



Western Chapter International Society of Arboriculture

Board Meeting

La Paloma Resort

Friday, October 11, 2024 – 12:00PM – 5:00PM

Saturday, October 12, 2024 - 8:00AM – 1:00PM

Friday – October 11, 2024 12:00 PM – 5:00 PM

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

Roll Call & Anti-Trust Statement

- **Present, in person:** Rose Epperson, Executive Director; Sarah Maitland, President; Julia Gowin, Vice President; Alison Lancaster, Director; Cristian Garcia Arcos, Spanish co-chair; John Crandell, Director; Jessika Mitchell, Women in Arboriculture Chair; Kathleen Falamino, Staff; Rebecca Senior, Awards Chair; Erik Mauel, Membership Chair; Ian Campbell, Commercial Chair; Gordon Matassa, Director; Alden Justin Barrios, Director; Jeff Spohn, Treasurer; Rhonda Wood, ISA Representative; Tracey Takeuchi, President Elect
- **Present, remote (not all present for entire meeting):** Jonathan Flournoy, Secretary; Walt Warriner, Finance Chair; Terri-Ann Koike, Credentialing chair; Linda Chalker-Scott, Editor; Josh Gevertz; Jessika Mitchell, Women in Arboriculture Chair

Action Items

- Consider a motion to approve the Meeting Agenda
 - Rhonda Wood motions to approve the meeting agenda. John Crandell seconded. Motion carried with no opposition.
- Consider a motion to approve the consent agenda (written reports)
 - Alison Lancaster motions to approve the consent agenda. Justin Barrios seconded. Motion carried with no opposition.
- Consider a motion to approve the July 18, 2024 Meeting Minutes
 - Alison Lancaster motions to approve the meeting minutes. Tracey Takeuchi seconded.
 - Discussion: Terri-Ann Koike says her last name was misspelled, and proposes to say evaluators instead of proctors/evaluators in her Credentialing Committee verbal report.
 - Alison Lancaster motions to accept Terri-Ann Koike’s changes to the meeting minutes. Tracey Takeuchi seconded. Motion carried with no opposition.

Officer Reports (and some Committee Reports)

- Executive Director’s Report – See submitted report, summarized by Rose Epperson
 - Rose Epperson: I say this every time it is presented, but WCISA membership fluctuates greatly throughout the year, depending on when people’s memberships renew. Membership numbers are staying about the same. There is a good influx of new members to replace people who are aging out.
 - ISA members in the WCISA geographical area who aren’t WCISA members are low-hanging fruit for new memberships.
 - Credential holder numbers are increasing. Utility Specialist numbers have skyrocketed this year. They are doing extra TRAQ courses for PG&E.
 - Social media is staying steady, and generally healthy for things like Instagram and Facebook. However, the YouTube channel is less utilized.
 - The Annual Survey for 2024 shows a 4.4/5 average rating for membership enjoyment. The main negatives for people are getting their CEU’s processed and



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- hearing back about CEU's. However, there are also positive comments on CEU's. Some people are still confused about the difference between what ISA and WCISA do.
- Upcoming ISA conferences are 2025 – New Zealand, 2026 – Detroit Michigan, 2027 – (possibly) Montreal.
 - Current projects using USFS grants are Hawaii Arbor Day in Maui, No Net Loss of Canopy conversation, San Jose No Topping Campaign. No Topping Campaign focuses on our membership.
 - Board Orientation is needed soon to understand our governance, understand the staff's management role, discuss strategic direction, our fiduciary duties, etc.
- Treasurer's Report – Presented by Jeff Spohn
 - Jeff Spohn is the new treasurer.
 - Jeff Spohn: He has recently been going through the financial statements with the chapter. It's a well-managed organization.
 - Rhonda Wood motions to accept the treasurer report. Julia Gowin seconds.
 - Discussion: Gordon Matassa asked about how to better read the financial statements. Rose Epperson responded that the purple bubbles on the document help describe what everything is.
 - Motion carried with no opposition.
 - Financial Committee Report – Presented by Walt Warriner
 - Walt Warriner: The previously approved regular monthly transfers of \$5,000 were invested in bonds, bringing the ratio of stocks/bonds to 65%/35% respectively.
 - In the previous meeting, we asked the money manager to hold the \$50,000 in the money market account, which she's done. However, Walt thinks she should be moving this money into bonds which have a higher return rate.
 - We should accept some volatility due to the upcoming presidential election. The economy should continue to expand but may pull back next year.
 - Justin Barrios motions to move the \$50,000 from the money market to the stock investment account, and to continue the \$5,000 monthly contributions to the money market account for the next 4 months. Gordon Matassa seconds. Motion carried with no opposition.
 - Editor's Report – Presented by Linda Chalker-Scott
 - Linda Chalker-Scott: There's a mistake in the report. The "summer issue – Western Arborist" should be the "winter issue – Western Arborist". The deadline for the winter issue is October 15th.
 - She's still having problems getting people to follow author instructions and to submit articles on time. Once again, the magazine was late to press and late in getting mailed. It's very stressful for Linda, Kathleen Falamino, and Rose Epperson. Linda asked to please distribute the author guidelines to each person's respective committees.
 - However, the quality of submissions has been high.
 - Some people were upset about the "Arborist Soapbox" article regarding TRAQ Credential expirations. She encourages people to send in their opinions.



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- Rose Epperson: ISA contacted her after that article, and ISA felt that that article was not simply an “opinion piece”. We need a disclaimer under the “arborist soapbox” that these are not the opinions of the chapter.
- Linda responded that there is already a disclaimer. Rose then recommended putting the disclaimer more prominently in the article. Rose said that we should wait to hear about what ISA’s specific opinions on the article are. However, Rose will do what the board asks for.
- Component Council Representative (CCR) Update – See report, Presented by Rhonda Wood
 - Rhonda Wood: This was her first meeting as a representative and she was able to learn some basics about the position. The meeting was in Atlanta.
 - ISA was trying to reframe how the Component Council (CC) works. Rhonda thinks ISA’s document still has some gray areas, but they’ll see how it goes. The ISA wants to work from board to board. Every ISA board member was present at the CC meeting in Atlanta. Each chapter/affiliate organization (like WCISA) has their ED talk directly to ISA’s ED when it comes to operational needs, rather than routing those through the CC.
 - ISA Board meetings are open to any ISA member, but they do not have a virtual platform. They provide the meeting minutes, which Rhonda will acquire/include in her report and share them with our board. ISA took the time to respond to our requests/concerns, which is a win, even if they didn't necessarily make any concessions.
 - ISA is very focused on their vision. Rhonda suggests we reference ISA's vision statement when we make future requests. Some board members agreed with taking a more positive approach to ISA.
 - Tracey Takeuchi asked if they agreed to any of our requests. Rhonda said they confirmed that we can attend in-person board meetings, but nothing else.
 - Rhonda: They will use Microsoft Teams as the communication platform between CCR’s. Microsoft Teams chats will be divided into regions but they will be visible to all.
 - Julia Gowin asked if our members can join ISA board meetings. Rhonda said that yes, that is possible. General board discussion concluded that attending the meetings was often logistically challenging, and could be costly. Some people suggested looking at the most cost-effective meetings to attend.
 - Rhonda asked if anyone had comments on the ISA’s 4 goals?
 - Some board members felt they were generic. Some noted that the Strategic Vision now incorporates Urban Forestry. Some also asked what lobby work meant—Rhonda said she would ask.
 - Rhonda: ISA nominations are coming up, and the ISA provided guidelines on nominating. They gave us guidelines. Anyone in CORE can nominate a colleague or themselves to represent on the board.
 - The president role requires a lot of time.
 - Last year, 45 people applied, 17 interviewed, 10 people ran, 5 were selected. People need to be able to speak English.
- Credentialing Committee – See report, presented by Terri Ann-Koike



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- Terri Ann-Koike: Recently, exam times were extended. The committee was initially afraid that this would result in needing more time to administer the exams but have found that people generally finish earlier.
 - The proctors and evaluators have concerns about having to hold the CTC qualification to administer exams.
 - Rose Epperson has been posting lists of new Certified Arborists every month, and other credentials quarterly.
 - Kevin Eckert already has a lot of classes in the works that they want to approve for MicroCredentialing.
 - They just had a meeting this week. Some notes from that meeting are: They have a new volunteer for the spring article in Western Arborist magazine. They are committed to writing at least one article for every magazine issue. One topic that came up for the social posts was to ask the candidates to take a selfie (after the exam) and hash tagging WCISA so Rose can pick it up and repost it to our site. They don't have a proctor in Reno and would appreciate any referrals.

Revising Policy & Procedure Manual Group Activity

- This discussion section was postponed because more interim board work was needed.

Meeting adjourned at 4:00 p.m., followed by a tour of the conference facility.



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8:07AM: Convene Meeting – Sarah Maitland, President

Roll Call & Anti-Trust Statement

- **Present, in person:** Rose Epperson, Executive Director; Sarah Maitland, President; Julia Gowin, Vice President; Alison Lancaster, Director; Cristian Garcia Arcos, Spanish co-Chair; John Crandell, Director; Jessika Mitchell, Women in Arboriculture Chair; Kathleen Falamino, Staff; Rebecca Senior, Awards Chair; Erik Mauel, Membership Chair; Ian Campbell, Commercial Chair; Gordon Matassa, Director; Alden Justin Barrios, Director; Jeff Spohn, Treasurer; Rhonda Wood, ISA Representative
- **Present, remote (not all present for entire meeting):** Ryan Gilpin, Tree Care for Wildlife Chair; Christopher Shogren, Pride Network co-Chair; James Komen, Consulting Chair; Jonathan Flournoy, Secretary

Strategic Committee Reports

- Membership – see submitted report, presented by Erik Mauel
 - They got their “Ask Me” badges. They want to give new members a “free webinar” coupon and welcome them within these webinars. In the membership letters, they want to remind members about TradeWing. They are doing new/renewing member raffles. They also have a member profile section in Western Arborist.
- Marketing – see submitted report, presented by Sarah Maitland
 - They don’t have new committee chair yet. They’ve completed the Certified Arborist and Tree Climber FAQ brochures—these have been very popular at industry events.
 - They are shooting videos asking why board members, chapter members, and credential holders are members. These videos will be uploaded to our YouTube channel and be used to encourage WCISA membership.
- Awards – presented by Rebecca Senior
 - Rebecca wants to remind people to nominate others. It’s easy to do and is available on the website. It’s a program for our members, and you *do* have to be a WCISA member to nominate someone. There are also other award categories for Arbor Day and landscaping projects. There are 2 awards for non-members: Education and Research.
- TREE Fund – see submitted report, presented by Alison Lancaster, Board Liaison
 - They did a survey recently to gauge membership awareness of TREE Fund programming and their grant program. Many people weren’t aware the TREE Fund was different from the Britton Fund.
 - Committee member Greg Mink has been great about providing articles to Western Arborist on TREE Fund’s webinars.
- Britton Fund – see submitted liaison report, presented by John Crandell
 - They had an education day in Rohnert Park. They have grants for 2 books and for research studies.
- Commercial – presented by Ian Campbell (*Oral Report*)
 - They’ve been having 30-minute discussions on various topics, such as HOA’s, at each meeting. They’re thinking of working on a BMP related to no net canopy loss. They’ve put an article out to Western Arborist.



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- Consulting – see submitted report, presented by James Komen
 - They are continuing to send articles to Western Arborist. There will be a Tree Inventory workshop to be held in February.
- Spanish – presented by Cristian Garcia Arcos & Wister Dorta
 - They are working with City of Costa Mesa to encourage gardeners and tree care teams to come out and learn what the Spanish Committee is doing. They've reached out to Tree Care for Birds to do translations. They are also translating Western Arborist articles. Cristian and Wister will be doing some Sequoia injections, and Target Specialty Products is hoping to sponsor 100% of one of their events.
 - They were thinking of doing Spanish content on YouTube. Committee membership is growing. They're also working with Cal Poly to encourage more students to join the industry. They've created some QR code fliers for Spanish-speakers in the tree industry.
- Women in Arboriculture (WIA) – see quarterly report, presented by Jessika Mitchell
 - They still need to go through their van-full of equipment and update their inventory list. They've already put many hours into this. They are not currently seeking or accepting gear donations.
 - They've been doing outreach to vendors to provide training and equipment for their workshops. Then, WIA would not need to spend so much time managing the equipment. Women's Tree Climbing Workshop may be able to offer equipment rentals too.
 - Jessika is hoping to have 2-3 meetings by the end of the year.
 - Before the end of December, they'd like to get a 2025 climbing workshop mostly planned. Jessika wants to encourage women to attend climbing competitions.
 - Future goals are to identify a new co-chairperson, update their website, submit Western Arborist articles, and organize regional meetups.
 - Money for workshops comes from sponsors, not WCISA.

(at 10:36AM, Ian Campbell, Jeff Spohn, and Cristian Garcia Arcos left the meeting)

- Pride Network – see report, presented by Gordon Matassa
 - Christopher Shogren was present earlier at the board meeting but had to log off, so Gordon Matassa is presenting. They are excited and grateful for the board's support. This is a new committee.
 - Their plans are to submit to Western Arborist and potentially host a meeting at the next WCISA conference.
 - They may hold future meetings together with Women in Arboriculture, but some Women in Arboriculture members prefer to have at least some women-only events.
 - They may be able to get sponsorships for events.
- Tree Care for Wildlife – see report, presented by Ryan Gilpin
 - They are working on a variety of things, listed in the report.
 - They wanted to reach out to the board with one idea, which is wildlife habitat snag signs.
 - They've found that when people and organizations create wildlife habitat snags and then put up an informative sign, they get a lot fewer calls from concerned people about dead trees.



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- Some sign designs are available online but won't be available forever. So maybe we should create some signs and start selling them. Ryan wanted some ideas/thoughts from the board. There are many designs to choose from.
- Sign costs depend on the design we choose. Most signs are made from aluminum. They can come up with a few different designs to present to the board.
- Some people mentioned that liability is a concern if we put the WCISA logo on the sign. However, the bigger question is what does the sign actually say?
- It would be important to have Spanish on the signs or Spanish versions of the signs.

New Business

- 2026 Conference Venue Discussion – Tenaya at Yosemite
 - Rose Epperson: it looks like a good venue, with hotel rooms and cottages. Cottages would be good for larger groups of people, student groups, etc. We previously had a conference there in 2015. One thing that's changed since then is there will be fewer facilitated meetings.
 - The room rate is \$259, which is a good price for the venue.
 - April 27-30, 2026 are the conference dates.
 - Alison Lancaster motions to accept Tenaya at Yosemite as the location for 2026 conference. Julia Gowin seconded. Motion carried with no opposition.

Open Discussion

- We will be holding off the "Revising Policy & Procedure Manual Group Activity" for this meeting, so that people have time to get together in their respective groups and work on this first. There will be an orientation in November, followed by work on the Policy & Procedures in December, to be approved before the January 2025 board meeting.
- The board orientation meeting will be on Wednesday November 13 from 11am-12pm.
- The Policy & Procedures breakout meeting will be on December 11 from 12-1:30pm. (After the board meeting, this was changed to 12:30-2pm).

Next Meeting

- The next board meeting will be virtual, over one day on January 24, 2025.

11:42AM ADJOURN

Respectfully submitted,

Jonathan Flournoy, Board Secretary
December 10, 2024