



Western Chapter International Society of Arboriculture

Board Meeting

WCA Office, Sacramento, CA

Thursday, July 18, 2024 – 12:00PM – 5:00PM

Friday, July 19, 2024 - 8:00AM – 1:00PM

Thursday – July 18, 2024 12:00 PM – 5:00 PM

1:00 PM - Convene Meeting –Sarah Maitland – President

Roll Call & Anti-Trust Statement

- **Present, in person:** Sarah Maitland, President; Tracey Takeuchi, President-Elect; Alison Lancaster, Director; John Crandell, Director; Rose Epperson, Executive Director; Jonathan Flournoy, Secretary; Rhonda Wood, ISA Council Representative; Jessika Mitchell, Women in Arboriculture Chair; Walt Warriner, Finance Chair; Gordon Matassa, Director; Madeleine Rauhe, Students chair; Cristian Garcia Arcos, Spanish co-chair; Terri Koiki, Credentialing chair; Kathleen Falamino, Staff
- **Present, remote (not all present for entire meeting):** Kevin Eckert, Past President; Preston Goodman, Treasurer; Joey-Lynn Watt, Marketing chair; Ryan Gilpin, Tree Care for Wildlife chair; John Leffingwell, TREE Fund chair

Action Items

- Consider a motion to approve the Meeting Agenda
 - Motion put forward by Tracey Takeuchi to approve the meeting agenda. Seconded by Rhonda Wood.
 - Discussion: Kathleen moved the editor's report to the following day (July 19) and moved the treasurer's report to before the afternoon break and the core discussion to after the afternoon break.
 - Tracey Takeuchi moves to accept changes to the meeting agenda. Seconded by Rhonda Wood. 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 Gordon Matassa. Motion carried with no opposition.
- Consider a motion to approve the April 12, 2024 Meeting Minutes
 - Motion put forward by Tracey Takeuchi to approve the April 12, 2024 Meeting Minutes. Seconded by Alison Lancaster. Motion carried with no opposition.

Officer Reports

- President's Welcome – by Sarah Maitland
 - Sarah Maitland: committee chairs are very important and are very welcome to attend board meetings. We are redoing our bylaws and need to continue working on them. Policies and procedures will be completed soon.
 - We should build a relationship with the ISA. It seems like they want a fresh start, and we need to be partners with them and see how we can work with them and have them help us. The ISA works differently from us and their strategic plan is very long-term at 15 years.
 - We need to continue using the Marketing Committee. They can help other committees as well. We should also continue Kevin Eckert's efforts to develop micro-credentials.
- Executive Director's Report – See submitted report, summarized by Rose Epperson



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- Rose Epperson: our numbers were updated for the last quarter. We are up 100 people this quarter compared to last. However, quantifying membership data is difficult because it constantly fluctuates throughout the year. Membership ratios across regions are about the same. We should work to sign on the approximately 700 local members who are part of ISA but not WCISA.
 - Average age of membership is 47 and aging. Survey response rates seem to be lowering. However credentials still growing, including TRAQ.
 - Social media spikes during the conference. There's always interesting discussion on TradeWing.
 - Cristian Garcia Arcos: we should consider posting on TikTok.
 - Conference attendees generally give good ratings.
 - We'll probably end up with 30 TRAQ courses this year.
 - Leadership workshop is August 11 and will be attended by Rose Epperson, Sarah Maitland, Rhonda Wood, and Alison Lancaster
 - There are new BMP's for root management and pest management, as well as new online CEU quizzes. They have open applications for Z133 committees.
 - ISA has started online transfer of funds and are re-doing their data management systems.
 - In terms of USFS grants, they are working here at the state fair, on scholarships, no net loss of canopy conversations, and no topping campaign.
- Treasurer's report – see submitted report, summarized by Rose Epperson
 - Preston Goodman was meant to present the report, but it took longer to get to his planned presentation time. By then, he had to log off due to emergency work duties.
 - Rose Epperson: we should read the report on our own as well as listen to her presentation.
 - Regarding the 2024/2025 draft budget, we're still in a good place regarding our accounts. Advertising may seem low, but it just hasn't been billed yet. There are many small differences in numbers with previous periods due to timing.
 - Regarding magazine ads, it's a function of staff, not the Marketing Committee. Also, at our next board meeting we will look at 2 other sources of income not listed in this budget from the Magazine.
 - Discussion: it was suggested that we have a committee member solicit for ads instead of a staff member. A response was that staff has much less turnover than a committee member, and a staff member has done the job in the past. Another response was that the Western Arborist magazine was primarily to spread information, not to make money.
- Finance Committee report – see submitted report, summarized by Walt Warriner
 - Walt Warriner: in February 2024, \$40,000 was held in the money market account and \$50,000 was invested in 2 ETF's (exchange-traded funds).
 - The Finance Committee wants to revise the policies and procedures manual to make regular monthly transfers of \$5,000 from the operating account to the investment portfolio. The Finance Committee is to submit a written report to each board meeting on the status of the Chapter's portfolio. Walt advises



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keeping \$50,000 in the money market account since those assets are easily withdrawn.

- Motion put forward by Alison Lancaster to approve the Treasurer's report with the 2024/2025 budget. Seconded by Rhonda Wood. Motion carried with no opposition.
- Motion put forward by Gordon Matassa to approve the Finance Committee's rewrite to the policy and procedures (the investment policy update). Seconded by Alison Lancaster.
 - Discussion: Tracey Takeuchi asks if all board member positions need to attend the mandatory quarterly Finance Committee meetings, to which Walt Warriner said no they don't need to attend. Tracey Takeuchi said the wording needs to be reconsidered in case a position cannot attend the mandatory meeting, to approve the yellow highlighted section of the updated Investment Policy.
 - Revised motion put forward by Gordon Matassa to adopt the recommended changes in the policies and procedures manual. Seconded by Alison Lancaster. Motion carried with no opposition.
- Preston Goodman is stepping down as Treasurer and Jeff Spohn is recommended to become the new treasurer. Sarah Maitland is appointing him; he has previous experience as treasurer, like in the City of Prescott, Arizona. Sarah Maitland thinks he is highly qualified and has also run for the WCISA board twice. He was on the Certification Committee as well. Preston said he would help mentor Jeff.
 - Motion put forward by Gordon Matassa to appoint Jeff Spohn as the new WCISA Treasurer. Seconded by John Crandell. Motion carried with no opposition.
- Motion put forward by Tracey Takeuchi to accept the recommendation of the Finance Committee to move \$5,000 per month into the money market account for the next quarter. Seconded by Rhonda Wood. Motion carried with no opposition.
- Component Council Representative Update – Presented by Rhonda Wood
 - Rhonda Wood: she started attending meetings with Ken to familiarize herself, and Ken sent a nice update before he transitioned out. There are 2 meetings to cover more time zones, but she's heard they discuss the same things at the other meeting.
 - In the first meeting they had amongst CCR's (Component Council Representatives) there wasn't much interaction. They mainly discussed what software to communicate with. They're working on a platform to facilitate communication. Some chapters in Europe wanted more regional (like European) discussions instead of global discussions. Rhonda felt whether regional or global discussion was more appropriate depended on the topic. There's an in-person meeting after the upcoming ISA conference.
 - ISA is asking for CCRs' input via email. ISA wants them to fill out a survey from each chapter on the future of ISA, and how each chapter sees the ISA components helping the ISA's strategic vision.
 - Discussion: It seems there are no actionable items that will be brought to the CC (Component Council). What's the real goal of the CC?
 - Rhonda Wood: yes, the draft CC manual seems to lack a clause on accountability of the ISA. We can talk about adding one.
 - Sarah Maitland: we would need to see a finalized CC manual before agreeing to it.



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- A suggestion was made to make the CC manual temporary since it's a new group. Then, at the end of this probationary period, to decide on whether to adapt the CC manual or to update it.

Meeting adjourned at 3:47 p.m., followed by the Executive Session.



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8:36 AM: Convene Meeting – Sarah Maitland, President

Roll Call & Anti-Trust Statement

- **Present, in person:** Sarah Maitland, President; Tracey Takeuchi, President-Elect; Alison Lancaster, Director; John Crandell, Director; Rose Epperson, Executive Director; Jonathan Flournoy, Secretary; Rhonda Wood, ISA Council Representative; Jessika Mitchell, Women in Arboriculture Chair; Gordon Matassa, Director; Madeleine Rauhe, Students chair; Cristian Garcia Arcos, Spanish co-chair; Terri Koiki, Credentialing chair; Kathleen Falamino, Staff
- **Present, remote (not all present for entire meeting):** Kevin Eckert, Past President; Joey-Lynn Watt, Marketing chair; Ryan Gilpin, Tree Care for Wildlife chair; John Leffingwell, TREE Fund chair; James Komen, Consulting Chair; Wister Dorta, Spanish co-chair; Linda-Chalker Scott, Editor

8:37 AM: Strategic Committee Reports

- Editor's Report – see submitted report, summarized by Linda Chalker-Scott
 - Linda Chalker-Scott: their award application to Gardening International was not successful, probably because we're outside of mainstream gardening. Submissions should be on time and follow instructions. For the fall issue, she's not getting things from committees on time. When things are not received on time, it jams up the process and make the magazine stressful to deal with.
- Membership – see submitted report, summarized by Gordon Matassa
 - Gordon Matassa: Sarah Maitland found Erik Mael with DLC Resources to become the new Membership Committee chair. He's also a college instructor. They've been doing raffles every quarter for new and returning members and are running out of "swag". They're making a request for new items which should cover them for a few years.
 - They are thinking about how to better engage members at arborist and outside (gardening shows, etc.) tabling events. They requested magnetic badges for tabling events to encourage conversation. About \$425 for 29 English and 9 Spanish signs.
 - Motion put forward to approve Erik Mael as the new Membership Committee chair. Seconded by Alison Lancaster. Motion carried with no opposition.
- Student Committee – see submitted report, summarized by Madeleine Rauhe
 - Madeleine Rauhe: they've prepared an outreach letter toward donors and sponsors and have updated the student scholarship to be more accessible. They had 11 scholarship applications and 5 winners. The quality of scholarship applications was much better this year. The scholarship awardees really liked the plaques they handed out. It may be a good idea to add the scholarship recipients to the welcome sessions at the annual conference.
 - The committee is hoping to do outreach with the Girl Scouts, and Brave Trails, an LGBTQ+ camp.



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- Marketing / Public Relations Committee – see submitted report, summarized by Joey-Lynn Watt
 - Joey-Lynn Watt: The Marketing Committee has accumulated video b-roll from the conference to use at their discretion, like social media posts or marketing campaigns. The committee is working on preparing a year's worth of social media posts which can be automatically posted at regular intervals. They're also working on brochures, and on being able to offer more immediate services to the WCISA.
 - The Marketing Committee should be working with other committees on marketing-related projects. Eventually we can have a Social Media Committee to make posts for other committees.
 - Discussion: it would be good to share the social media plan for the board, including a launch date. Joey-Lynn Watt responded that the plan was sent out the previous week, and they need feedback on it. They have detailed plans for regular posts on different dates of the week to spread knowledge and show that we're an available community to answer questions. They think they need regular schedule social media posts on a planned basis, so each post is more efficient and needs less thought before posting.

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

- TREE Fund – see submitted report, summarized by John Leffingwell
 - John Leffingwell: They put out a survey about TREE Fund awareness. Tour de Trees will be in New England this year. They recently announced recipients of their scholarship applications and grant recipients. The tree fund has a silent auction. They're trying to get items from each chapter. They have requested the board for 2 items to get to the silent auction.
- Britton Fund – oral report presented by John Crandell, board liaison
 - John Crandell: A lot of event information is on the Britton Fund website. The annual Britton Fund ride and silent auction have been bringing in funds, and book sales are good. The Britton Fund would like to see donations from the WCISA board. Lucy wanted to thank Kevin Eckert for his presidency of WCISA and to thank Sarah Maitland. Also, it would be good for Arizona and Nevada tree companies/organizations to sponsor a Britton Fund bike rider.

Professional Development – increase industry professionalism through education and credentialing

- Credentialing Committee – see report, summarized by Terri Koike
 - Terri Koike: They've had issues with testing sites, now that ISA has been more stringent about the trees they use, but they're working it out.
 - Their main concern right now is that as of May 1, they transitioned to a new exam format: aerial lift certification was removed and certified tree worker has been turned into certified tree climber. The issue is that new proctors/evaluators need to have the certified tree worker/certified tree climber credentials. They have a huge problem getting enough proctors for the exams, because most proctors are only



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certified arborists. They don't see why proctors need to have the newer credentials, since people do not climb trees during the exams.

- Discussion: We could incentivize volunteer exam proctors. Also, tree climbing competitions are where we need to request volunteers. Maybe circulate this through Climber's Edge, a mailing list with ISA.
- Terri Koike: They've increased the exam time to 45 minutes, but after receiving feedback, it may go back to 30 minutes.
 - They're still working with Kevin Eckert to get a prescriptive pruning and chainsaw safety micro-credential. These can be important to display competence when applying for jobs.
 - They were thinking of creating their own aerial lift credential since ISA discontinued it.
- Tree Climbing Championship – summarized by Rose Epperson
 - Rose provided a summary for Jared Abrojena. The City of Santa Barbara was very helpful when they held the TCC there. However, they likely won't do it around Father's Day again next year since it overlaps with college graduation, raising hotel costs greatly.
- Annual Meeting 2024 – summarized by Rose Epperson
 - Based on survey responses, they may have fewer speakers next year. Food service ratings were high. Community and education goals were met.
- Annual Meeting 2025 – see report
 - Sarah Maitland: the 2025 Conference Committee will be meeting soon.
- Consulting Committee – see report, summarized by James Komen
 - James Komen: they are working on another workshop series on tree inventories. He's been talking with Igor Lacan about collaborating with the Education Committee. The Consulting Committee is interested in preparing a list of speakers for the conference targeting consulting arborists. They've published some articles in Western Arborist and have more in the pipeline. They also have another online roundtable coming up on trees and soil erosion.
- Utility Committee
 - Kevin Eckert: I am talking to potential chairs.
- Spanish Committee – see report, summarized by Cristian Garcia Arcos and Wister Dorta
 - The conference at Cal Poly Pomona went well. Raquel Falco and Cristian Garcia Arcos attended the Washington DC World Forum on Urban Forests. They aim to expand the knowledge of Spanish-speaking workers, of whom many have passed away doing tree work. They also want to reach out to gardeners and other workers in harm's way who may live paycheck to paycheck.
 - They want to work with the AMA (la Asociación Mexicana de Arboricultura, or Mexican Arborist Association). They're continuing to produce Spanish articles and are translating 2 BMP's.
 - They are requesting \$2,500 for attending conferences, travel expenses, creating shirts for sale, buffs, stickers, and training materials.



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- Discussion: it was suggested to create flyers or other information to give to gardeners and other people committee members come across. Sarah Maitland said there would be a Spanish track at the WCISA conference, and ISA will have one too at theirs.
- Motion put forward by Rhonda Wood to adjust the proposed budget to include \$2,500 for Los Arboleros. Seconded by Tracey Takeuchi. Motion carried with no opposition.
- Women in Arboriculture – summarized by Jessika Mitchell
 - They haven't had committee meetings for a while now due to tension between members. There have been many incidents in years past where male participants want to support the committee but feel like they can't, and other incidents where male-inclusive events frustrate female participants. They're planning on working with the Marketing Committee to better communicate whether events are women-only or not.
 - She's working on creating communication guidelines since she wants committee meetings to happen monthly.
 - It's been difficult to get volunteers to plan workshops, especially workshops that go beyond introductory climbing, like climbing championships and pruning workshops.
 - Instead of doing breakfasts at the conferences (which have lower attendance), she is thinking of doing a social/networking event.
 - They did have a request for equipment donated many years ago to be shipped back to the vendors who donated the equipment. It was determined that it would not be a good use of chapter funds to ship back the equipment. The equipment could be shipped back if it was destroyed first (since it is expired). Jessika plans to go over the equipment with the chapter in Porterville soon, and to decide whether to get new equipment.
 - There are 2 potential workshop ideas for 2025. Josh Gevertz at the Cypress Lawn Arboretum has been talking with her about doing a climbing competition-style workshop for women climbers.
 - Discussion: some people suggested that more people are available to help with the committee so that it's not all on Jessika's shoulders. Jessika responded that she's creating communication guidelines to prevent issues they've had in the past during committee meetings, and would like those guidelines to be in place first.
- Tree Care for Wildlife – summarized by Ryan Gilpin
 - There's not much to report for this month. Mainly wanted to celebrate good workshops this spring. They are thinking of creating a "wildlife habitat snag" sign to put on snags to inform the public on why snags exist and are important.

Old Business

- P&P Manual Update (Policy and Procedures)
 - Sarah Maitland: let's do monthly board discussions to get this done by October.
- Rhonda Wood revisited the Component Council (CC) survey questions for ISA



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- Rhonda asked for input on ISA's strategic vision.
 - Alison Lancaster replied that our Micro-Credential program is helping the ISA fulfill their professional development goal.
 - Madeleine Rauhe wanted to know what ISA would do for outreach/inclusion efforts like LGBTrees.
 - Others suggested that the ISA be a convener for arborists globally.
- Rhonda: back to the Component Council draft manual, to address the lack of accountability from ISA, she proposes adding a clause that the ISA board is responsible for following up and responding to CC information requests. They should also state who would prepare the agenda for the CC meetings. Another suggestion is for a CC member (or members) to listen in on ISA board meetings and report back to the CC.

New Business

- DEI Committee Initiative – Presented by Jessika Mitchell and Gordon Matassa
 - There's a desire amongst some of the WCISA community to provide a welcoming space for LGBTQ+ community. There are other organizations being created like LGBTree. They've discussed 2 potential pathways for establishing a more formal group:
 - Option 1 – create an ad-hoc committee dedicated to supporting LGBTQ+ members, modeled after Women in Arboriculture.
 - Option 2 – restructure the existing Women in Arboriculture Committee as an overarching "Diversity, Equity, Inclusion Committee" or "Allyship & Belonging Committee". This is a big change and needs buy-in from the Women in Arboriculture Committee.
 - Discussion: Option 2 may be better, to avoid having multiple committees with overlapping goals. Also, right now Women in Arboriculture is a "program" in the chapter. How would the new committee be funded?
 - Jessika Mitchell: we can replace the word "women" to be open to more people, but the mission will stay the same.
 - Maybe create an ad-hoc committee first to gauge interest in the newer more widely-inclusive committee?
 - Motion put forward by Alison Lancaster to approve the formation of an ad-hoc LGBTQIA+ committee for one year. Seconded by Rhonda Wood. Motion carried with no opposition.
 - Gordon Matassa will be the committee board liaison.
- Board Housekeeping
 - Treasurer Appointment has already occurred and been approved.
 - Membership committee chair was approved earlier in the meeting.
 - Utility Committee chair is still being worked on.
 - Spanish Committee
 - Motion put forward by Tracey Takeuchi to approve Cristian Garcia Arcos and



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Wister Dorta as co-chairs of the Spanish Committee. Seconded by Alison Lancaster. Motion carried with no opposition.

- Meeting Schedule 2024/2025
 - October 11-12, 2024 (Friday to Saturday) – in-person meeting in Tucson, AZ.
 - January, 24, 2025 (Friday) – virtual all-day meeting
 - April 4-5, 2025 (Friday to Saturday) – hybrid (virtual or in-person) at chapter office in Porterville, CA.
 - Meeting location: 31910 Country Club Dr, Porterville, CA 93257
 - Annual conference will be April 21-24, 2025.

1:23 PM ADJOURN

Respectfully submitted,

Jonathan Flournoy, Board Secretary
August 22, 2024