



**Western Chapter
International Society of Arboriculture**

Executive Board Meeting Agenda
Asilomar – Pacific Grove, CA
November 19, 2010

1. **Meeting called to order at 9:09 am, by Greg Monfette, President**
2. **Roll Call –**
 - a) **Present:**
 - i) Greg Monfette, President (Remote – Go-to Meeting)
 - ii) Juan Barba, Immediate Past President
 - iii) Gabe Beeler, President Elect
 - iv) Dennis Swartzell, Vice President
 - v) Dana Karcher, Director
 - vi) Dave Dockter, Director
 - vii) Rhonda Wood, Director (Remote – Go-to Meeting)
 - viii) Robert Phillips, CoR Representative
 - ix) Mike Neal, Treasurer
 - x) Lisa Smith, Secretary
 - xi) Jill Caceres, TCC Chair
 - xii) Doug Anderson, Certification Chair
 - xiii) Gordon Mann, Municipal Arborist Chair
 - xiv) Helen Stone, TREE Fund Liaison
 - xv) Bruce Hagen, Editor of Western Arborist
 - xvi) Ray Morneau, Bylaws Committee
 - xvii) Walt Warriner (Remote – Go-to Meeting)
 - xviii) Carl Mellinger (Remote – Go-to Meeting)
 - xix) Rose Epperson, Executive Director
 - b) **Absent:**
 - i. Susan Landers, Regional Conference Chair
 - ii. James Downer, Director
3. **Agenda for November 19, 2010**
 - a. Consider a motion to approve the Meeting Agenda
 - i. Motion: D. Karcher; Second: J. Barba
 - ii. Motion carried unanimously
4. **Minutes from August 19, 2010**
 - a. Consider a motion to approve the August 19, 2010 Meeting Minutes
 - i. Motion amended by D. Karcher; Second: J. Barba
 - ii. Motion carried unanimously
5. **Consent Agenda A**
 - a. **Consider a motion to approve the Consent Agenda A**
 - i. Motion: D. Karcher; Second: G. Beeler
 - ii. Motion approved unanimously
 - b. **Executive Directors Report – Epperson**
 - c. **Receive Committee and Officer Reports**
 - i. Membership – Swartzell (written report submitted)
 - ii. Certification – Anderson (written report submitted)
 - iii. **Regional Meetings – Landers**
 - iv. Consulting Arborist – Leggitt (written report submitted)

- v. Spanish Arborist – Mercado (written report submitted)
- vi. Women In Arboriculture - Wood (written report submitted)
- vii. Work Day Report – Trotter (written report???)

6. Action Items:

- a. **Treasurer’s Report** – Neal
 - i. Motion to approve the Treasurer’s Report
 - 1. Motion: J. Barba; Second: G. Beeler
 - 2. Motion approved unanimously
- b. **Approve Policies**
 - 1. General Financial
 - 2. Conflict of Interest
 - 3. Whistleblower
 - 4. Record Retention
 - a. Motion to approve the 4 policies
 - i. Motion approved unanimously
- c. **CPA Engagement for Reviewed vs. Compiled Statements**
 - i. Motion to discuss using the “reviewed” statement
 - ii. Motion: J. Barba; Second: D. Karcher
 - 1. Motion to implement a “reviewed” statement format
 - 2. Motion approved unanimously
- d. **Bylaws Report –Morneau (report submitted)**
 - i. Discussion of proposed WCISA bylaws revisions
 - ii. Motion to approve the by-laws changes, consistent with the By-laws committees
 - 1. Motion: D. Karcher; Second: R. Phillips
 - 2. Motion approved unanimously
- e. **Insurance Renewal for 2011 – Epperson**
 - i. Motion to approve WCISA insurance renewals
 - 1. Motion: J. Barba; Second: G. Beeler
 - 2. Motion approved unanimously

7. Discussion Items:

- a. **Committee updates**
 - i. **Administrative Committees:**
 - 1. Certification –Anderson
 - a. Reviewed ISA Liaison meeting and Discussions
 - 2. Regional Conferences – Landers (Report submitted)???
 - 3. TREE Fund - Stone (Report submitted)
 - a. Motion to approve \$2500 to the gala fund for TREE Fund
 - i. Motion: D. Swartzell; Second: D. Karcher
 - ii. Motion approved unanimously
 - 4. Tree Climbing Championship - Caceres
 - a. Reported TCC location – possibly Balboa Park
 - ii. **Officer Reports:**
 - 1. Executive Director – Rose Epperson
 - 2. Editor – Bruce Hagen
 - a. Discussed content of Winter 2010 issue of magazine
 - iii. **Standing Committees:**
 - 1. Annual Meeting 2011 -Warriner – (Remote)
 - a. Discussed annual meeting flyer
 - 2. Annual Meeting 2012 – Mann
 - a. Tour of Asilomar
 - b. Discussed meeting concepts & schedule

3. Awards – Mellinger (Remote Go-to Meeting)
 - a. No nominations yet, have till 12/31 to receive submittals
 - b. Can re-nominate persons who didn't get award previously
 - iv. **Obligatory Committees:**
 1. Nominations – Barba – Receiving nominations through end of December
 2. Consulting – Leggitt (Report submitted)
 - a. Reviewed recommendations and discussed developing sub-committees
 3. Municipal – Mann (Report submitted)
 - v. **Annual Committees/Optional:**
 1. Bylaws - Morneau
 2. Spanish-Mercado (Report submitted)
 - a. Discussed potential new committee representative
 3. Women in Arboriculture –Wood (Report submitted)
 - b. Britton Fund Update – Doug Anderson – verbal update (Report submitted by A. Trotter)
 - c. Master Calendar of Events
 - d. Leadership Conference – Robert Phillips (Report submitted)
8. **Adjourn to Strategic Session:**
 - a. Discussion Current Strategic Initiative Action Plans
 - i. **Increase public and media awareness of the benefits of trees. - Karcher**
 1. Work with the media to develop connections in communities
 - a. YouTube – Facebook
 - b. United Voices
 - c. Contact Locals
 - i. Get releases from Sonia
 - d. Review Press Releases for events and activities
 - ii. **Increase organizational growth – Swartzell**
 1. **Continue working on this initiative**
 2. Survey non renewals
 3. Outreach to other organizations
 4. Develop working membership committee
 5. Discount or free meeting fee
 6. Gift memberships
 - iii. **Promote multi-disciplinary approaches to research & education - Downer**
 1. Work on social media as outlet for information sharing
 - iv. **Promote tree care standards - Beeler**
 1. C license Arborist test (written report submitted) – discussion
 2. Western Arborist Archives
 - a. Web - fee based
 - i. Magazine
 - ii. PowerPoints
 - v. **Increase training opportunities - Dockter**
 1. Look into relevance of distance learning opportunities (Webinars)
 2. Look into Annual Conference Rotation
 - a. Economic and other factors
9. **Meeting adjourned at 3:48 P.M. Submitted 11/30/10 by Lisa Smith, WCISA Secretary**