



## Western Chapter International Society of Arboriculture

Executive Board Meeting Agenda  
CAL FIRE Region Headquarters – Santa Rosa, CA  
Thursday, October 23, 2014; 9AM-4PM

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**1. Convene Meeting** – Jim Downer, President, convened the meeting at 9:15 AM

**2. Roll Call**

Jim Downer, President

Dana Karcher, Past President

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

Mary Pendleton, Epicenter Management

Ryan Pendleton, Epicenter Management – Joined meeting at 10:35 AM.

Chad Dykstra, Marketing Chair

Nicholas Crawford, Membership Chair

Curtis Fosnaugh, Member

Denice Britton, Member

**Via GoTo Meeting**

Rhonda Wood, President Elect – Joined call at 9:25.

Spencer Knight, Treasurer – Left meeting at 10:04.

**Absent**

Jill Caceres, Vice President

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

Motion: D. Karcher; Second: C. Kwan

Motion Carried.

**4. Consider a motion to approve the July 18, 2014 Meeting Minutes**

Motion: C. Kwan; Second: L. Smith

Discussion ensued on detail of minutes.

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. Receive Committee and Officer Reports** (Written)

i. CoR Report – Phillips

ii. Editor's Report – Hagen

iii. Regional Conference – prepared by staff

iv. Certification – prepared by staff

**6. Action Items**

**a. Treasurer's Report- Knight**

i. Approve 2015 Budget

S. Knight noted that the draft 2015 document is consistent with past years. Discussion ensued of line items to include that of the potential for having an Epicenter Management bonus included as a line item.

Motion to approve the 2015 Proposed Budget by L. Smith; Second: D. Karcher

Motion Carried.

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

Motion Carried. Discussion ensued to correct an errant spreadsheet cell formula.

## 7. Discussion Items

### a. Break into Strategic Groups (30 minutes then report back)

Each group chair gave a brief synopsis of their respective purpose and objectives to the attendees before separating.

- i. Professional Development
- ii. Organizational Development

Each group's scribe reported challenges, successes and action items that were developed following the breakout sessions. There was special attention on the matter of meeting surveys and their effectiveness.

### b. Committee/Officer updates

#### i. Officer Reports:

##### (a) Executive Director's Report (previously submitted) – Epperson

Discussed ISA's future change of membership renewal due dates. Discussion of grants administration and application for current CAL FIRE Urban and Community Forestry grant funding. Talked about positive progress regarding merger with ISA's Certified Tree Worker Program. Chapter office is slated to move to a new facility by January 1, 2015, in Porterville, largely in order to accommodate improved connectivity and technological functions. M. Pendleton and R. Pendleton briefly mentioned that their new San Francisco office is established.

##### (b) Council of Representative Report (previously submitted) – Phillips

Highlights included the review of the ITCC mind map that was disseminated by the ISA, the upcoming March 21-23 meeting in Tampa, the number of tree climbing events (70) worldwide, new nominees to the CoR board, the development of the CoR Manual and ISA notes, such as the call for board nominations, request for 2015 conference speakers, etc.

##### (c) Editor's Report (previously submitted) - Hagen

Deadline for next edition of the *Western Arborist* magazine is November 1. It will specifically highlight the 2015 annual conference. M. Pendleton recently put together a video advertising the conference. Discussed various articles currently submitted. Excited at the prospect of having Dennis Swartzell's viewpoint from the international level contributed to the Chapter's publication. Noted that it would be beneficial to have a board member provide a testimonial on why they attend the annual conference. L. Smith has volunteered to contribute to this.

#### ii. Administrative Committees:

##### (a) TREE Fund – Stone

Nothing to report or discuss.

##### (b) Certification Report (previously submitted) – Anderson

No discussion.

##### (c) Regional Conferences (report previously submitted) – Costello (absent)

R. Epperson noted highlights of L. Costello's report including results from August and September events in regard to revenue and attendance. Further discussed future events and reaching attendance capacity at specific ones.

#### iii. Standing/Obligatory Committees:

##### (a) Marketing (report previously submitted) – Dykstra

Gave a synopsis of report to include increase in business in the industry as of late. Noted the lack of understanding by the public on our organization and the purpose of tree care professionals. Discussion ensued on members not attending regional conferences due to a lack of revenue loss from their personal businesses. Talked about the idea of holding a Saturday or evening event to accommodate these folks. C. Dykstra went on to question the Chapter website being optimized to facilitate better traffic and ease of use. Expressed that there was great interest garnered at the San Mateo Landscape Expo recently as well as at a speaking opportunity at the Target Tree Symposium. J. Downer brought up topic of discerning what people do not attend annual conferences and why and marketing to them accordingly.

Discussion ensued surrounding Dykstra's request to increase the annual marketing committee budget.

(b) Membership – Crawford

Open to hearing ideas from other members as he gets this committee off the ground. He is trying to find out if our benefits are compelling to members. Would feel he would benefit from knowing statistics of membership changes from year to year. J. Downer talked about the need to have a Chapter marketing kit (consisting of the magazine, materials, membership forms, etc.) to bring to meetings as assistance.

iv. Annual Committees

(a) 2015 Conference - Hagen

Hagen reinforced the attractiveness of the conference and its location as well as speakers. He is looking for one additional hospitality volunteer for the conference. D. Karcher offered to look for a candidate from her Central Valley contacts. There are three full days of programming with a fourth day for a tour of Giant Sequoias. There is a tree planting ceremony planned. Mentioned the spouse tour and the Britton Fund bike ride. R. Gessner talked about the three different bike ride options. Hagen also brought up the silent auction and a wine tasting event. R. Epperson stated current communications being made with vendors attending.

a. Budget approval (budget previously submitted)

Motion made to approve the 2015 annual conference budget: D. Karcher; Second: R. Phillips.

Motion Carried.

(b) Nominations – Karcher

Nominations are currently being received and inquiries are being made. She also made mention of Dennis Swartzell's recent election to the ISA Board.

**8. Old Business**

None.

**9. New Business**

a. Advertising Rates 2015

M. Pendleton noted that our current advertisement rates are fairly low considering 2008 was the last time rates were increased. Proposed rate increases were presented and acknowledged.

Motion made to approve the advertising rate hike as proposed: C. Kwan; Second: D. Karcher.

Motion carried.

b. Executive Director Review

R. Epperson discussed the results of the Chapter membership satisfaction survey while the corresponding graphic and Board Source review document were viewed. D. Karcher suggested that R. Epperson should provide a review for her staff members to provide staff goals to then share with the Board. R. Wood mentioned the three different goals to be added to the survey, which she wants to discuss with J. Caceres still. R. Gessner and L. Smith volunteered to assist with this effort. J. Downer will confer with Caceres.

c. Leadership Conference Recap

R. Gessner, M. Sinnott and R. Wood shared their impressions of their attendance at the conference in Champaign last week.

d. Curtis Fosnaugh, from Signature Tree Service, discussed the need to host tree climbing workshops, especially now that the California Arborists Association has been dormant. He suggested a business plan needing to be developed.

**10. Calendar**

Next meeting scheduled for Friday, January 30, 2015 in Anaheim, CA.

**11. Adjourn Meeting**

President J. Downer adjourned meeting at 3:16 PM.

Respectfully submitted on 10 December 2014

Jimi Scheid, Secretary