



**Western Chapter International Society of Arboriculture**  
Executive Committee Meeting Minutes  
Sacramento, CA  
Friday, July 17, 2015 9AM-4PM

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Minutes (DRAFT) of Meeting

**Convene Meeting** – Rhonda Wood, President 9:14 called to order

**Roll Call:** Robert Phillips, Rick Gessner, Denise Britton, Jimi Sheid, Lisa Smith, Julia Bartens, Carol Kwan, Chad Dykstra, Molly Sinnott, Bruce Hagen, Nick Crawford, Jim Downer, Dana Karcher, Tracey Takeuchi, Greg Wilder, Rhonda Wood, Rose Epperson, Doug Anderson, Kathleen Mahoney. Jeff Hillman (arrived late)

Absent: Spencer Knight, Larry Costello, Phillip Ruiz

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

Moved to approve Carol Kwan; seconded Lisa Smith

Discussion: Jimi Scheid- was labor arborist added to agenda? –yes is in board packet for later discussion

Motion carried

**Consider a motion to approve the May 2, 2015 Meeting Minutes**

Moved Jim Downer; Second Lisa Smith

Discussion—corrections to 2016 annual committee chair (Greg Monfette) and other assignments, spelling of names (**List of corrections available from President Please provide for minutes** Rose Epperson suggested that this type of correction should be made prior to Board meeting.)

Restate to accept as corrected by Jim Downer and second Lisa Smith

Motion carried

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

Receive Committee and Officer Reports (*Written*)

Executive Director's Report – Epperson

Editor's Report – Hagen

Certification – Anderson

Regional Conferences – Costello

TREE Fund – Karcher

Annual Conference 2015 – Hagen

Awards – Phillips

Marketing – Dykstra

Membership - Crawford

Utility – Kelly

Students – Mann

Women in Arboriculture – Bartens

Motion to accept consent agenda Carol Kwan; second Molly Sinnott

Discussion-Jim Downer: issue with board members not attending meetings (this is not discussed further here) Rose: Consent agenda only includes the discussion of consent agenda issues

Motion carried

## Action Items

### **Treasurer's Report** – Knight, Spencer (Spencer Absent, Rose Epperson Reporting in his absence)

Motion to accept report as provided by R. Epperson- moved Denise Britton, Second Carol Kwan

Discussion: Discussed timing with year-end pending – will have final for October meeting. Further discussion on major revenue sources and value of magazine as member benefit, may want to look at allocation there. Concern raised by C. Kwan on 1m limits in prior year – it was an unusual circumstance – no action needed. R. Epperson provided background for Britton Fund and Tree Fund donations.)

Carol asked are we over the 1M (phone meeting) and answer: yes

Rose requested info from Mark Bluhm on how ISA presents financials. He recommended we consider better way of presenting financial data-incorporate into new format for easier consumption; detail will remain available. Denise Britton: Britton and tree fund in negative: 1000 of each co-hosted regional Meeting goes into; work day run by Chapter but proceeds go to fund, and Stanford proceeds goes to Britton Fund; travel stipend goes (paid) upon request (\$500.00 cap)

Motion carried

### **Ratify Electronic Vote on Executive Director Contract**

Motion to accept ratification of electronic vote

Moved Carol Kwan, second Rick Gessner

Motion carried

Follow up comment: that we voted on that Rose and team will be with us for next five years (Rick Gessner)--Thanked Rose and congratulated team

## Discussion Items

**Break into Strategic Groups (30 minutes then report back) Explanation of Strategic groups for new members was given. Split into groups** What comes back to table from meeting: Two highlights two challenges and a work plan

Professional Development Carol Kwan in charge of "P's"

Organization Development Lisa Smith in charge of "O's"

**Professional Development-highlights:** 1) meeting in every county, 2) website has ceu's, 3) Arizona not represented well, 4) scheduling meeting for group (P); 5) carry over objectives to new year/prioritized for this year and scheduled conference call (28July15/4pm); 6) revisited what was not done: 1)women's climbing meeting in Central CA: summarize regional meeting at end for participants with four "take-away's" to audience at large, prizes; add brochures about professional capability of selection and planting by arborists for trade shows; develop planting specifications for Western States, have available at public relations booths; noted that there is a disconnect between information and enforcement; Partner more with Nursery and landscape Architects; have at least one meeting in Central CA: Bakersfield or Fresno and Arizona.

**Organization Development:** 1) Increase MEMBERSHIP BY five percent growth over three years, 2) introduction to periodical, 3)Chapter presence at International level, 4) get students more involved, and 5)leadership: goal 1-increase awareness to Western Arborist periodical, 2) trade booths,(possibly

trade for booth/site time etc),4) add in WA magazine with additional access to their membership as a benefit to encourage new members; 5) increase awareness Western Arborist at international level (Swartzell was elected (and re-elected) to board of directors and G, Mann to board (ISA)-technically not representing WCISA; students): 6) young professional outreach: fireside etc- and in between annual conference how can we out-reach to students?; 7) Build demographic representation- ongoing and presently successful at least at board representative level; 8) Rhonda: increase membership-promote Denise Britton's plan to offer Western Arborist as a bonus to employees, and Arborist Certification to preparatory classes; create a single marketing tool/marketing tool kit to have formally available to the 'zip file ' or something that can be quickly disseminated.

Question about participation: Dana questioned how long do people stay on the strategic planning committee, especially those that are routinely not attending? The same question was previously brought up by Jim Downer (see above). Rose Epperson indicated that the representatives are not required to stay committed to a group. Try not to lose the potential of currently less active members (invite them to calls regardless to give opportunity to be involved/comment).

Reminded that Strategic Groups are NOT a committee, they are a planning group to direct the committees towards stated organizational goals.

## **Committee/Officer updates**

### **Officer Reports:**

(a) **Executive Director's Report** – Epperson-written report presented to board; go over fiduciary resp. for 501c; have committees more engaged; Dropbox to be utilized for board as opposed to have 'packet' that will enable group to add docs sooner; ACTION ITEM- Rose Epperson to send existing confidentiality policy. Rick Gessner: committee to sign confidentiality agreement and move on? Carol Kwan-on google analytics-just went live with podcast links- **Action item: can add that to next board meeting packet?**; CALFIRE-grant awards-WCISA is partner w/two different Grant that CaUFC received. CaUFC partnership previously dormant-that will change soon. 2016 conference out and developing - 2017 feelers out for Northern California - Non-renewal survey went out two weeks ago.

### **(b) CoR – Britton**

Did not do formal written report. Involved with ISA organization, in touch with website, Will attend Annual conference in Florida which is her first official meeting that she will attend in august. Will report following that with formal report. Rose Epperson will attend ISA meeting in Florida with Denise Britton. Rose-not sure if Rhonda Wood (Pres.) is involved for that meeting. 2016 ISA conference is in Texas.

### **(c) Editor's Report – Hagen**

See Formal report supplied. – Following to inform board that Rinn said that 'Resistograph is getting complaints but that of the 6 available the actual Resistograph generates quality data.' Risk assessors are going increasingly to these tools when doing Level III inspections. Bruce commented that Kevin Wilson (TO City Arborist) informed that the City of Thousand Oaks has deeded over trees to homeowners which has transferred responsibility of damage from trees to home owners. Future ramifications still unknown. Lisa's links to come hopefully. Still have space in Publication for additional items. Rose Epperson: out-reach to Craig Kelly in Utility for articles. Ask Francesco Ferrini to write more for Western Arborist-contact. He is coming from Italy to speak at Stanford University.

**Administrative Committees:**

**Certification – Anderson**

CTW transfer coming out not a lot to report; see report. Liaison meeting in Oct (dates not sure), new Certification Liaison for the first time in past 19 yrs. ; CTW merge transition-long-term goal to improve/increase program; Emphasize competency in the training.

**Regional Conferences – Costello** (absent/see report submitted)

Improve representation with educational opportunities for underserved; concentrate on 'destination' meetings that double as vacation. Discussed student costs and benefits from attending meetings. Larry Costello (absent) report presented by Rhonda Wood- moving in good direction; Dunster was not fiscally responsible based on costs to value (lost money on, very expensive).

**Tree Fund Liaison – Karcher**

See report submitted. Work with Jim Downer on grants and names of candidates of researchers that may participate.

**Standing Committees:**

**Annual Meeting 2015 – Hagen**

See report provided; financially successful;

**Annual Meeting 2016 – Vierkant** (by phone) First meeting was held end of June

Greg Monfette subcommittee is doing well; Call for presentations coming out soon; working on rest of meeting schedules for year. **Theme: Magic in our Urban forest.**

**Awards – Phillips**

See Report Submitted – Discussion: Maureen Murphy working with him on this; Trying to get individuals to nominate-recommended a one page summary that a nominator can fill in more easily; Carol Kwan noted that Active Membership *not* required to receive the award of research but must contribute to arboriculture significantly. How many times an individual can be nominated for an award should be clarified/reviewed. Jim Downer asked if every award *had* to be given out each year. Sentiment was that we should take every opportunity to find appropriate recipients for each award every year. Reminder that nominations due at end of the year in December.

**Action Item: Announcement to recipient in advance may be helpful-under further discussion by Robert Phillips and Rhonda Wood to explore further.**

**Marketing – Dykstra**

See report submitted. Discussion: Chad feels there are 2-3 areas that he needs to improve. Need a co-chair, John Crandell in Nevada will be asked to be involved. Lisa Smith volunteered to be involved. Shared upcoming opportunities: Target specialty company-Tree Symposium meeting- sept 15(san Jose), 16 (Walnut Creek) two different meetings-Rick can do both

**Membership – Crawford**

See report submitted – Discussion: Start to implement a survey for those that do not renew membership (see previous comment). Renewal of lapsed membership discussed. WCISA growth was flat and compared to other chapters that had 1.7 to 3% growth.

**Obligatory Committees:**

**Commercial – Hillman**

Jeff but don't see his committee- no real report except being an active member. He has communicated with Greg Monfette regarding the Annual Program

**Annual Committees/Optional:**

**Students Committee – Mann** (absent)

See submitted report – Discussion: Looking for other ways to involve students. Website does

not have a list of board members but there is a list of internship opportunities. Suggestions from group included encouraging college level arboriculture clubs for students. High school level program (Jeff Hillman). How to start a student group on ISA page (Lisa Smith).

#### **WIA – Bartens**

see report submitted – Discussion: Jaime Lee as a member (4 now, hope to be 7). April 15-17 in Applegate climbing seminar for women. WIA breakfast speaker Paula Peper. Scholarship for Bonnie Appleton Memorial Fund-chapter challenge-Propose and we can vote: Donation deadline is August 01,–As a chapter challenge up to \$2000 dollars (not a firm figure). Used for students in the general field of arboriculture including various disciplines listed, not just for women only, Rose mentioned WCISA sent an appeal to chapter by tree fund to involve ourselves in this- In order to include money component to budget it must have a motion-

++Carol Kwan moved that the Chapter match donations from Western Chapter members up to the amount of \$2000.00 for donations to the Bonnie Appleton Endowment fund  
Jim Downer seconded

Discussion- Rick Gessner money would go to Tree Fund but would be specifically allocated to this endowment fund for the purpose of scholarships? Yes.

Jeff Hillman: Clarification of motion: Total match aggregate up to \$2000.00.

Motion carried

#### **Britton Fund Update: Rick Gessner**

Reporting on what is being funded: 1) CTFP, Greg McPherson what to plant; 2)Causal agent of witches broom in Blue Palo Verde-Ursula Schuch, PhD research project; 3)Wood Decay fungal assay, Igor Lacan, PhD.

Meeting on Monday-will discuss more including possibly the CTFR updating.

Regional /Chapter wide separation (not eliminating participation in the overall program but having our information separate because Western region is a unique (environmental) region.

Jim Downer-question: has A. Trotter come up with work days for 2016- that is coming (R.E)-Pixie Woods was brought up as an option.

#### **Old Business**

##### **CTW merge – Anderson/Rose Epperson for Doug Anderson**

Transition Plan is being developed by Rose, Doug, Kevin Martlege from ISA and Sonia Garth from ISA. ISA is about to go through job task review and adjust the exam (CTW) Waiting until next June-

Now: merge in 700 tree workers that are established and Chapter will continue to do certs until next year. 75 tree worker evaluators in WC that must be retrained/evaluated by ISA--Phil Ruiz asked to help. Member tracking of Credential holders differs from ISA's so a 'T' will be added to the end of the Certified Arborist. We have tracked our member ceu's but can't track outside of our organization well, but that will all be tracked by ISA

Expired Certificate holders will not move over *so a grace period is suggested* by Rose Epperson. 16K royalty split in two 8K payments for CTW-Part of that money will be used to send evaluators to the ISA training, written part of exam will be computer based--this is the biggest administrative change for the CTW.

### **Member vs. Nonmember rates for partnering groups – Carol Kwan**

Kwan requested that a policy is set that the members of other organizations have the member rate for meetings. R. Wood commented that the ASCA rate is tiered-and what incentive is there to becoming members if they can get the member rate. D. Karcher- questioned where does the incentive end? Do we do this for all organizations, areas, or only for deeply under-served. J. Downer- 'co-sponsor' definition important to consider. R. Epperson -sharing in half the profit as well as being a co-sponsor; we could lose non-member revenue if people are given a lower rate for their sponsorship. Carol-Islanders are not being served results in question (by them) as to why they should be members. Consistent involvement encourages active membership. R. Epperson- look at the revenue sharing benefit. Kwan noted that expenses are also shared revenue is not just of the top.

R. Wood proposed an Ad Hoc committee to review this, members of committee should be: L. Costello, Spencer Knight Treasurer, Nick Crawford, Lisa Smith, Julia Bartens; Kwan recused from any further discussion – may be conflict of interest. Rose E suggested that the committee talk to the other organizations regarding this issue. Larry Costello (assigned in absentia) to Chair the Ad-Hoc committee. Deadline October meeting- whoever has input should provide that to the committee  
(no motion)

### **New Business**

#### **Leadership Conference**

Attendees (2) attend-Denise may attend but is a past president (Carol Kwan and Doug Wildman, if Carol doesn't go then Tracey next in order of attendance) October 13<sup>th</sup>-16<sup>th</sup> Two days of staff intro, parliamentary procedures and etc.

#### **Updated Award Nomination Form-discussed with R. Phillips earlier (see above)**

#### **Investment Policy**

Finance report Warriner (by Phone)- Preserve capital avoid risk; listed out the policy guidelines. Chapter investments have done well since inception (up approx. 60K) Walt discussed the issues that had previously been raised regarding investment in Bonds. Proposed that a full time investment person be retained and an active investment advisor sought. Seek a new advisor that would be more proactive on the chapter's behalf. Question/Downer, J: Has anyone discussed our situation with Raymond James Group. First duty is to call concerns to their attention. We pay account fees as a percentage. Kwan-Chapter policy is supposed to be conservative type of investments- equity is called for in long-term cash investment. Downer- questioned costs being paid to investment group. Discussion- Chapter's responsibility to contact them with questions/concerns, and then they respond. Moving funds will incur costs. Downer: initiate contact with them to ask about their strategy (for Chapter). Britton- Raymond James group has not been responsive to her personal inquiries. Clarification regarding the distinction it seems between a financial planner and a company that holds your investments. Warriner –currently fiscally okay but plan of action needed, recommended hiring a professional to manage the accounts. Lisa Smith: what does Walt need to move forward. Seek a new financial advisor to actively manage the funds. Get three different proposals to evaluate them.

Propose that we get 3 different advisors to propose (strategy for Our Fund Management). Kwan: all of our fees are high and their performance is low. Walt will have the (Finance) committee meeting to discuss all aspects of what we need.

Motion by Denise Britton: instruct the finance committee to look at three different people

plus Raymond James and once that person is on board look at revising the investment strategy.

Second Carol Kwan

Discussion-three month time line? Kwan requested inclusion of a larger company.

Motion carried

**Scholarships for students** (Gordon Mann's report) paperwork will be put together

**DOL Standards (Apprenticeship program)** Jimi Scheid –grant scholarship email chain doc submitted  
Possible to start some Arborist training programs from the Grant money. Ad-Hoc Committee designated (tent): Jimi Schmidt, Doug Wildman, Gordon Mann should be involved from the student and Jeff Hillman Doug Anderson, reach out to Jocelyn Graf and Kevin Jefferson.

**Open Discussion**

Have phone meeting to have positive feed-back on progress

**Next Meeting**

October 30, 2015 – Orange County (exact location TBD)

Santa Ana Lawn Bowling option

ADJOURN 3:59 adjourned



Respectfully Submitted-Tracey Emmerick Takeuchi, Secretary.