

Western Chapter International Society of Arboriculture
Executive Committee Meeting Minutes
March 12, 2010
Alexis Hotel, Las Vegas, California

(NOTE: Numbering and order is chronological according to meeting progression and does not coincide with the approved meeting Agenda)

- 1) **Meeting called to order** at 9:03 AM by President Juan Barba
- 2) **Roll Call** (Quorum not present)
 - a) Present:
 - i) Juan Barba, President
 - ii) Doug Anderson, Immediate Past-President
 - iii) Greg Monfette, President-elect (by phone, partial meeting only as described)
 - iv) Gabe Beeler, Vice-President (arrived 12:10 PM; completing a quorum)
 - v) Dennis Swartzell, Director
 - vi) James Downer, Director
 - vii) Dave Dockter, Director
 - viii) Torrey Young, Secretary
 - ix) Mike Neal, Treasurer
 - x) Rose Epperson, Executive Director
 - xi) Stan Oka, Certification Chair
 - xii) Helen Stone, Regional Conferences Chair
 - xiii) Jill Utesch, Tree Climbing Championship Chair
 - xiv) Dana Karcher, Director (by phone, partial meeting only as described)
 - b) Guests:
 - i) C. Mellinger (by phone, partial meeting only as described)
 - c) Absent:
 - i) Bruce Hagen, Editor
 - ii) Robert Philips, ISA Representative (attending ISA Board of Directors meeting)
 - iii) TREE Fund Chair (no current appointee)
- 3) **Quorum:** discussion of how to handle lack of quorum; G. Monfette contacted by phone to facilitate routine votes; any other motions to be ratified by e-ballot.
- 4) **Agenda for Meeting 03/12/10:**
 - a) Motion: to approve the current meeting Agenda, as submitted.
 - i) Motion: D. Anderson; Second: D. Dockter.
 - ii) Motion carried unanimously (G. Monfette voted by phone)
- 5) **Minutes of meeting 11/20/09:**
 - a) Motion: to approve the minutes of 11/20/09 meeting of the Executive Committee Meeting as submitted.
 - i) Motion: D. Anderson; Second: D. Swartzell.
 - ii) Motion carried unanimously (G. Monfette voted by phone)
- 6) **Administrative and Officer Reports**
 - a) Executive Director's Report: (R. Epperson, written report) R. Epperson reported briefly on office move to Orange, CA; Master Calendar is in place.
 - b) Treasurer's Report: (M. Neal; staff-written report; includes report of Finance Committee) M. Neal reviewed financial status & investment strategy of Finance Committee.
 - i) Motion: to accept the Treasurer's Report as submitted.
 - (2) Motion: D. Anderson ; Second: J. Downer
 - (3) Motion carried unanimously (G. Monfette voted by phone)
- 7) **ISA Representative's Report:** (R. Phillips, no written report submitted) R. Epperson reported ISA BoD meeting is in progress today, so will be reported subsequently; reported on ISA Alternative Director policy and reviewed ISA related communications. ExCom discussion of ISA Rep. role. All ISA role descriptions are in the process of change, so no WCISA changes are necessary at this time.
- 8) **Strategic Initiatives and Committee Reports:**
 - a) Strategic Initiative #1 - **Increase public and media awareness of the benefits of trees** (D. Karcher, Facilitator; no written report)
 - i) Public Relations, Special Projects: (D. Karcher, no written report submitted) R. Epperson discussed UVHC projects (2); no WCISA costs; WCISA now on LinkedIn, FaceBook & Twitter, with all events being posted. Working on Media-related conference presentations.

- ii) Strategic Initiative #2 – Increase Organizational Growth (D. Swartzell, Facilitator)
- iii) Membership: (D. Swartzell, staff-written report only). Membership down 20%; non-renewals were contacted and resulted in significant renewals. J. Downer raised idea of increasing magazine to six issues as an increase in membership services, and pursuing ISA, non-chapter members. Discussed company volume membership for employees at discounted rate. No action taken.
- b) Strategic Initiative #3 - Promote multi-disciplinary approaches to research & education (J. Downer, Facilitator; no written report) Discussed ideas for S.A.C.
 - i) TREE Fund Liaison: (no chair currently appointed; no written report submitted) D. Anderson has discussed position with several people unsuccessfully. Position not required by TREE Fund.
 - ii) Britton Fund: (D. Anderson; written report submitted {revised from BoD pkg. report}) Discussed Silent Auction & Golf Tournament in Tucson, Work Day @ Fairyland. Reviewed status of two RFP's recently released.
- 9) **Discussion/Action items:**
 - a) New business:
 - i) Historian: (C. Mellinger by phone, 10:05 AM) J. Downer working on woods book.
 - ii) Magazine Committee: (C. Mellinger by phone) presented WCISA Advertising Policy draft. Staff to have reviewed by attorney before consideration by BoD.
 - iii) Awards: (C. Mellinger by phone) Two ballots from BoD not received.
 - (2) Motion withdrawn (e-motion): (D. Anderson; 11:23 AM) Motion (electronic) to approve awards nominations slate withdrawn. Extensive discussion of nominating/balloting process. J. Barba called for a vote on the revised slate and ballot.
 - (a) Motion: to accept the awards nominations slate as recommended by the Awards Committee, revised to include S. Lilly & A. Ortega.
 - (i) Motion: D. Anderson ; Second: G. Beeler
 - (ii) Motion carried unanimously (D. Karcher voted by phone).
 - (3) Extensive discussion relative to method of balloting for award recipients (D. Karcher and C. Mellinger participated by phone).
 - (i) J. Barba called for a Straw poll-regarding an open ballot for award recipients. (Ayes: 0; Nays 6; D. Karcher by phone).
 - (ii) J. Barba directed all ballots, as provided by C. Mellinger, to be submitted to C. Mellinger and results reported to ExCom.
- 10) **Strategic Initiatives and Committee Reports:** (continued, recorded in chronological order)
 - a) Strategic Initiative #5 - Increase training Opportunities (G. Monfette; no written report submitted.)
 - i) Regional Conferences (H. Stone, staff-written report) Reported on a variety of pending conferences.
- 11) **Discussion/Action items:** (recorded in chronological order)
 - a) Old business:
 - i) Bylaws Committee: (T. Young, written report submitted; 12:10 PM after Regional Conferences) Reviewed recommendations for prompt, minor Bylaws revisions and corrections; E.D. directed to make corrections to Secretary role and "per award" in Awards sections; other revisions tabled (requires member vote). Reviewed results of Minutes Archiving project and resulting recommendations for continuing the process; all files provided to E.D. on CD. J. Barba directed tabling for further review and possible actions at the next ExCom meeting in June.
- 12) **Strategic Initiatives and Committee Reports:** (continued, recorded in chronological order)
 - a) Strategic Initiative #4 - Promote Tree Care Standards (G. Beeler, Facilitator; staff-written report); G. Beeler reported pending work with CSLB to change C.L. to "C" class, which would allow addition to trade exam to CA C. License. (note: recorded in chronological order)
 - i) Editor: (B. Hagen; email communication, no written report submitted) Return to previous printer reported as successful.
 - ii) Certification: (S. Oka; staff provided statistics) S. Oka reported on discussion related to merging with ISA CTW program, presenting pros and cons; more study required before BoD requested recommendation can be provided. Extensive CTW exam review process/revision completed. Utility Specialist CTW in process, possibly implemented in July, 2010.
 - iii) Tree Climber's Championship (TCC): (J. Utesch; no written report submitted) List provided for extensive equipment trailer inventory and needs.
 - b) Strategic Initiative #5 (continued, recorded in chronological order)
 - i) Annual Meetings:
 - (1) 2010: (M. Neal, written report) R. Epperson reviewed status.
 - (2) 2011: (G. Monfette, no written report; absent)

- ii) Consulting Committee: (R. Leggitt via email). J. Barba elaborated on plans for revised Species Guide; Species Guide project may be delayed due to pending release of and changes in the CTLA appraisal guide 10th edition.

13) Discussion/Action items: (note: continued, recorded in chronological order)

a) Old business:

- i) Secretary's Report: (T. Young, written report submitted) Reviewed recommendations for archiving of historical Minutes and formatting guidelines for future Minutes; J. Barba directed tabling for further review and any actions at the next ExCom meeting in June.
- ii) Ratify E-Vote on officer nominations slate.
 - (1) Motion: to ratify the vote as recorded.
 - (a) Motion: D. Anderson; Second: D. Swartzell.
 - (b) Motion Passed unanimously.

b) New business:

- i) Reno-ISA, 2016: (R. Epperson) Discussion resulted in passing on solicitation for ExCom support of an ISA Annual Conference in Reno.
- ii) ISA Membership Services: (J. Barba) J. Barba reported on letters exchanged re. dues increase. Concern was 2-year membership option relative to Chapter membership fees. ISA to reconsider and report.
- iii) Election Results (Officers): (D. Anderson; written report/results) R. Epperson, A. Ortega D. Anderson counted ballots 3/11/10. Recommends enhancing member-notice of write-in nominations and date change and electronic balloting. Results:
 - (1) President: G. Monfette
 - (2) President-elect: Gabe Beeler
 - (3) Vice-President: D. Swartzell
 - (4) Director: R. Wood
- iv) Executive Director Contract Renewal (Epicenter Mgt.): (G. Monfette-absent) D. Anderson reported some contract changes, improvements needed including citations of goals; contract date changed to 7/1 to coincide with fiscal year; added Annual Conference tasks (add'l \$10k, now \$210k); J. Barba tabled for more discussion.

14) Meeting adjourned at 3:20 P.M.

Submitted 03/16/2010, by Torrey Young, WCISA Secretary.

