the ceiling?
 - b. Currently we are at about the median of what other chapters are doing.
 - c. Still missing on Spanish speaking demographic, more diverse membership in general.
- 2. Raise in dues has to go to membership on ballot-R. Epperson
- 3. Can do a special ballot in the mid-year R. Epperson
- 4. Not enough analysis yet...The press that our printer runs on is in 16 page chunks. Could increase the member cost to membership if there was a logical reason provided to membership (Jim Downer)
- 5. IOW-what is the justification for increase of price...

ii. Marketing – Dykstra

- 1. See report provided
- 2. Regular meetings helps him move the committee meeting along more quickly

d. Annual Conference

i. 2016 – Crawford

- 1. See report provided
 - a. 485/722 booked
 - b. Exhibitor items: 50% SOLD
 - c. Students and campfire like event –hammer out details
 - i. Will be discussed more fully *tomorrow*



e. Britton Fund Update – Gessner

- i. See report provided
- ii. Board meeting in January at Doug Wildman's house
 1. Report provided on Britton Fund
 2. Looked at finances of fund-created road map for future for fund
 3. Coincides with details of how it needs to operate
 4. Request for proposals for new projects-just out in Western Arborist
 5. New board members coming on-line
 6. Species profiles *stopped* not enough data to do more profiles according to Larry Costello.
 - a. Mobile app(application), streamline, modernize to more current system for more rapid access by users.

2. Strategic Plan Update

a. Organizational Development Group

- i. Lisa Smith update:-see report provided
- ii. Increase Chapter membership by 5% (achieved)
- iii. Now focus on reducing attrition
 1. Determine cause of
- iv. Increase value to members
 1. In 5 minute blasts include a single item that supports reducing attrition of members.
- v. Increase opportunities to open 'blast' by members
- vi. Into Chapter to peripheral organizations
 1. Assign members that can reach out to groups they are familiar with.
 2. An option is a shorter 'introduction' to other groups in an onsite 5 minute 'blast' but in person rather than on an email which is not reaching them (Chapter specific)
- vii. Continued outreach to Spanish speaking groups.
- viii. Discussion of to whom which emails go and how can that be better utilized for non-members.

b. Professional Development Group

- i. Carol Kwan update-see report provided
- ii. Improve delivery of education
 1. Broaden planting species guideline for professionals as well as consumers
 - a. ISA has specifications already
 - i. Do we want to duplicate that?
 - b. New planting BMP has been published
 2. Speaker data base increase outreach to other organizations
 3. Meeting in Central Valley (Regional)-planned to have additional
- iii. Expand opportunities for education to younger and broader groups
 1. Still working on meet and greet for volunteers at annual meeting
- iv. Hold climbing workshop in Southern California (one on schedule for Northern CA.)
- v. Chainsaw for women (logistics)
- vi. Soils course (logistics)
- vii. Obtain grant for own podcasts
- viii. Record meeting speakers and podcast for members as ceu
 1. Perhaps for next year



- ix. Post links with educational value on website
- x. Goal 6 obsolete
- 3. Goal Driven Discussion to drive Action Items for next session/steps.
 - a. Committee Structure- Explain how it works and revisit financial commitment.
 - i. Set minds on major points for Rose to focus discussion for next meeting.
 - ii. How is staff to board liaison to help bring committee action to board
 - iii. Four administrative committees (do not vote) levels set through by-laws
 - iv. Standing committees are set in bylaws as 'ongoing'
 - v. Obligatory committees needed to do business-audit, budget etc
 - vi. Optional are annual committee in and out as needed-bylaws
 - vii. Restructure archaic committee guidelines using 4 page guide that R. Epperson provided in board packet
 - viii. Strategic session should not be policy making
 - 1. Big picture oriented
 - ix. Action items should be committee driven
 - x. Ad hoc committee to review and represent committee structure.
 - xi. Jimi Sheid liked the idea of committee chairs and liaisons working to do item x
 - 1. Moved through R. Epperson as focus
 - xii. Many committees are defunct on document and require editing (committee guidelines); terminology is also antiquated and should be addressed.
 - xiii. Look at a governance liaison/committee to review internal functions etc.
 - b. Student Scholarship/Ambassador Program (50% discount and if volunteering then additional 50% off that—(limited number))
 - i. Need a program to bring students to meeting
 - ii. 3 scholarship opportunities in grant from Calfire-MAC ISA, ISA Ambassador program-discuss and then the application would go back to R. Epperson's office for development
 - 1. ISA full coverage
 - 2. WCISA only covers conference and not lodging
 - 3. Focus is on annual meeting
 - iii. Need to look at what ISA has (see package inclusions) and develop the goals for the next meeting (Gordon Mann back on line)-
 - iv. Use MAC ISA format to provide for top three applicants and a suggestion of current opportunities (as above) for those that aren't selected for MAC ISA
 - v. Can G. Mann get this together timely to provide this to students in a timely manner-yes, can get to it this week.
 - 1. Need to have a plan B if we get a huge response above the scholarships
 - a. Maybe a case by case decision
 - b. Push out from Mary Pendleton to committee to enact this
 - 2. Jeff Hillman to interface with Gordon Mann on engendering interest earlier in high school level
 - 3. Send DVD of careers in arboriculture
- 4. Old Business
 - a. Board Vote: November 10, 2015
 - i. RATIFY PREVIOUS Board email vote for 2018 venue



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1. Motion to approve ratification of email vote for 2018 venue: Carol Kwan, second Denice Britton Smith
2. No discussion
3. approved
- b. Volunteers List from Survey- How can we get them involved?
 - i. Have list of volunteers-now what do we do?
 - ii. Send information to appropriate committees? Yes, since member volunteered with their information.
 - iii. Committee chair should look over lists and reach out to the member
 1. David Kelley was mentioned by D. Britton
 2. Invite them to volunteer
 3. R. Epperson will send out the list of interested members and cc the board
 - a. To reach out to those that have expressed interest so that they are not 'dissatisfied'.
 4. R. Epperson to send email to committees with volunteer listed as above, and a liaison contact to follow in approx. a month after.
 - iv. Committee chair training at beginning of fiscal year-this could be addressed then generally.
5. New Business
 - a. Schedule Strategic Plan Meeting
 - i. July meeting seems to be a good time due to low action items on that schedule
 - ii. Mark Bloom and Sheila Beaumier
 - iii. Typically, in Sacramento at State Fair-will need a full day for that
 1. In past was a two day meeting
 - iv. Itin. Strategic plan day 1; follow up on day 2, regular meeting after fu, then fair
 1. Imperative to capture action items at that time/end statements
 2. Meeting dates: 7/14, 15, 16 for this meeting *to be confirmed*
 - b. 2017 Conference – Tour of Hotel
6. ADJOURN-11:02 adjourned by President Rhonda Wood.

NEXT MEETING IS: APRIL 07 & 08, 2016 – Chapter Office- Porterville

Respectfully submitted,

Tracey Emmerick Takeuchi,
Board Secretary