

Western Chapter International Society of Arboriculture Executive Board Meeting Minutes

August 22, 2007
Doubletree Hotel, Burlingame, California

(NOTE: Numbering coincides with meeting Agenda)

- 1) Meeting called to order @ 9:05 AM by President, Ray Morneau
- 2) Roll Call
 - a) Present:
 - Ray Morneau, President
 - Doug Anderson, President Elect
 - Juan Barba, Vice President
 - Helen Stone, Past President
 - Torrey Young, Secretary
 - Rose Epperson, Executive Director
 - Dana Karcher, Director
 - Gabe Beeler, Director
 - Dennis Swartzell, Director
 - Greg Monfette, Director
 - Bruce Hagen, Editor
 - Jim Clark, ISA Representative
 - b) Absent: Teresa Trueman-Madriaga, Treasurer
 - c) Guests:
 - Steve Churchillo, Regional Meetings Chair
- 3) Motion: to accept the current meeting Agenda, as submitted.
 - ✦ Motion: D. Anderson; Second: D. Karcher
 - ✦ Motion carried unanimously
- 4) Motion: to approve the BOD meeting minutes of May 11, 2007, inclusive of Annual Meeting Minutes, as submitted.
 - ✦ Motion: D. Anderson; Second: H. Stone
 - ✦ Motion carried unanimously
- 5) Committee and Officer Reports:
 - a) Executive Director's Report: (R. Epperson) Discussed new phone lines & related issues, CLCA request for participation with CA Green Industry Council.
 - b) Treasurer's report: (T. Trueman-Madriaga) No report submitted, intending to submit written report to T. Young later. Discussion followed related current financial statements. Comment that lack of 1007 conference revenue had negative effect, but recovery will be demonstrated in later reports.
Motion: to approve the Treasurer's report, as submitted.
 - ✦ Motion: J. Clark; Second: D. Anderson
 - ✦ Motion carried unanimously
 - c) ISA Representative's report: (J. Clark) ISA created new policy around recent election issues.
- 6) Strategic Initiative and Committee Reports
 - a) Initiative #1 Public Relations (AI Remy)n
 - i) Public Relations (report submitted by A. Remy)n
 - ii) UVHFC (United Voices Special Project): (report submitted by D. Karcher)
 - R. Epperson submitted request for Special Project Funding of \$10k.
 - Funding would serve to budget from grant received.
 - Motion: to accept Special Project Funding of \$10k. for UVHFC.
 - ✦ Motion: D. Karcher; Second: D. Anderson
 - ✦ Motion amended by D. Anderson to fund \$4,200.
 - ✦ Motion carried unanimously

- b) Initiative #2 Membership (D. Swartzell; report submitted)
 - Reviewed membership statistics; updates by R. Epperson (3347 current members).
 - Discussion considering member survey followed.
 - c) Initiative #3 Research & education (D. Anderson; report submitted)
 - Developed UVHFC booths.
 - d) Initiative #4 Certification, Editor & TCC (G. Beeler)
 - i) Certification (K. Eckert; report on statistics submitted) Telephone conference occurred w/K. Eckert.
 - Utility Specialist CTW in process.
 - ISA updating regional species lists, considering eliminating common names
 - CA exam Domains reorganized.
 - G. Beeler presented educational ideas
 - ii) Editor: (B. Hagen; verbal report)
 - Recruited R. Morneau to develop article on TCC for magazine, next issue.
 - Photos to be enlarged; considering addition of color
 - Discussed possibility of paying for articles from key authors.
 - iii) TCC: (J. Mercado; verbal report submitted by G. Beeler)
 - Considering rotation of permanent sites
 - e) Initiative #5 (G. Monfette)
 - i) Regional Conferences: (S. Churchillillo) report-schedule submitted by
 - ii) SAC: (J. Barba; no report)
 - iii) Spanish Arborist: (J. Mercado; no report) G. Beeler emphasized need for Spanish instructors/trainers.
- 7) Annual Meeting Reports:
- a) 2007 (K. Eckert; verbal) very positive feedback continues to be received.
 - b) 2008 (D. Anderson; verbal) 2nd committee meeting to be held tomorrow (8/23/07) in Oakland.
 - c) 2009 (R. Morneau; verbal) no report yet.
- 8) Discussion Items:
- a) Old: none
 - b) New:
 - i) Executive Director Review (G. Monfette)
 - In process; discussed procedure.
 - BOD conference call scheduled for 8/30/07 @ 12:00-1:00PM
 - ii) ISA Leadership workshop: To be attended by J. Barba, J. Mercado, T. Young (10-19-21/07 in Champaign, IL)
 - ◆ Motion: D. H. Stone; Second: J. Clark
 - ◆ Motion carried unanimously
- 9) Confirm next Meetings: 11/1-2/07 (w/CUFC mtg); 1/30/08; 5/1/08
- 10) Meeting Adjourned 3:10 PM



Submitted , 8/28/2007, by Torrey Young, WCISA Secretary.
Submitted, 12/11/07, with corrections, by Torrey Young, WCISA Secretary.