



Internal

Western Chapter International Society of Arboriculture

Board Meeting

Resort at Squaw Creek

Thursday, October 13, 2022 – 1:00PM – 5:00PM

Friday, October 14, 2022 – 8:30AM – 1:30PM

Thursday, October 13, 2022 – 1:00 PM – 5:00 PM

1:02 PM: Convene Meeting – Daniel Goyette, President

Roll Call & Anti-Trust Statement

Present

In Person: Daniel Goyette, President; Kevin Eckert, President Elect; Sarah Maitland, Vice President; Doug Wildman, Past President; Tracey Takeuchi, Director; Julia Gowin, Director; Alison Lancaster, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Linda Chalker-Scott, Editor; Thomas Dodge, Secretary

Remote: Jodi Carlson, Director; Preston Goodman, Treasurer (departed approx. 2:00pm)

ACTION ITEMS

- Consider a motion to approve the Meeting Agenda
Motion put forward by Doug Wildman to approve the meeting agenda. Motion seconded by Julia Gowin. Motion carried with no opposition.
- Consider a motion to approve the consent agenda (written reports)
Motion put forward by Tracey Takeuchi to approve the consent agenda. Motion seconded by Ken Knight. Motion carried with no opposition.
- Consider a motion to approve the July 21, 2022 Meeting Minutes
Motion put forward by Doug Wildman to approve the meeting minutes. Motion seconded by Tracey Takeuchi. Motion carried with no opposition.
- Consider a motion to accept call minutes from 08/17 Check-In
Motion put forward by Tracey Takeuchi to approve the meeting minutes. Motion seconded by Ken Knight. Motion carried with no opposition.

EXECUTIVE SESSION

- Executive Director Review – Closed Session

OFFICER REPORTS

- Executive Director's Report – See submitted report, summarized by Rose Epperson.
- CoR Representative – No written report submitted, summarized by Ken Knight.
Discussion: The CoR Executive Council was designed to function as an advisory group to the ISA board but is not being consulted, and information from the board is not being relayed to the council regularly. Information exchange between the CoR council and the chapters is good, but the exchange of information between the CoR council and the ISA board is the concern. The council will be expressing concern with the process at the virtual conference.
- Treasurer's Report – See submitted report, summarized by Rose Epperson.
Motion put forward by Tracey Takeuchi to accept the Treasurer's Report. Motion seconded by Kevin Eckert. Motion carried with no opposition.
- Editor's Report – See submitted report, summarized by Linda Chalker-Scott.

5:00 PM: Adjourn



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8:04 AM: Convene Meeting – Daniel Goyette, President

Roll Call & Anti-Trust Statement

Present

In Person: Daniel Goyette, President; Kevin Eckert, President Elect; Sarah Maitland, Vice President; Doug Wildman, Past President; Tracey Takeuchi, Director; Julia Gowin, Director; Alison Lancaster, Director; Ken Knight, ISA CoR; Rose Epperson, Executive Director; Linda Chalker-Scott, Editor; Thomas Dodge, Secretary; Molly Sinnott, Committee Chair; Doug Anderson, Committee Chair

Remote: Jodi Carlson, Director; Gordon Matassa, Committee Chair; Carol Kwan, Committee Chair; Rebecca Senior, Committee Chair; Igor Lacan, Committee Chair; James Komen; Committee Chair; John Leffingwell; Committee Chair

STRATEGIC COMMITTEE REPORTS

Membership –maintain and grow the membership

- Membership – See submitted report, summarized by Gordon Matassa.
- Students – No written report submitted, summarized by Tracey Takeuchi.

Discussion: The committee still needs to meet with Kevin M. regarding the strategic plan. The committee is trying raising funds to send 1-2 students to the annual conference. Currently there is a 'Student' page on our website but the committee is considering a 'Student' website, similar to what was developed by the WIA committee.

Marketing / Public Relations – promote the professional of arboriculture

- Marketing – See submitted report, summarized by Carol Kwan.
- Awards – See submitted report, summarized by Rebecca Senior.

Leadership – provide guidance and leadership that supports and sustains the chapter

- TREE Fund – See submitted report, summarized by John Leffingwell.
- Britton Fund – No written report submitted, summarized by Doug Anderson.

Discussion: Upcoming event at Cypress Lawn in Colma, CA. Doug and others will be test riding the single-track portion of the 2023 Britton Fund ride, and they are considering ways to accommodate the need for different bikes/tire sizes related to having the single-track ride and traditional road ride.

Professional Development – increase industry professionalism through education and credentialing

- Credentialing – No written report submitted, summarized by Doug Anderson and Rose Epperson.

Discussion: We are monitoring the changes that are being proposed by ISA. One of those is that judges for the tree worker exam will now have to hold that certification. There is concern that this will limit the pool of available judges. The membership of the committee is turning over.

- Education – See submitted Work Plan and Committee Calendar, summarized by Igor Lacan.

Discussion: The recent survey showed people prefer the option of a hybrid component to our programming. Hybrid are the most difficult to coordinate. An advantage of webinar programming is that



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we can speakers that we may not be able to arrange in-person. How is our programming correlating with the results of the survey? Can we move to more outdoor/on-site events? And include more interactive programs like tree ID, root assessments, and soil analysis...?

- Tree Climbing Championship – No written report submitted, summarized by Rose Epperson.

Discussion: Jared Abrojena is the incoming Committee Chair. WE are looking for a location to have the 2023 event. Consideration is being given to returning to Davis, as well as other possibilities.

- Annual Meeting 2023 – No written report submitted, summarized by Molly Sinnott.

Discussion: The committee is gaining momentum and the planning is progressing favorably. We are still accepting proposals for presentations and there has been interest from some local tree services/arborists who want to help/participate. The layout will be the same as the previous conference that was here. Sponsor costs will reflect our current costs. The shuttle from Reno is expensive and we may need to look for additional options for folks to get to the venue from the Reno airport.

- Annual Meeting 2024 – No written report submitted, summarized by Kevin Eckert and Rose Epperson.

Discussion: We have not settled on a location. Hawaii is still being considered but there are concerns about the overall costs and attendance associated with traveling to Hawaii.

- Commercial – See submitted meeting minutes, summarized by Rose Epperson.

Discussion: There is interest in this committee and we are looking to assign a Chair.

- Consulting – See submitted report, summarized by James Komen.

- Municipal – No report submitted.

Discussion: Daniel is going to ask Leon Boroditsky to take over as Chair.

- Utility – No written report submitted, summarized by Kevin Eckert.

- Discussion: Vince has been a willing and effective Chair but has indicated he will be stepping down and we will be looking for a replacement. Participation can be a challenge for this committee because this part of the workforce is very busy and often their schedule is a contractual obligation.

- Spanish – No written report submitted, summarized by Rose Epperson.

Discussion: The committee remains active. They are translating a CEU article for each issue of WA and sending out the arboleros newsletter.

- Women in Arboriculture – No written report submitted, summarized by Alison Lancaster and Jessika Mitchell.

Discussion: We are looking for new spots to hold the workshop. After the recent workshop, there was some negative response concerning the Covid vaccination requirement. There is interest in making the WIA breakfast a more inclusive conference event while still having a smaller meeting for the WIA group. The committee is going for a grant to perform a new survey with the hope that the results will be shared with other ISA chapters and industry organizations.

- Tree Care for Wildlife – See submitted report, summarized by Andy Trotter.

- Regional Plant Appraisal – See submitted report.

OLD BUSINESS

- New Committee Chair Orientation

Discussion: Rose Epperson will schedule this. The focus will be towards new Chairs, but all will be invited to participate.



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NEW BUSINESS

- Strategic Session at January meeting

Discussion: All of the committees seem to be moving toward, or have completed, the plans/goals of the strategic plan. We will be setting up some time to check back in with Kevin M. in January.

OPEN DISCUSSION

Discussion about the benefits of having financial year-end estimates. Can the Finance Committee prepare that mid-year?

What are some of the challenges with nomination submittals? There is a plan to update the nomination form.

NEXT MEETING

- Monthly Check-In: November 16, 2022
- Next Meeting: February 2-3, 2023, at LAX

1:30 PM: Adjourn