



Western Chapter International Society of Arboriculture

Executive Board Meeting Agenda

Disneyland Hotel – Anaheim, CA

Friday, January 30, 2015; 9AM-4PM

1. Convene Meeting – Jim Downer, President, convened the meeting at 9:01 AM.

2. Roll Call

Jim Downer, President

Dana Karcher, Past President

Rhonda Wood, President Elect

Robert Phillips, ISA Council Representative

Lisa Smith, Director

Carol Kwan, Director

Richard Gessner, Director

Molly Sinnott, Director

Jimi Scheid, Secretary

Bruce Hagen, Editor

Rose Epperson, Executive Director

Kathleen Mahoney, Epicenter Management

Mary Pendleton, Epicenter Management

Chad Dykstra, Marketing Chair

Doug Anderson, Certification Chair

Nicholas Crawford, Membership Chair

Larry Costello, Regional Conference Chair

Carl Mellinger, Awards Chair (left early following report)

Philip Ruiz, TCC Chair

Tracey Takeuchi, 2015 Conference Co-Chair

Greg Vierkant, 2016 Conference Chair

Al Remyn, Member

Absent

Jill Caceres, Vice President

Spencer Knight, Treasurer

3. Consider a motion to approve the Meeting Agenda

Motion: D. Karcher; Second: R. Phillips

Discussion ensued to add resignation of J. Caceres and executive session components to the meeting agenda.

Motion Carried.

4. Consider a motion to approve the October 23, 2014 Meeting Minutes

Motion: C. Kwan; Second: R. Wood

Motion Carried.

5. Consider a motion to approve the Consent Agenda A

Motion: D. Karcher; Second: C. Kwan

Motion Carried.

a. Executive Director's Report –Epperson

b. Committee/Officer Updates (Written)

i. Officer Reports

(a) CoR Report – Phillips

(b) Editor's Report – Hagen

ii. Administrative Committees

(a) Certification Report – Anderson

- (b) Regional Conferences Report – Costello
- (c) TREE Fund Report – Stone

iii. Standing / Obligatory Committees

- (a) Marketing Report – Dykstra
- (b) Municipal Report – Neumann
- (c) Consulting Report - Leggitt

6. Action Items

a. Treasurer's Report (previously submitted) – Epperson for Knight

An overview of the balance sheet and budget was given (as of December 31, 2014) with explanation of current line items and changes.

Motion to approve the budget changes to the current 2014/2015 budget: D. Karcher; Second: C. Kwan
Motion carried.

Motion to approve the Treasurer's Report: C. Kwan; Second: D. Karcher
Motion carried.

b. Finance Committee Report (previously submitted) – Epperson for Warriner (absent)

A synopsis of the report was made.

c. Board adjourned to separate executive session

Voting members adjourned to a closed session. Minutes of that session recorded separately by C. Kwan.

7. Strategic Plan Update (previously submitted)

a. Professional Development Group – Kwan

A synopsis of their goals, objectives and action items was given. A video was shown of the chapter's membership portal.

b. Organizational Development Group – Smith

A synopsis of challenges, goals and successes was given with work done during recent conference calls.

8. Discussion Items

a. Committee/Officer updates

i. Officers

- (a) Executive Director Report (previously submitted) – Epperson
Chapter headquarters recently moved to include related logistical changes. A synopsis of 2014 conferences and trainings was given. She also mentioned the recent update from the ISA about our membership report. She mentioned that Epicenter Management's contract was soon to be up for renewal and would need action before the next board meeting. D. Karcher suggested an ad hoc committee be put together. The President put together the committee of D. Karcher, D. Anderson and R. Wood.

- (b) CoR Report (previously submitted) – Phillips
Communications from the ISA were mentioned. He read aloud his letter on the purpose of the CoR position and related difficulties at the international level. He encourages the new CoR position-holder to understand the recent ISA governance changes. He will attend the next conference call in April. By June 30th, a new CoR will need to be elected as R. Phillips will be terming out. He is willing to have a discussion with the next CoR representative to ease their transition. B. Hagen brought up the need to have suggestions brought up to the CoR during meetings for further action.

- (c) Editor's Report – Hagen
Deadline for next *Western Arborist* article submission is February 10. Discussed current article submissions to be published. Additionally talked about Igor Lacan's project of compiling wood decay samples and soliciting readers for input. An online index of topics will be created soon. He has asked Tom Scott, UC-Riverside, about a Southern California pest update article. Magazine will be released March 15. J. Scheid recalled the need for a succession plan for the editor for when he leaves his position. It was noted that he would mentor that new person for a year when the time neared. After a question by L. Costello on

the percentage of advertisements in the magazine, M. Pendleton noted that the next edition of the magazine would be the first to reflect the new advertising rates.

ii. Administrative Committees

- (a) Certification (report previously submitted) – Anderson

Highlights of report were noted with special attention on the CTW program, its low pass rate and the merging on June 30 with the ISA's version of the test. R. Epperson brought up the challenges with enumeration of the certification numbers following the merge. Discussion ensued about the potential reasons for the lower pass rate on this test.

- (b) Regional Conferences (report previously submitted) – Costello

Highlighted recent meetings to include the Tree Failure Report Program, Pests & Trees workshops in Hawaii, documenting evidence workshops with Julian Dunster and a new meeting scheduled in Las Vegas in August. Also looking to organize a meeting in Arizona. 20 meetings were held in 2014. Discussed results of November committee meeting.

- (c) TREE Fund (report previously submitted) – Stone (absent)

- (d) TCC – Ruiz

The WCISA TCC is being held February 21-22 in Elk Grove. Provided logistical details for the site and event. There is great need for a new small 15' foot toy trailer at around \$10,000 to replace an aging piece. Potential to start a Go Fund account to pay for this or to have someone donate a trailer in return for advertisement. D. Andersen suggested the chapter purchase this. Soliciting help through the magazine and the email blast were also brought up.

iii. Standing/Obligatory Committees

- (a) Membership – Crawford

Discussed his efforts at recruiting committee members for this committee. Noted the Google analytics results/demographics for web traffic of the chapter website.

- (b) Marketing (report previously submitted) – Dykstra

Would like clarity from Board on what the mission and message of the committee is.

Discussion ensued about adding weblinks to the website for "Find An Arborist" and "Tree Owner Information". Dykstra brought up the desire to have a new roll-up display board as well as the idea of having a Western Chapter pin.

- (c) Nominations (report previously submitted) – Warriner (absent)

It was noted that Warriner's nominations ballots will be submitted by February 7th.

- (d) Municipal (report previously submitted) – Scheid

Provided synopsis of email thread and work done on this front. R. Epperson suggested a structure of having committee chairs interact with their professional organization peers. The larger discussion was raised about committee chairs not being active to include noting all committees as mandatory line items / placeholders on each agenda to ensure they are at least being considered.

- (e) Consulting (report previously submitted) – Leggitt (absent)

iv. Annual Conference

- (a) 2015 – Hagen

Gave an update of where the planning details stand for the meeting to be held in late April. Points were made on hospitality, ladies of the garter, wine tasting, golf outing and stump the chump programs.

v. Britton Fund Update - Anderson

Gave an update on how many riders were registered at this point. Talked about two different research projects in progress. Rick Gessner is now the full-time governance director on the board. Mentioned work day, soil school and auction items for annual conference.

Motion to approve of \$2,500 donation to be given to the Richard Harris Scholarship Fund at UC Davis: C Kwan; Second: R. Wood.

Motion carried.

9. Old Business

- a. None

10. New Business

a. 2016 Conference – Tour of Hotel

Disney staffers chaperoned the board around to the various conference rooms following lunch.

b. Co-Sponsored Meetings

C. Kwan discussed the idea of raising rates for non-WCISA members in outside partner organizations as an attempt to increase membership. This stems from current partnerships with and reduced costs for organizations in Hawaii. It was agreed to continue to offer the chapter member rate to members of partner organization at the March meetings in Hawaii and see what the results are.

c. Woman's Climbing Workshop

R. Wood and D. Karcher talked about the need for a Women in Arboriculture committee chair to help create the climbing workshop. Julia Bartens had previously stated that she would serve in this role due to her interest in planning this workshop. It was agreed by the President to appoint her to this committee chair role.

d. Executive Director Goals

M. Sinnott summarized the results of the January 20th conference call, which focused on the E.D. review and, following the call, the E.D. goals created by the meeting attendees.

e. Awards (presented after item 6b.)

C. Mellinger presented his submitted report focusing on the slate of 2015 chapter award nominations. Nominations from membership closed December 31, 2014 with augmentation by the Board following afterward.

Motion to approve the 2015 award slate: D. Karcher; Second: R. Phillips

Discussion on minor edits to be made to the slate.

Motion carried.

11. Calendar

Next meeting scheduled for Saturday, May 2, at Tenaya Lodge, Fish Camp, CA

12. Adjourn Meeting

Motion to adjourn meeting at 3:52 PM: D. Karcher; Second: R. Wood

Motion carried.

Respectfully submitted on 18 March 2015, and resubmitted with revisions on 07 April 2015,

Jimi Scheid, Secretary