



Western Chapter International Society of Arboriculture

Board Meeting

Remote – Zoom

Friday, April 12, 2024 – 8:00AM – 5:00PM

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8:00am: Convene Meeting – Kevin Eckert, President

Roll Call & Anti-Trust Statement

- Present, remote (not all present for entire meeting): Kevin Eckert, President; Sarah Maitland, President Elect; Daniel Goyette, Past President; Tracey Takeuchi, Vice President; Alison Lancaster, Director; Justin Barrios, Director; Julia Gowin, Director; John Crandell, Director (absent momentarily from 11:05am to 11:11am); Rose Epperson, Executive Director; Ken Knight, ISA Council Representative (logged on approximately 9:00am); Jonathan Flournoy, Secretary; Preston Goodman, Treasurer (logged on approximately 9:20am to 10:21am); Jessika Mitchell, Women in Arboriculture Chair; Gordon Matassa, Membership Chair; James Komen, Consulting Chair; John Leffingwell, Tree Fund Chair; Kathleen Falamino, Staff

Action Items

- Consider a motion to approve the Meeting Agenda
 - Sarah Maitland would like to add a discussion on Women in Arboriculture into the committee reports.
 - Motion put forward by Julia Gowin to approve the meeting agenda. Seconded by Sarah Maitland. Motion carried with no opposition.
- Consider a motion to approve the consent agenda (written reports)
 - Motion put forward by Alison Lancaster to approve the consent agenda. Seconded by Tracey Takeuchi. Motion carried with no opposition.
- Consider a motion to approve the February 2024 Meeting Minutes
 - Motion put forward by Julia Gowin to approve the February 2024 Meeting Minutes. Seconded by John Crandell.
 - Discussion: The footer has a different date and should be corrected before being approved. Also, how much discussion should we be putting in the minutes? The casual nature of reflecting names should be changed to full position. Some felt that when minutes were too precise, it could cause issues down the line. Some felt the notes should be shortened. However, the consensus was that the notes should continue with the same level of detail as before. The board can request the notes to be shortened during review.

Officer Reports

- Update: President's Goals for 2023/2024 – summarized by Kevin Eckert
 - Kevin Eckert: micro-credentials (MC) program was moving a little slower than planned.
- Executive Director's Report – summarized by Rose Epperson
 - It's our 90th anniversary. They're working full force on all things conference. It's been an extraordinary last 3 months, including the loss of a valued staff member.
 - Membership numbers fluctuate throughout the year and are hard to pinpoint. However there have not been any large changes in numbers. Generally, we have about 4,000 members. About 10% are chapter-only members.
 - Kevin Eckert: credentialing requirements in the utility sector has resulted in growth of certified arborist and TRAQ numbers.
 - TRAQ continues to be very popular. They're doing many workshops, which tend to fill up. Many people actually get their Certified Arborist in order to get TRAQ.



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Administrative staff helps TRAQ instructors focus on teaching and have received many complements.

- They are considering raising TRAQ fees slightly. Our fees are less than many other chapters.
- Finance is healthy overall.
- ISA leadership workshop is right before ISA conference and has a generous travel stipend and discount.
 - Sarah Maitland was interested, and Alison Lancaster will be going to the leadership workshop.
- ISA Trees are Good coloring book was discontinued.
- There's nice and healthy conversation in TradeWing. Social media is generally doing well.
- Tree Circus was very busy during Arbor Week. Funding is covered through May by their last grant. They did not get NDF IRA grant, but will try again the next application round.
- A Britton Fund grant has led to a childhood education app called My Tree & Me
 - <https://linktr.ee/mytreeandme>
- Editor Report – Summarized by Rose Epperson
 - Linda Chalker-Scott could not attend the board meeting.
 - Rose Epperson: In Linda's report, she wanted to remind committee chairs it's time to do the annual reports.
 - Sarah Maitland raised an issue with the Saguaro cactus cover on the recent Western Arborist magazine. She felt the cactus was very drought stressed and not well representative of the species, and wishes more input was given from experts.
 - Some responses were that Linda has asked multiple times for cover photos from members and must work with what she gets. Others said it was difficult to keep track of Editorial Committee meetings due to schedule changes.
- CoR Representative – Summarized by Ken Knight
 - This is Ken Knight's last board meeting as CoR representative. The ISA board did not respond to WCISA board's letter on changes at the ISA board as of the date of this meeting. The CoR has not been asked for comments at the time of this meeting. His position is ending soon.
 - Ken applied to be on the ISA board but was not given a slot, as the nominations committee there chose someone else. Ken thinks their nominations committee doesn't make things transparent.
 - Rose Epperson commented that Ken has done a tremendous job for the chapter.
- Treasurer's Report – see report, summarized by Preston Goodman
 - We are in a good position, considering how up and down the market is. Overall, investments are up over 20%. Monetarily we are moving along nicely.
 - Kevin Eckert recommends the board put out a directive to the Financial Committee to make a policy for the board to vote on, and for the Financial Committee to meet quarterly to look at financials and make recommendations for the board. Kevin recommended regularly contributing \$5,000 per month into the money market account as a review of financials finds appropriate. It's better to put in regular contributions than to irregularly invest a lump sum.
 - Rose Epperson said we should look through our financial statements, but we *do* have an



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- investment policy, so maybe the board should revisit that. Also, the Financial Committee has been meeting quarterly for at least the last 3-5 years.
- Motion put forward by Justin Barrios to invest \$5,000 per month from the checking account into the money market account for the next 3 months until the next board meeting. Seconded by Ken Knight.
 - Discussion: Rose supports this, and it works for her considering expectations with the upcoming conference.
 - Motion carried with no opposition.
 - Kevin suggested the financial committee review their investment policy and then provide their thoughts to the board.
 - Then, Rose Epperson finished summarizing the financial report because Preston Goodman had to log off.
 - Investments are doing well. There is still \$300,000 in the Wells Fargo account and \$300,000 from BluePay. We've netted \$31,000 so far this year, but these figures fluctuate throughout the year. Generally, each board meeting costs \$7,500-10,000, depending on location. So, remote board meetings save money.
 - Motion put forward by Tracey Takeuchi to accept the Treasurer's report. Seconded by Alison Lancaster. Motion carried with no opposition.

15 minute break from 10:35am to 10:46am

Committee Reports

- Marketing – see report, summarized by Sarah Maitland
 - The committee has been doing different things. For the PSA's they will be filming footage at the San Diego conference. This is primarily to collect B-roll for future use.
- Miscellaneous Highlights as required
 - Women in Arboriculture did not submit a report.
 - Jessika Mitchell said there hasn't been a committee meeting recently, and her main focus is her talk for the conference, as well as some large items like budget.
 - Some people have been very insistent with her about using the Women in Arboriculture's equipment at WCISA headquarters and aren't always happy with her "no" answer. Some requests are also last minute. Much of the equipment is expired. They need to spend many hours looking at every piece of gear to ensure they're okay to use. Jessika needs an equipment list and plan for what Women in Arboriculture's program will need, before accepting new equipment. The committee will discuss an implementation timeline in their meeting after the conference.
 - Gordon Matassa, chair of the Membership Committee, said they are looking for recommendations for people to feature in a profile in Western Arborist magazine.
 - Tracey Takeuchi said she wants to see more educators pushing our scholarships to



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their students.

- James Komen, co-chair of the Consulting Committee, summarized their committee activities. They recently did a Trees and Construction workshop which included roundtable sessions and received positive feedback. The committee has a pipeline of articles coming to Western Arborist magazine.

12:15 PM – 1:00 PM: Break for lunch

Old Business

- Micro-Credentialing (MC)
 - Kevin Eckert said the MC committee is talking with people who are leading existing programs. For example, Ed Gilman has been working on a pruning credential, and is looking at exporting it.
 - Kevin Eckert is working on a program for chainsaw education, which is highly sought after. Other MC's like EHAP (Electrical Hazard Awareness Program) have also been popular. They're also talking about aerial lift operation and young tree pruning.
 - Kevin Eckert thinks the western chapter should send out a simple survey to membership to rank potential MC topics by importance.
 - Suggestions for MC's include volunteer coordination, ANSI standards, regionally-specific plant palettes, and tree identification.
- Policies & Procedures Manual Update
 - Kathleen Falamino said the original document had notes compiled from past reviews. She took the revisions and edits and put them all in one document. It's nearly done for the first section (board/officer governance). The document should be done and ready for review by the summer board meeting.
 - Basically, the bylaws were updated and streamlined in 2021. The things that were pulled out from the old bylaws were put into the Policies & Procedures Manual.
 - People need to review Kathleen Falamino's document to ensure the language is adequate and she hasn't left things out.
- Order of the Oak
 - Kevin Eckert said it was suspended in the past, but they were talking about bringing it back—it's a small informal group at the conference.
 - Discussion centered around whether it was concerning to have a small group with no oversight choosing recipients for the award. Some people acknowledged these concerns, but said there were benefits to having the group, and the award is very un-serious. Some suggested using a point system to decide on award recipients.

New Business

- Conference Activities
 - Moderators were selected for each block of talks in each room.
- Schedule for 2024
 - The next meetings will be in July 18-19 2024, October 2024, January 2025, and April



Western Chapter International Society of Arboriculture

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2025.

- The October 2024 meeting will tentatively be on October 11. Rose Epperson needs to check with the hotel first about January 2025 dates.

Next Meeting

- The next meeting will be at the Sacramento State Fair in July, consisting of two half days on July 18th and 19th, 2024. The meeting will be held at 12-4pm on July 18th, with dinner at 5pm at the fair. Then, we will work from 8am-1pm on July 19th. There will be working lunches on both days.
- Motion put forward by Ken Knight to adjourn the meeting. Seconded by Daniel Goyette. Motion carried with no opposition.

2:58 PM ADJOURN

Respectfully submitted,

Jonathan Flournoy, Board Secretary
May 31, 2024