

**Western Chapter International Society of Arboriculture
Executive Committee Meeting Minutes
November 20, 2009
Marriott Hotel, Bakersfield, California**

(NOTE: Numbering is chronological according to meeting progression and does not coincide with the approved meeting Agenda)

- 1) **Meeting called to order** at 9:02 AM by President Juan Barba
- 2) **Roll Call**
 - a) Present:
 - i) Juan Barba, President
 - ii) Greg Monfette, President Elect
 - iii) Doug Anderson, Immediate Past-President (arrived 9:35 A.M.)
 - iv) Dennis Swartzell, Director
 - v) Dana Karcher, Director
 - vi) James Downer, Director
 - vii) Dave Dockter, Director
 - viii) Torrey Young, Secretary
 - ix) Rose Epperson, Executive Director
 - x) Helen Stone, Regional Conferences Chair
 - xi) Robert Phillips, ISA Representative
 - xii) Jill Utesch, Tree Climbing Championship Chair
 - b) Guests:
 - i) Jack McCabe, Finance Committee Chair
 - ii) Darla Mills, CDF Regional Urban Forestry Advisor (Fresno)
 - c) Absent:
 - i) Gabe Beeler, Vice President
 - ii) Bruce Hagen, Editor
 - iii) Mike Neal, Treasurer
 - iv) Stan Oka, Certification Chair
 - v) (no current appointee), TREE Fund Chair
- 3) **Agenda for Meeting 11/20/09:**
 - a) Motion: to approve the current meeting Agenda, as submitted.
 - i) Motion: D. Karcher; Second: D. Anderson
 - ii) Motion carried unanimously
- 4) **Minutes of meeting 08/25/09:**
 - a) Motion: to approve the minutes of 08/25/09 meeting of the Executive Committee.
 - i) Motion: D. Dockter; Second: D. Swartzell
 - ii) Discussion followed regarding previous policy requiring written motions and recording and formatting of minutes.
 - iii) Motion withdrawn.
 - b) Motion: to approve the minutes of 08/25/09 meeting of the Executive Committee, formatted now and in the future in chronological order and including brief summaries of discussions and reports.
 - i) Motion D. Anderson; Second G. Monfette
 - ii) Motion carried by a majority (6 yeas, 1 nay-D. Karcher)
- 5) **Administrative and Officer Reports**
 - a) Executive Director's Report: (R. Epperson, written report submitted) Created a Master Calendar of industry events; ISA adding a 2-year option to membership renewal-will research impact on WCISA dues; magazine printer changed due to delays in production; investigating a digital format for magazine; conducted an in-house staff training (Epicenter Management) and anonymous customer service survey.
 - b) Treasurer's Report: (J. McCabe for M. Neal; staff-written report) Reported on both Treasurer's report and Finance Committee;
 - i) Motion: to accept the Treasurer's Report as submitted.
 - (2) Motion: D. Anderson
 - (3) Second: D. Karcher
 - (4) Motion carried unanimously
- 6) **ISA Representative's Report:** (R. Phillips, no written report submitted) discussed pending ISA governance changes and impact on ISA Representative's role.

7) **Strategic Initiatives and Committee Reports:**

- a) Strategic Initiative #1 - **Increase public and media awareness of the benefits of trees** (D. Karcher, Facilitator)
 - i) Public Relations, Special Projects: (D. Karcher, no written report submitted) suggested WCISA participation on FaceBook®.
- b) Strategic Initiative #2 – **Increase Organizational Growth** (D. Swartzell, Facilitator)
 - i) Membership: (Swartzell, staff-written report; ISA report provided by E. Duchinsky) provided current membership statistics; no activities currently underway to increase membership; discussed pro-rating dues for mid-year new memberships; reviewed the non-renewal survey (10% response, or 96 of 900 surveyed).
- c) Strategic Initiative #3 - **Promote multi-disciplinary approaches to research & education** (J. Downer, Facilitator) J. Downer confirmed role expectations; 2 RFP's developed by the Britton Fund to be reviewed. Reviewed student affairs successful recruiting meeting.
 - i) TREE Fund Liaison: (no chair currently appointed; no written report submitted)
 - ii) Britton Fund: (D. Anderson; written report submitted) 2 RFP's developed by the Britton Fund to be reviewed, with proposals to be reviewed 1/27/10; work day planned at Oakland's Fairyland, in process.
- d) Strategic Initiative #4 - **Promote Tree Care Standards** (G. Beeler, Facilitator; staff-written report) J. Barba reported for G. Beeler
 - i) Editor: (B. Hagen; written report submitted)
 - ii) Certification: (S. Oka; staff-written report) group discussion - recent CTW training was poorly attended, may need to revise methods.
 - iii) Tree Climber's Championship: (J. Ultesch; no written report submitted) Chair has equipment trailer in her possession; planning reorganization & re-supply; reviewed PowerPoint presentation of 2010 venue, Peart Park, Casa Verde, AZ.
- e) Strategic Initiative #5 - **Increase training Opportunities** (G. Monfette; written report submitted) Does not advise developing webinars in consideration of cost (\$250k+);
 - i) Certified Arborist Exam Preparation Courses: recommended cancelling C.A. prep course project, and G. Monfette to inform proposers.
 - (2) Motion: to cancel Certified Arborist exam preparation course proposals.
 - (3) Motion: G. Monfette
 - (4) Second: D. Karcher
 - (5) Motion carried unanimously
 - ii) Regional Conferences (H. Stone, staff-written report) initiated a "road show" format with nursery and ANSI series of programs.
 - iii) Women in Arboriculture: (R. Wood, staff-written report submitted)
 - iv) Annual Meetings:
 - (2) 2010: (M. Neal, no written report) J. Barba & R. Epperson reported, updating status; commented that exhibitors are reduced from pervious years.
 - (3) 2011: (G. Monfette, no written report) Site is Hyatt La Jolla in San Diego; "Last Child in the Woods" author Richard Louv may be speaker; may have a casino night for Britton Fund and a live or silent auction; Britton Fund ride being planned, field day included.

8) **Discussion/Action items:**

- a) Old business: none
- b) New business:
 - i) Bylaws Committee: (T. Young, written report submitted) reviewed report and Executive Committee Survey results; discussed moving forward as per discussion, with minor revisions and survey results.
 - ii) Senior/Student discount policy: (M. Pendelton) (written report submitted)
 - (1) Motion to adapt the discount policy as per the report recommendations and in compliance with the Bylaws.
 - (2) Motion: G. Monfette
 - (3) Second: D. Anderson
 - (4) Motion carried unanimously
 - iii) Kenneth Allen donation of Books: (T. Young, sample book database provided) discussed the intent of K. Allen's heirs to donate his library to the Britton Fund, via auction. Discussed possible methods and options for presenting the approximately 300 books in mint condition.

9) **Meeting adjourned at 2:35 P.M.**

Submitted 12/16/2009, by Torrey Young, WCISA Secretary.

