



**Western Chapter  
International Society of Arboriculture**

Executive Board Meeting Agenda  
Tenaya Lodge – Yosemite, CA  
May 2, 2015

1. **Convene Meeting** – James Downer, President, convened at 9:08AM

2. **Roll Call**

Jim Downer, President  
Rhonda Wood, President Elect  
Dana Karcher, Past President  
Nicolas Crawford, Membership Chair  
Bruce Hagen, Editor  
Tracey Takeuchi, Acting Secretary for Jimi Scheid  
Carol Kwan, Director  
Doug Anderson, Certification and Britton Fund  
Rick Gessner, Director

Kathleen Mahoney-Epicenter Mgmt.  
Molly Sinnott, Director  
Chad Dykstra, Marketing Chair  
Rose Epperson, Executive Director  
Lisa Smith, Vice President  
Robert W. Phillips, ISA Council/Cor Representative  
ABSENT  
Jimi Scheid, Secretary, Board elect.  
Spencer Knight, Treasurer

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

Motion: Dana Karcher; Second:-Carol Kwan  
Motion Carried

4. **Consider a motion to approve the January 30, 2015 Meeting Minutes**

Discussion: A problem with the minutes was noted by C. Kwan Re: The minutes were incomplete because the Executive session (closed) minutes were not made public. R. Epperson indicated that Executive session minutes are taken but not made public. D. Karcher: It was determined that those minutes would not be made public as is standard executive session procedure. R. Epperson to follow up on RRO whether record to be made public and to what degree (clarification).D. Karcher-noted that 'action items' should be made public but not general discussion of closed session.

Moved to accept: D. Karcher; Second Lisa Smith  
Motion Carried

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

Executive Directors Report (Stats and Social Media) – Epperson  
Council of Representatives Report - Phillips  
Receive Written Committee and Officer Reports (available, reviewed by committee)  
Finance Committee – Warriner;  
Certification – Anderson/staff  
Regional Meetings – Costello/staff  
Tree Fund – Stone

Moved: D. Karcher; Second: Carol Kwan  
Motion carried

6. **Action Items:**

**Treasurer's Report – Knight (not attending) to be presented by Epperson**

March 31, 2015 Financials

R. Epperson reported

We are in good financial shape.

J. Downer inquired about Spencer Knight's (treasurer) participation.

Inquiry regarding investments for WCISA- R. Epperson indicated that there is a set policy for investing.

Noted that Past Presidents are normally on the finance committee

An overview was presented of the balance sheet and budget was given for previous quarter. Cautioned that values were based on Pre-final analysis of 2015 Annual Conference costs and revenues. Line items were discussed and explained.

Look at investment strategy and commitment of finance committee

Motion to accept- C. Kwan; second D. Karcher

Motion Carried

## 7. Discussion Items:

### **Officer/Committee updates**

#### **Officer Reports**

##### **Executive Director – Epperson**

No formal report for this meeting

J. Downer thanked Rose and staff for service and efforts on conference; Discussion regarding the conference successes and challenges ensued-to be discussed further at post conference call.

Conference call scheduled for 07May15.

##### **ISA CoR Report – Phillips (Previously Submitted)**

Report read aloud

##### **Editor – Hagen**

Requested comments from past president (J. Downer) on how the term ended. Requested different perspective from R. Wood (Pres.) and J. Downer (Past. Pres.) –those two to co-author

Discussion regarding revisiting palm pruning, safety and etc in Western Arborist.

Legal cases (Thousand Oaks an example)-should information regarding these be information presented to membership?

Discussion regarding insertions, missing regular columns, and new article topics.

#### **Administrative Committees:**

##### **Regional Conferences – Costello-report previously submitted**

J. Downer-Discussion of continued development of Soil School for Arborists; R. Phillips-hands on workshop for climbing; Jarod Abrojena approached R. P. on this. WCISA hosting workshop with A-Plus Tree (not CAA); TCIA –C. Dykstra—to work towards Epicenter managing CAA; Other training opportunities available for training (Bailey’s as ex.); Consider TCIA grants for low cost workshops. J. Downer- cautioned that resources could be consumed by regional meetings and to be aware of where the Chapter’s attention is placed.

R. Epperson reminded that regional meetings typically require about 120 days to develop. L. Smith suggested regional reps. Dial in to meeting. J. Downer (R. Epperson agreed)-that when the Board decides that a topic is exceptional it should be moved on quickly. Responsiveness is important.

##### **Certification – Anderson (report previously submitted)**

Next step is job task analysis

ISA wants to ensure that two exams are analogous (Available June 2016) Revenue sharing and division with ISA from exams and certifications was discussed. Upcoming (re)training for 100 evaluators (1-2 years of training; 1-2 yrs implementation; test reviewed, presented to ANSI, must be repeatable

##### **Tree Fund – Stone (not attending)**

C.Kwan- donations for silent auction (tree fund); donations for Hawaii; Steve Nimz- seek donations of value added items; \$3500 for live auction last year for Hawaii package; R. Phillips suggested the Oakhurst auction model be evaluated.

### **Tree Climbing Championship – Ruiz (not attending)**

Jimi Scheid- list all committees on agenda to get involvement of committees spurred; Ruiz needs to be shadowed next year to have a 'trainee'; R. Phillips questioned change of rep's-term is two years.

### **Standing/Obligatory Committees:**

Annual Meeting 2015-Hagen

Explore future themes with focus on membership interests;

J. Downer-explore more ways to improve committee member participation at meetings; R. Phillips discussed being first time moderator, overlap of speakers and areas to improve transition from speaker to speaker; Build in better time by telling speakers they have 50 minutes rather than a full 60-which allows ten for q/a and transition.

### **Annual Meeting 2016-Vierkant**

Greg Vierkant general chair for next year's conference (R. Wood, Disneyland, Anaheim, CA).

Greg Monfette as Program Chair; Decorations Chris from Disney. Spouses -Christy Ruiz; Nick Crawford Educational exhibits committee but not chair; Dana Karcher interested in Hospitality (to be determined); Still recruiting; Venue for Golf event discussed (Anaheim Hills as ex.)

### **Awards-Mellinger**

Consider a way to condense awards; shorten the accolades for individual recipients; improve editing for errors in advance; check on visibility issues when reading from screens (There may have been visibility issues that should be reviewed for future conferences).

### **Marketing-Dykstra (Report previously submitted)**

Budget increased from \$2500, to \$5000.00.

In process of redesign of pop-ups, renew same; Wearing of logo shirts (where, when, who—also as a value added 'perk' potential); Mentioned the potential development opportunity of a Spanish Chapter Website/page; N. Crawford, M. Pendleton, and Chad SCO website-content driven, no deep changes, search algorithm update, consider review by external (?) evaluator. Money Grows on Trees should be more prominent in Western Arborist; Following along with the Tree Circus theme/language: What do membership benefits give us?; B. Hagen –send to him, he can run 2X/year in WA.; Market to students-felt that student involvement this year was exceptional for both them and Chapter.

Chad spoke to increased 'branding' with marketing kits, logo pins ('Member') similar to what ASCA has, kits cost ~\$3-5.00; reaching correct target people crucial; visibility on display important.

### **Membership-Crawford (Report previously submitted)**

Tracking visitors to website; Money Grows on Trees; Evaluate prime outreach candidates-customized emails, graphics as focus of encouragement, calibrate reports for greater membership analysis.

Change in how ISA is tracking/renewing membership requires a conversation with WCISA Board to ensure that we shift our own renewals appropriately. R. Epperson said this is occurring (paralleling ISA's change). Benefits include spreading both work load and financial inputs/outputs over a longer period.

Request to obtain volunteer list from N. Crawford for Board.

### **Obligatory Committees:**

Commercial-Porter

M. Porter stepping down as chair of committee. R. Wood to reach out to several members that expressed interest in becoming more involved.

## **8. New Business/Discussion:**

CTW Merger – time line

(see above);Merger was discussed and that it was a 'live document' right up to the meeting.

Doug and she (R. Epperson) are working on this  
Contract Renewal w/ Epicenter

Called for a phone conference with R. Wood, D. Karcher, J. Downer, L. Smith, R. Gessner, D. Anderson, J. Scheid, R. Epperson, and T. Takeuchi for May 06, 2015.

Issues of concern were raised regarding compensation for meetings above contracted meetings in effort to ensure fair compensation, as well as future growth. Consider what various programs will be in five years (TRAQ, Regional Meetings, and Certification Training). Some of these are mandated minimums by ISA. C. Kwan reminded that contracts can be amended after being adopted.

Subcommittee for contract review: J. Downer, R. Wood, R. Gessner, D. Anderson, D. Karcher  
Committees for 2015/16

See above.

#### 9. **Adjourn to Strategic Session**

Year four of five year plan-In 2016 board meeting will be assigned to re-evaluate the strategic plan (R. Epperson). J. Downer expressed concern over committee autonomy in absence of attending board meetings. R. Gessner to assign tasks/action items for increased participation of same. Goal for two groups (Strategic planning groups?) to pull two back to synthesis, status reports.

#### 10. **Calendar**

2016 schedule of Board Meetings-17July15 Sacramento, 30Oct15 Santa Ana, 29Jan16 tbd, 08Apr16  
Chapter Office, Porterville.

#### 11. **Adjourn Meeting**

Motion to adjourn meeting at 1:58pm: **D. Karcher; Second L. Smith (?)**

Motion Carried

Respectfully submitted July 12, 2015



Tracey Takeuchi, acting secretary for Jimi Scheid