

**Texas Chapter International Society of Arboriculture  
Board of Directors Meeting Minutes  
Mayborn Museum, Waco, Texas  
March 5, 2020**

Present:

Jason Alfaro, President	Priscilla Files, Director	Oscar Mestas, COR Liaison
Emily King, Past President	Curtis Hopper, Director	Daniel Cottier, Cert. Liaison
A.J. Thibodeaux, President-Elect	Star Quintero, Director	
Mark Bird, Vice President	Gary O'Neil, Director	John Giedraitis, ISAT Exec Dir
Greg David, Treasurer	Evan Anderson, Director	Gene Gehring, ISAT Ed Prog
Rebecca Johnson, Editor	Neil Manich, Director	Misti Perez, Mem Servs Spec
Kirsten Schneider, Director	Ronny Nelson, Director	Paul Johnson, TFS, ISA

Absent:

Rachel McGregor, Director

**I. Call to order**

- a. President Alfaro called to order the ISAT Board of Directors at 10:04 AM on March 5, 2020. A quorum was declared present.

**II. Approval of minutes**

- a. **A motion was made by O'Neil to accept the December 2019 minutes. Manich seconded, and the motion passed. (p.4 )**

**III. Executive Director Report**

- a. Giedraitis reported on activities since the December Board meeting and presented the Quick Stats overview charts that were discussed as part of the committee reports. (p.7-11)

**IV. Committee Reports**

**a. Educational Committee**

- i. Bird presented the 2020 events schedule and noted that there will be a Healthy Trees-Healthy Soils series of workshops starting in April. He also noted that he is forming a committee to look at planning events on a multiyear calendar. (p.12-14)

**b. Texas Tree Conference**

- i. Thibodeaux reported that the 2020 conference theme is '*40 Years of Texas Tree Culture*'. He noted that the committee is now meeting, and speaker registration and sponsor and exhibitor registrations are open. A graphic artist has been retained and the logo is done and the postcard to exhibitors is at the printer. (p.15-19)

**c. Texas Tree Climbing Championship**

- i. Schneider reported that the permit has been secured for the event on May 14-16 in Brackenridge Park in San Antonio. Registration is open for volunteer judges and technicians and for sponsors and exhibitors. Registration of climbers will open shortly. She noted that ISA will no longer be providing climbing event insurance after June 2020. There was discussion on the purchase of a new trailer. (p.20)

**d. Member Services**

- i. **Newsletter.** Johnson requested that content be sent in by the 12<sup>th</sup> of the month before publication.
- ii. **Digital and Social Media.** McGregor report was read by Alfaro. She reported that posts for Facebook and Twitter are scheduled for weekly release. (p.21)
- iii. **Membership.** Files reported the results of the membership survey was sent out in January and resent in February. She also gave an update on the request for proposal to hire a consultant to develop a three-year membership plan. (report p.22-31)
- iv. **Outreach Publicity.** Anderson presented his report and noted that the committee is coordinating several tabling events in 2020. The committee is also organizing the TTCC Arbor Fair and Kids Limb Walk. Paul Johnson noted that the statewide Texas Arbor Day ceremony will be in Harker Heights on November 6, 2020. (report p.32)
- v. **Certification.** Cottier reported that there 10 exams scheduled in 2020 and that ISAT now has 10 exam proctors, 16 CTW CS evaluators and 6 CTW AS evaluators. He also presented the ISAT Qualification Logo Use Policy. Paul Johnson noted the Southern Group of State Foresters has submitted a grant to take the ISAT Wildfire Risk Reduction Qualification program and adapt it to the other twelve southern states. Funding would be in 2020 and implementation in the 2-3 years after. Other ISA Chapters would also be involved. (report p.33-35)

**e. Research + Scholarships.**

- i. **TREE Fund Liaison.** Rebecca Johnson reported ISAT has made its annual donation to TREE Fund and is supporting Mino (Herminio) Griego with \$500 for his Tour de Trees ride. The Board also approved \$500 in support for Pete Smith's ride.
- ii. **Student Liaison & Scholarships.** Nelson reported that he will attend the SFA and Giedraitis will attend the TAMU award ceremonies this year. He also noted that he has spoken to Dr. Williams about ISAT support of undergraduate research. (report p.36)
- iii. **Research.** No report.

**f. Executive**

- i. **Governance.** Alfaro noted that the Executive Committee meets monthly via the internet and that it is currently reviewing the contract for association management services from Acorn Arbor Services, LP. (report p.37)
- ii. **Nominations and Elections.** King noted that there four Director seats open in the next election in addition to three officers who serve a one-year term. She requested that Board members look for potential candidates. (report p.38-39)
- iii. **Treasurer.** David presented the year-to-date Income and Balance Sheet statements. He also noted that ISAT holds about \$125,000 in US Treasury notes and \$25,000 in a Wells Fargo CD. (report p.40-42)
- iv. **Council of Representatives.** Mestas reported that he attended the COR townhall meeting in February. He asked that if there are any issues to take to the COR, to send him an email. (p.43-46)

**g. Advocacy.**

- i. No report.

**h. Working Groups**

- i. **Texas Regional Plant Appraisal Committee.** David reported that the 2019 update to the Texas Supplement for the 9<sup>th</sup> edition is now available for free and has not upgraded for 2020 since the 10<sup>th</sup> Edition is now the accepted guide. He also noted that ASCA has suspended TPAQ training and is rewriting the curriculum.

**i. ISA Update**

- i. Paul Johnson, President of ISA reported that the Asia-Pacific Tree Climbing Championship was cancelled over COVID 19 concerns. He also noted that ISA is fully staffed in Atlanta.

**j. Texas Forest Service Update**

- i. Paul Johnson reported that the federal urban forestry budget is up \$2.5 million this year and that the Urban Forestry Strike Team is moving from storm damage assessments towards also assisting with disease and insect assessments. TFS is focusing on its Healthy Trees - Healthy Lives initiative. The TFS Trees Count and Risk Assessment apps are being upgraded. TFS is developing Tree Health, Tree ID and Tree Selector applications. Trees are Key podcast is in its 5<sup>th</sup> year with 254 episodes and it may be eligible for ISA CEU's in the future. TFS is also starting a TFS Leadership Institute with the goal of developing and supporting tree organizations and there will be four urban and community slots in the initial program.

**V. Old Business**

- a. **Review of 2020 Work Plan:** Alfaro reviewed the progress on the 2020 Work Plan. (p.47-54)

**VI. New Business**

- a. Membership Survey and Strategic Plan.
  - i. Presented in the membership report (p.29-31)
- b. Cloud-based Association Management Software Survey
  - i. Alfaro noted that he and Giedraitis are interviewing contractors and have conducted a survey of ISA Chapters to look at what cloud-based services are being used. Giedraitis mentioned that Constant Contact is moving away from supporting event registration. Paul Johnson reported that ISA is working on a new software system for membership management and Chapters may not want to make any big changes right now. (p.55)
- c. Tree Climbing Championship Trailer Purchase
  - i. **A motion was made by David to approve the expenditure of up to \$20,000 by the Tree Climbing Championship Committee to purchase and outfit a trailer. Schneider seconded, and the motion passed.**
- d. Climbing Insurance Changes from ISA HQ
  - i. Alfaro noted that ISA will no longer be providing insurance for climbing competitions. He appointed Thibodeaux as chair of an ad-hoc committee to research options for ISAT climbing events held after June 2020. Mestas will assist. (p.56)
- e. ISAT Logo Use Policy
  - i. **A motion was made by Cottier to adopt the Qualification Logo Use Policy as presented by the Certification Committee with the change that the qualificant name and number do not need to be used when the logo is worn by the qualificant. Neil seconded, and the motion passed.** (p.34-35)

**VII. Adjourn** - Alfaro adjourned the meeting at 2:10 PM

**VIII.** Next meeting in Waco on June 4, 2020 - Location TBA

Minutes submitted by Giedraitis

**Texas Chapter International Society of Arboriculture  
Board of Directors Meeting Minutes  
The Cavalry Hotel, College Station, Texas  
December 12, 2019**

Present:

Jason Alfaro, President	Priscilla Files, Director	Oscar Mestas, COR Liaison
Emily King, Past President	Curtis Hopper, Director	Daniel Cottier, Cert. Liaison
A.J. Thibodeaux, President-Elect	Rachel McGregor, Director	
Mark Bird, Vice President	Gary O'Neil, Director	John Giedraitis, ISAT Exec Dir
Greg David, Treasurer	Evan Anderson, Director	Gene Gehring, ISAT Ed Prog
Rebecca Johnson, Editor	Neil Manich, Director	Misti Perez, Mem Servs Spec
Kirsten Schneider, Director	Ronny Nelson, Director	

Absent:

Star Quintero, Director

**I. Call to order**

- a. President Alfaro called to order the ISAT Board of Directors at 10:57 AM on December 12, 2019. A quorum was declared present.

**II. Approval of minutes**

- a. **A motion was made by Thibodeaux to accept the September 2019 minutes as amended. Manich seconded, and the motion passed.** (report page 6)

**III. Executive Director Report**

- a. Giedraitis reported on activities since the September Board meeting as outlined in the 2019 Board Manual that was presented at the Board Retreat on December 11 and presented the Quick Stats overview charts that are to be discussed as part of the committee reports.

**IV. Committee Reports**

**a. Educational Committee**

- i. Thibodeaux presented the 2019 events calendar and Bird presented the proposed 2020 events schedule and both noted that Gehring has been very helpful in supporting the committee. The 2019 Quick Stats chart on educational events was presented and it was noted that for the past five years, income is up, expenses are down, and profits are up. Bird reported that there is a need to have the Education Committee structured to reflect geography and membership and to go beyond a single year to give continuity to planning events that require planning over multiple calendar years. **A motion was made by David to authorize the Education Committee to commit to event expenditures up to two years ahead of an event with current Board approval. Thibodeaux seconded, and the motion passed.** (report p. 7-11)

**b. Texas Tree Conference**

- i. Alfaro noted that the 2019 event was successful and had a record number of registrations (1,150). Thibodeaux reported that the 2020 conference theme is '40 Years of Texas Tree Culture'. He also noted that all the committee chairs are in place and meetings will start in January. There was consensus on the Board that Waco

would be the conference venue for the next three years. King led a discussion on revising the awards process including revising the committee structure and award categories. There was also discussion on contracting support for the silent auction again and the Board consensus was that it was a committee decision. (report p. 12-15)

**c. Texas Tree Climbing Championship**

- i. Schneider reported that the 2020 event will be held in Brackenridge Park in San Antonio on May 15-16. She requested that the Board approve funding for a new trailer as the current one is too small. It was also agreed that the Arbor Fair would be an Outreach Committee event. (report p. 16)

**d. Member Services**

- i. **Newsletter.** Johnson reported that Joan Ivy is still acting as the interim associate editor and that Johnson is working on preparing an RFP/RFQ to formally hire an associate editor soon. She also noted that committees will be asked to submit articles and gave a tentative timeline for implementation. In addition, she requested that event chairs select the event pictures that they want to use in the newsletter and caption them to assist her. (report p. 17-19)
- ii. **Digital and Social Media.** McGregor reported that she now has the Facebook and Twitter account information and will start posting.
- iii. **Membership.** Files reported that she is working with Perez on a membership survey that she will be sending out in January. She asked for comments on the survey from the Board. She presented the 2019 Quick Stats charts on membership that showed that in the past five years, ISAT membership is up 11% (1,134 members). There was also a discussion on Texas Chapter member dues renewal dates differing from ISA member dates. It was agreed that the committee could add time to the Chapter members date to line it up with the ISA date so it would be more convenient for members. It was also noted Tip Tucker, Director, ISA Member Services led a discussion on membership at the previous days retreat meeting and that membership would be a focus for the 2020 fiscal year. (report p. 20-32)
- iv. **Outreach Publicity.** Anderson presented his report and noted that the committee coordinated several tabling events in 2019 and is looking forward to working with Perez on scheduling volunteers to assist with 2020 events. The committee will also be organizing the TTCC Arbor Fair and Kids Limb Walk. (report p. 33)
- v. **Certification.** Cottier reported that there were 7 exams in 2019. He presented the Certification Quick Stats charts that showed that in the past five years, Certified Arborists have increased 18% (to 1,252), Board Certified Master Arborists 57% (45), Utility Specialists 56% (103), Municipal Specialists 55% (59), Certified Tree Worker Climber Specialist 47% (28) and Tree Risk Assessment Qualified 126 (251). The ISAT Texas Oak Wilt Qualified was converted from TOW Certified in 2015 and there are 217 qualifcants to date. The Texas Wildfire Risk Reduction Qualified was started in 2017 and there are currently 73 qualified. He also noted that year to date, 65 events have been coded with 181 sign-in sheets. (report p. 34-38)

**e. Research + Scholarships.**

- i. **TREE Fund Liaison.** Johnson reported she attended the liaison meeting in Atlanta this month and noted that Russel King has been hired as the new CEO and President. There was agreement on providing free advertising to the TREE Fund if there was fill-in space when there was less than 6.7 pages of ads. (report p. 39)
- ii. **Student Liaison & Scholarships.** Nelson reported that Dr. Hans Williams has asked for support for undergraduate research. After discussion, the Board agreed to add it to the 2020 budget. Nelson also noted that student attendance at the conference was good and that he would be coordinating scholarships with TAMU and SFA and would be attending their scholarship award ceremonies next year. (report p. 40)

- iii. **Research.** Giedraitis reported that ISAT has a contract with Texas A&M AgriLife Extension to develop an improved diagnosis for the early, accurate detection of oak wilt and that year two of two funding of \$5,000 has been requested to complete work on the kit.

**f. Executive**

- i. **Governance.** Alfaro noted that most of the innovation objectives in the 2019 Work Plan have been completed including the hiring of Gene Gehring as the Education Manager and Misti Perez as the Membership and Certification Specialist. He also noted that several Board members and staff attended the ISA Leadership Workshop in Atlanta last October (Mark Bird, Daniel Cottier, AJ Thibodeaux, Rebecca Johnson, John Giedraitis and Gene Gehring). (report p. 41)
- ii. **Nominations and Elections.** King noted that there five Director seats open in the next election in addition to three officers who serve a one-year term. She requested that Board members look for potential candidates. (report p. 42)
- iii. **Treasurer.** David provided the 2018 and year-to-date Income and Balance Sheet statements. He also reported that the 2019 fiscal year will end with a positive balance and presented a 2020 proposed budget. (report p. 43-48)
- iv. **Council of Representatives.** Mestas reported that he attended the COR roundtable discussions in Knoxville. He noted that the ISA Board of Directors is changing the ISA governance model. He asked that if there are any issues to take to the COR, to send him an email.

**g. Working Groups**

- i. **Texas Regional Plant Appraisal Committee.** David reported that the 2019 update to the Texas Supplement for the 9<sup>th</sup> edition is available online and will not be upgraded for 2020 since the 10<sup>th</sup> Edition is now the accepted guide. He also noted that the TxRPAC work to adapt the new 10<sup>th</sup> Edition to Texas is on pause as ASCA and other groups work out the issues surrounding the new Edition. He noted that ASCA started providing appraisal qualification training this year.

**V. Old Business**

- a. **Review of 2019 Work Plan:** Alfaro noted that the Board reviewed the 2019 Work Plan and drafted a 2020 Work Plan in the previous days Retreat meeting. (report p. 49)

**VI. New Business**

- a. Adoption of the 2020 Work Plan. **A motion was made by Manich to approve the 2020 Work Plan. Nelson seconded and the motion passed.** (Plan p. 50)
- b. Contractor year end additional compensation. **Thibodeaux made a motion to award Gehring, Perez and Giedraitis \$2000 each, in appreciation for their hard work and outstanding performance during 2019. Manich seconded and the motion passed.**
- c. Adoption of the 2020 Budget. The 2020 was discussed and it was agreed that funding for a new Texas Tree Climbing Championship trailer and outdoor sound system would come out of reserve funds. **A motion was made by David to adopt the 2020 budget as amended. Thibodeaux seconded and the motion passed.** (Budget p. 51-53)

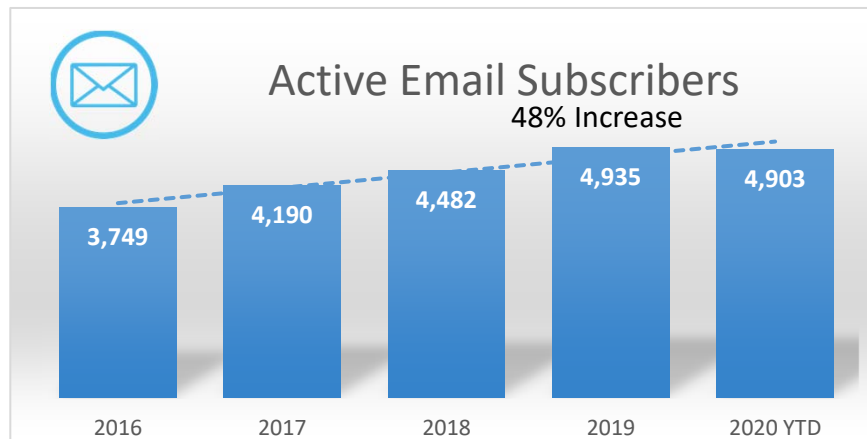
**VII. Adjourn** - Alfaro adjourned the meeting at 1:50 PM

**VIII.** Next meeting in Waco on March 5, 2020 - Location TBA

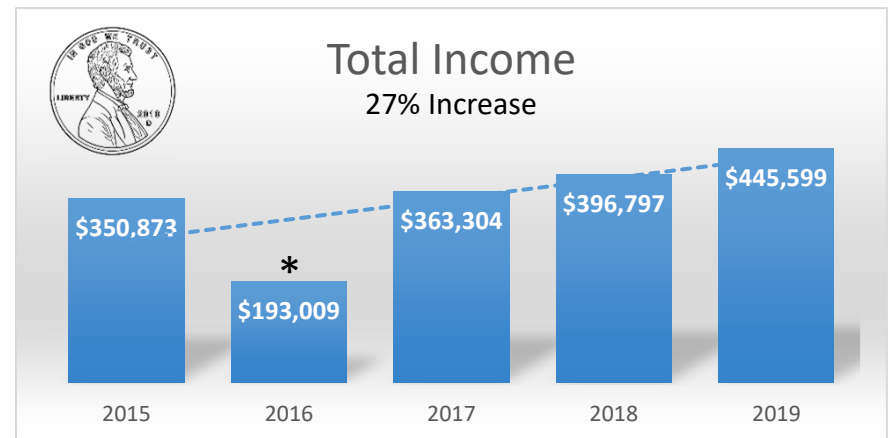
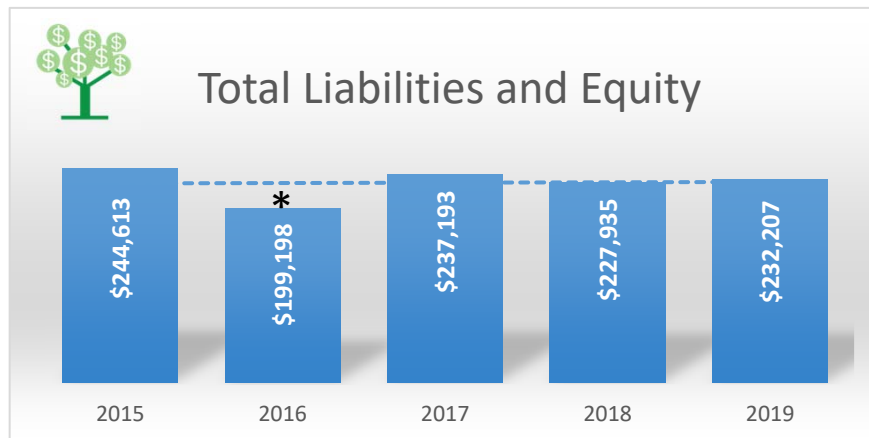
Minutes submitted by Giedraitis

ISAT Quick Statistics:	2020 YTD	2019	2018	2017	2016	2015	2014	2013
Email Subscribers (Active Contacts)	4,903	4,935	4,482	4,190	3,749	3,310	2,888	2,327
Total Income	\$110,308	\$445,599	\$396,797	\$363,304	\$193,009	\$350,873	\$342,975	\$286,803
Net Income	\$49,248	\$4,272	(\$9,258)	\$38,250	(\$45,415)	\$10,631	\$44,950	\$26
Total Liabilities and Equity	\$284,175	\$232,207	\$227,935	\$237,193	\$199,198	\$244,613	\$233,983	\$189,032

## ISAT Year to Date Quick Stats Finances and Email

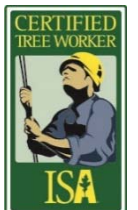


2019 Email Campaigns	
Number of Active Contacts:	4,935
Number of Campaigns:	33
Total Number Sent:	75,803
Total Unique Opens:	23,315
Mobile Open:	37%
Desktop Open:	63%
Click Through Rate:	20.30%
Total Unique Clicks:	3,876



\* 2016 ISAT hosted ISA International Conference and ITCC

3/1/2020



# ISAT 2019 Quick Stats: Education



3/1/2020

**Total Workshop  
Revenue 2020 to  
date (March 1) -  
\$70,745**

2019 Workshops	Income	Expense	Profit/(loss)
TRAQ Renewal Sept 20	\$ 4,070.00	\$ 1,820.00	\$ 2,250.00
Crane Workshop	\$ 3,045.00	\$ 2,084.05	\$ 960.95
TRAQ Renewal April	\$ 2,475.00	\$ 1,624.59	\$ 850.41
TRAQ Course April	\$ 13,200.00	\$ 9,326.81	\$ 3,873.19
TAMU Diagnosis Workshop	\$ 6,045.00	\$ 1,102.31	\$ 4,942.69
GIS Workshops	\$ 2,925.00	\$ 4,064.19	\$ (1,139.19)
Wildfire Risk Qualification (2 workshops)	\$ 10,020.00	\$ 4,154.88	\$ 5,865.12
Women's Climbing Workshop	\$ 2,250.00	\$ 822.18	\$ 1,427.82
Bilingual Tree Worker Workshop	\$ 16,016.00	\$13,232.65	\$ 2,783.35
Oak Wilt ID and Mgmt. Workshop (3 workshops)	\$ 23,140.00	\$ 9,503.36	\$13,636.64
<b>Totals</b>	<b>\$ 83,186.00</b>	<b>\$47,735.02</b>	<b>\$35,450.98</b>
<b>Budgeted</b>	<b>\$ 80,000.00</b>	<b>\$57,000.00</b>	<b>\$23,000.00</b>

## ISAT Workshop Revenue/Expense

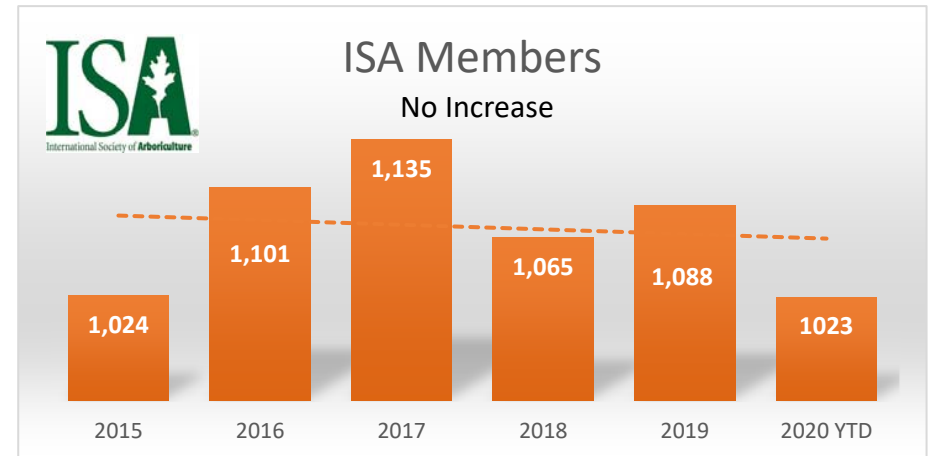
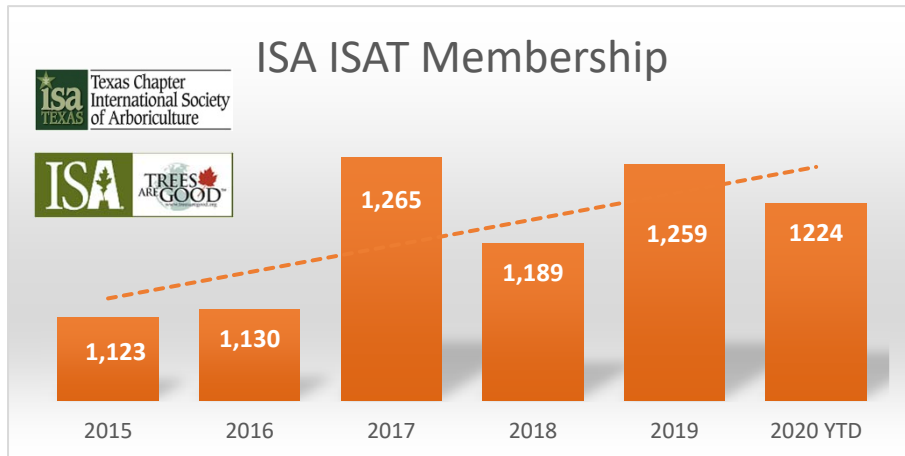
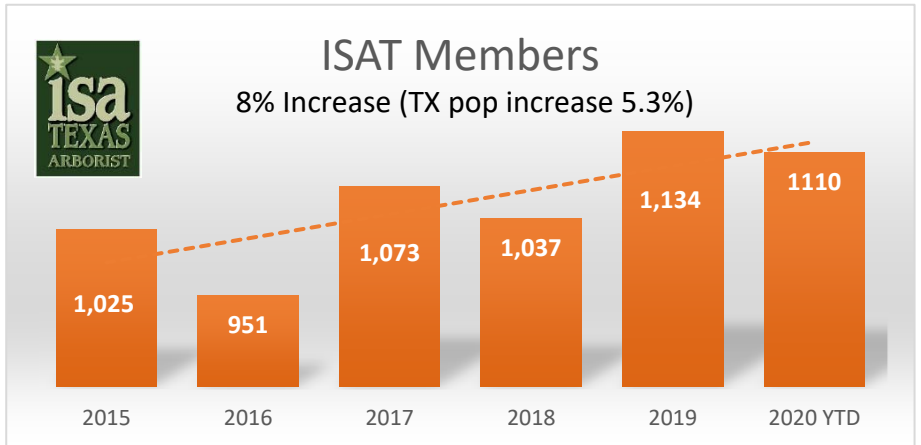


	2015 Workshops	2016 Workshops	2017 Workshops	2018 Workshops	2019 Workshops
Income	\$60,061.73	\$66,316.26	\$74,908.59	\$77,952.66	\$83,186.00
Expense	\$51,271.55	\$54,893.77	\$53,346.66	\$52,377.68	\$47,735.02
Profit/(loss)	\$8,790.18	\$11,422.49	\$21,561.93	\$25,574.98	\$35,450.98



Membership	2015	2016	2017	2018	2019	2020 YTD
ISA ISAT Membership	1,123	1,130	1,265	1,189	1,259	1,224
ISA Members	1,024	1,101	1,135	1,065	1,088	1,023
ISAT Members	1,025	951	1,073	1,037	1,134	1,110

## ISAT 2020 Quick Stats: Membership



3/1/2020

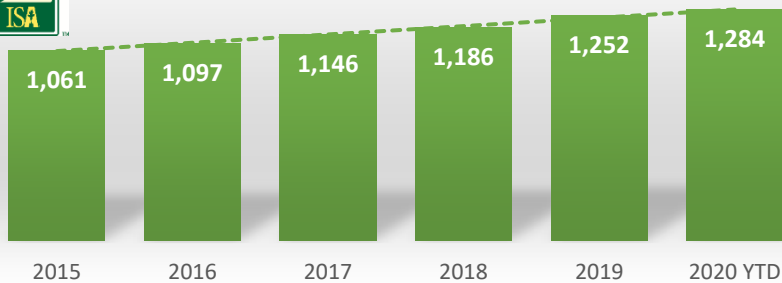
# ISAT 2020 YTD Quick Stats: Certification

Certification:	2015	2016	2017	2018	2019	2020 YTD
Certified Arborists	1,061	1,097	1,146	1,186	1,252	1,284
Municipal Arborists	38	40	45	53	59	63
Utility Arborists	66	79	84	96	103	106
Certified Tree Worker Climber Specialist	19	21	21	24	28	29
Certified Tree Worker Aerial Lift	7	7	7	7	7	6



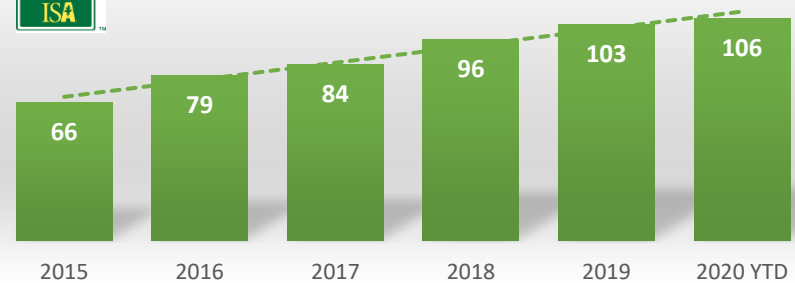
## Certified Arborists

21% Increase



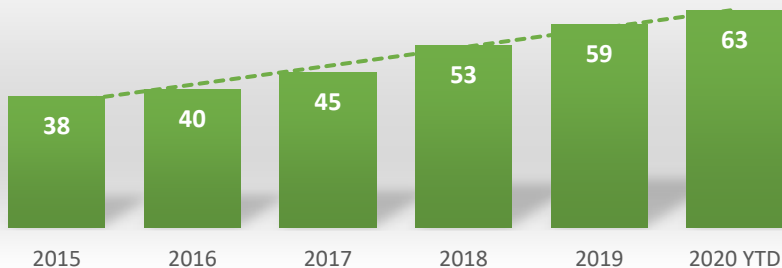
## Utility Arborists

61% Increase



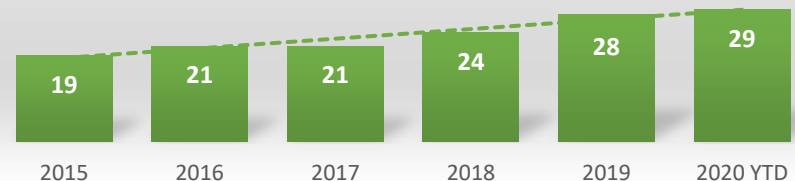
## Municipal Arborists

66% Increase



## Certified Tree Worker Climber Specialist

53% Increase



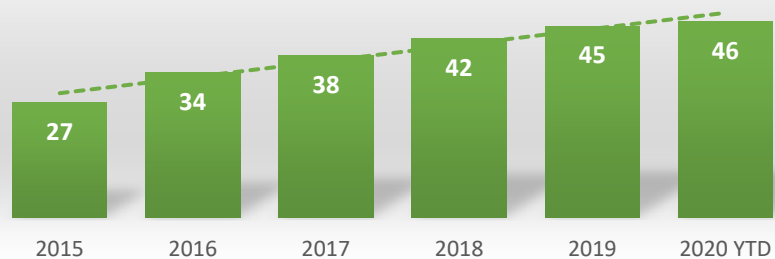
3/1/2020

## ISAT 2019 Quick Stats: Certification (continued)

Certification:	2015	2016	2017	2018	2019	2020 YTD
Board Certified Master Arborists	27	34	38	42	45	46
Tree Risk Assessment Qualified	111	162	195	218	251	248
Wildfire Risk Reduction Qualified	0	0	26	48	73	73
Texas Oak Wilt Qualified	0	27	78	132	217	217

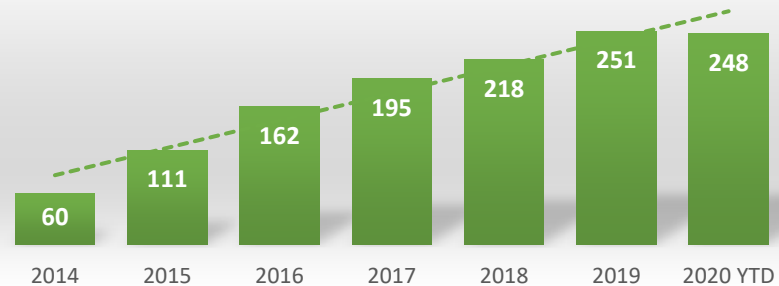
### Board Certified Master Arborists

70% Increase



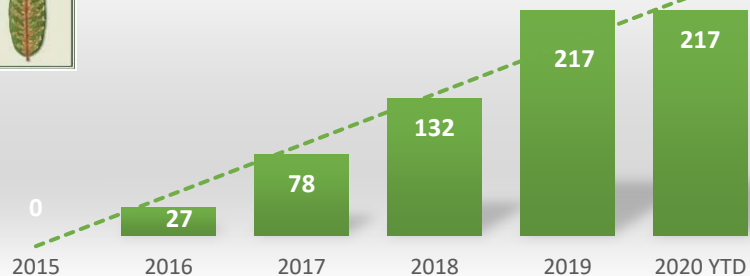
### Tree Risk Assessment Qualified

123% Increase



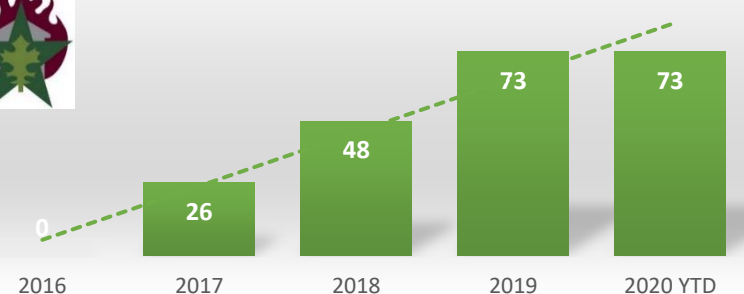
### Oak Wilt Qualified

704% Increase (2016-2020)



### Wildfire Risk Reduction Qualified

181% Increase (2017-2020)



3/1/2020



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# Texas Chapter International Society of Arboriculture

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**Educational Events Committee Report** March 1, 2020 Prepared by: Mark C Bird Prepared for Board Meeting , March 5, 2020

**Educational Events Committee Mission:** Facilitate statewide professional development opportunities to meet the educational needs of Certified Arborists.

**Committee Goals:**

- Host workshops to help Certified Arborists achieve professional development goals including maintaining Specialist credentials, and the Board Certified Master Arborist qualification

o **Objectives:** Host one event per month (ISAT/ISAT co-sponsored)

Host 3 events per year at Master's Level for Comcrl/Util/Muni

- Align workshops to meet the needs of ISAT membership

o **Objectives:** Workshops are offered to all feasible member regions

- Evaluate and improve workshops and committee work

**Committee Report:**

1. **2020 Event calendar** – now being prepared and maintained by Gene Gehring.
2. **2020 Events:** the following events are completed / scheduled / tentative.

Date	ISAT Events:	Location	Committee	NOTES
1/17/2020	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	Austin	Certification	Daniel Cottier
2/19/2020	<a href="#">North Central Texas Urban Forestry Conference Booth</a>	Hurst	Publicity and Outreach	Gene ISAT booth - 260 attendees
2/24-26/2020	<a href="#">TRAQ Course and Assessment with Skip Kincaid</a>	College Station	Educational Events	Approved by ISA 20 of 20 slots filled - John hosted
2/27/2020	<a href="#">SAAA Bilingual Workshop Booth w/ Skip Kincaid</a>	Schertz	Publicity and Outreach	Gene registration/nametags - 269 attendees
2/28/2020	<a href="#">TRAQ Renewal with Skip Kincaid</a>	Waco	Educational Events	Approved by ISA - 10 attendees - Gene hosted
3/8/2020	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	San Antonio	Certification	Daniel Cottier
3/9-10/2020	<a href="#">Diagnosis wksp</a>	College Station	Educational Events	Appel/Shiela 24 of 24 slots filled - Welcome/info email sent
3/11-13/2020	<a href="#">TRAQ Course and Assessment DFW with Skip Kincaid</a>	Discovery Gardens Dallas	Educational Events	Approved bt ISA 20 of 20 slots filled - Gene/AJ host
3/19/2020	<a href="#">ISA Certified Tree Workers Specialist Written and Skills Exam</a>	Dallas	Certification	Daniel Cottier
3/20/2020	<a href="#">ISA Certified Arborist, Utility Specialist, and Municipal Specialist Exam</a>	Dallas	Certification	Daniel Cottier
3/26-27/2020	<a href="#">Wildfire Risk Assessment Qualification Course and Assessment</a>	Austin	Educational Events	Kari Hines/Mark Kroeze 26 of 25 slots filled - emailed Kari - She is hosting
3/5/2020	ISAT Board Meeting	Baylor University Mayborn Museum community room from 10:00 to 2:30	Executive	John is Handling
March	Mark Chisholm	Dallas	Educational Events	Kris Rasmussen - need to follow up moved to May/June
4/7/2020	Fertilization Summit	San Antonio - Phil Hardberger Eology Center	Educational Events	Working on Committee - Agenda set - Registratration to go this week
4/17-19/2020	<a href="#">Texas Women's Tree Climbing Workshop</a>	Texas State University Camp	Educational Events	Rebecca Johnson - Committee report 2 sponsors 7 attndees - Email full mailing list week of march 3rd
4/7-9/2020	<a href="#">ASLA Texas Chapter Conference Booth</a>	San Antonio	Publicity and Outreach	Evan Anderson
5/11-13/20	<a href="#">TRAQ Course and Assessment Round Rock with Skip Kincaid</a>	Round Rock	Educational Events	20 Of 20 filled - Gene/Misti Hosting
5/14/2020	<a href="#">Pre-TTTC Workshop</a>	Brackenridge Park, San Antonio	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett) - Working on climbing related workshop
5/15-16/2020	Texas Tree Climbing Championship	Brackenridge Park, San Antonio	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)
5/16/2020	<a href="#">Arbor Fair</a>	Brackenridge Park, San Antonio	TTCC	
May 21-22	Oak Wilt Qualification Course and Assessment		Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson) - Probably Glenrose - working on location
6/18/2020	<a href="#">ISA Certified Tree Workers Specialist Written and Skills Exam</a>	Dallas	Certification	Daniel Cottier
6/19/2020	<a href="#">ISA Certified Arborist, Utility Specialist, and Municipal Specialist Exam</a>	Dallas	Certification	Daniel Cottier
June 16-17	UAA Regional meeting	Fort Worth		On committee - Fort Worth Botanic gardens -
June	ISAT Board Meeting	TBA	Executive	
June 11-12	Oak Wilt Qualification Course and Assessment	Fredericksburg	Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson) - need to reserve room- Robert will provide outdoor location
8/9-12/2020	ISA Annual Meeting	Albuquerque	Executive	Emily King
8/13-15/2020	TNLA Expo Booth	San Antonio	Publicity and Outreach	Pris Files
9/17/2020	<a href="#">ISA Certified Tree Workers Specialist Written and Skills Exam</a>	Dallas	Certification	Daniel Cottier
9/18/2020	<a href="#">ISA Certified Arborist, Utility Specialist, and Municipal Specialist Exam</a>	Dallas	Certification	Daniel Cottier
9/24-25/2020	ISAT Texas Tree Conference, Trade Show, Academy, Awards and Tree School and Membership Meeting	Waco	Texas Tree Conference	AJ Thib - Chair
9/23/2020	<a href="#">TRAQ Renewal with Skip Kincaid</a>	Waco	Educational Events	With TRAQ renewal parallel to the Academy
9/25/2020	ISAT Board Meeting	Waco	Executive	Jason Alfaro
9/25/2020	Certified Arborist, Municipal Specialist and Utility Specialist Test	Waco	Certification	Daniel Cottier
10/15/2020	Certified Arborist, Municipal Specialist and Utility Specialist Test	San Antonio	Certification	Daniel Cottier
10/20-22/2020	ISA Leadership Workshop	Atlanta, GA	Executive	Emily King, Mark Bird, Daniel Cottier
October	American Planning Assoc. Texas Chapter Conference Booth	Galveston	Publicity and Outreach	Pris Files
October	NATCC		TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)
November	ISAT Arbor Day - Arborists Day of Service	Like this	Publicity and Outreach	Chair
November	Texas State Arbor Day Booth	TBA	Publicity and Outreach	Pris Files
November	SMA Urban Forestry Conference and Trade Show			
12/17/2020	<a href="#">ISA Certified Tree Workers Specialist Written and Skills Exam</a>	Dallas	Certification	Daniel Cottier
12/18/2020	ISA Certified Arborist, Utility Specialist, and Municipal Speciali	Dallas	Certification	Daniel Cottier
January	Bilingual Structural	San Antonio	Educational Events	In discussion with Mark Bird move to December put on 3
December	ISAT: Board Retreat and Meeting	Waco	Executive	Jason Alfaro
December	CEATI Vegetation Management Conference	San Antonio	Not ISA or ISAT	
Others	TPAC - Plant Appraisal			
	Documenting Evidence with Julian Dunster			

Date	ISAT Events:	Location	Income (estimated)	Expenses (estimated)	profit/(loss)
2/24-26/2020	TRAQ Course and Assessment with Skip Kincaid	College Station	\$ 13,000.00	\$ 9,000.00	\$ 4,000.00
2/28/2020	TRAQ Renewal with Skip Kincaid	Waco	\$ 2,200.00	\$ 3,100.00	\$ (900.00)
3/9-10/2020	Diagnosis wksp	College Station	\$ 6,000.00	\$ 1,250.00	\$ 4,750.00
3/11-13/2020	TRAQ Course and Assessment DFW with Skip Kincaid	Discovery Gardens Dallas	\$ 13,000.00	\$ 9,000.00	\$ 4,000.00
3/26-27/2020	Wildfire Risk Assessment Qualification Course and Assessment	Austin	\$ 6,250.00	\$ 2,100.00	\$ 4,150.00
4/7/2020	Fertilization Summit	San Antonio - Phil Hardberger Eology Center	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00
4/17-19/2020	Texas Women's Tree Climbing Workshop	Texas State University Camp	\$ 12,000.00	\$ 10,000.00	\$ 2,000.00
5/11-13/20	TRAQ Course and Assessment Round Rock with Skip Kincaid	Round Rock	\$ 13,000.00	\$ 9,000.00	\$ 4,000.00
May 21-22	Oak Wilt Qualification Course and Assessment		\$ 7,500.00	\$ 3,000.00	\$ 4,500.00
June 11-12	Oak Wilt Qualification Course and Assessment	Fredericksburg	\$ 7,500.00	\$ 3,000.00	\$ 4,500.00
December	Bilingual Structural	San Antonio	\$ 9,000.00	\$ 5,000.00	\$ 4,000.00
		Estimated	\$ 99,450.00	\$ 59,450.00	\$ 40,000.00
		Budgeted	\$ 95,000.00	\$ 55,000.00	\$ 40,000.00

**b. Establish an Educational Committee to go beyond a single year to give continuity to planning events that require planning over calendar years (discuss the possibility of a three year plan)**



## 2020 TTC Committee Report

February 27, 2020

Prepared by: A.J. Thibodeaux

Prepared for: March 5, 2020 Board of Directors Meeting

**Texas Tree Conference Committee Mission:** Develop a comprehensive program for the 2020 Texas Tree Conference.

### Committee Goals:

- Open Speaker Registration
- Send out Exhibitor/Sponsor Postcard
- Secure Waco Convention Center and Hotel Contract
- Retain Graphics Designer for logo
- Schedule Committee Conference Calls

### Committee Members:

- See attached committee members list

### Committee Report:

1. Conference logo completed. (See attachment)
2. Exhibitor/Sponsor Postcard at print shop. (See attachment)
3. Waco Convention Center contract for 2020-2022 in final stages.
4. Hilton Waco and Courtyard by Marriott contract for 2020-2022 in final stages.
5. TDA CEU's will be made available by attending the What's Up Doc? Commercial Tree Academy and an additional 50 minute laws and regs session with Laura Miller Wednesday morning from 9:00am to 9:50am.
6. Guy LeBlanc, English Tree School chair reporting.
  - a. I'm ready and willing to do Tree School again this conference. Let me know if you folks will be assigning someone to do the biology segment or if you want to leave it up to me to find someone.
  - b. Was instructed to find someone to assist with the biology segment.
7. Daniel Vetter, Poster Session chair reporting.
  - a. During our first tree conference meeting I had suggested for the poster session that we post the information about submitting a poster for the poster session at the beginning of this current semester since last year it was very last minute and we had a smaller turn out then I would have liked. I believe John said he would email me when he got that up and running and available for people to either submit or become aware that registration is open. Is this still a possibility to open the registration earlier? Let me know at your convenience so that I can start contacting the list of universities and non-profits I have to get the ball rolling.
8. John Warner, Book store chair reporting.
  - a. John G has the new ISA bookstore plans which changes the dynamics of what we have to sell. Ask him to provide an update for the next meeting.
9. Sam Hill, commercial track chair reporting.

- a. Plans to cover as many of the A300 standards as possible and give their history and current status. Would like to do the same with the Z. This would cover the gamut of 40 years of Arboriculture.
  - b. In communications with or will be communicating with John Ball, Geoff Kempter, Dr. Christopher Fields-Johnson, Dr. Bryant Scharenbroch, Rich Hauer and Dr. Smiley.
10. No other committee chair's reporting at this time.

**Work Planned:**

- 1. Continue to hold monthly committee calls
- 2. Secure all speakers by end of April 2020
- 3. Schedule discussion with John about conference swag items
- 4. Schedule discussion with Emily about the Wednesday night social

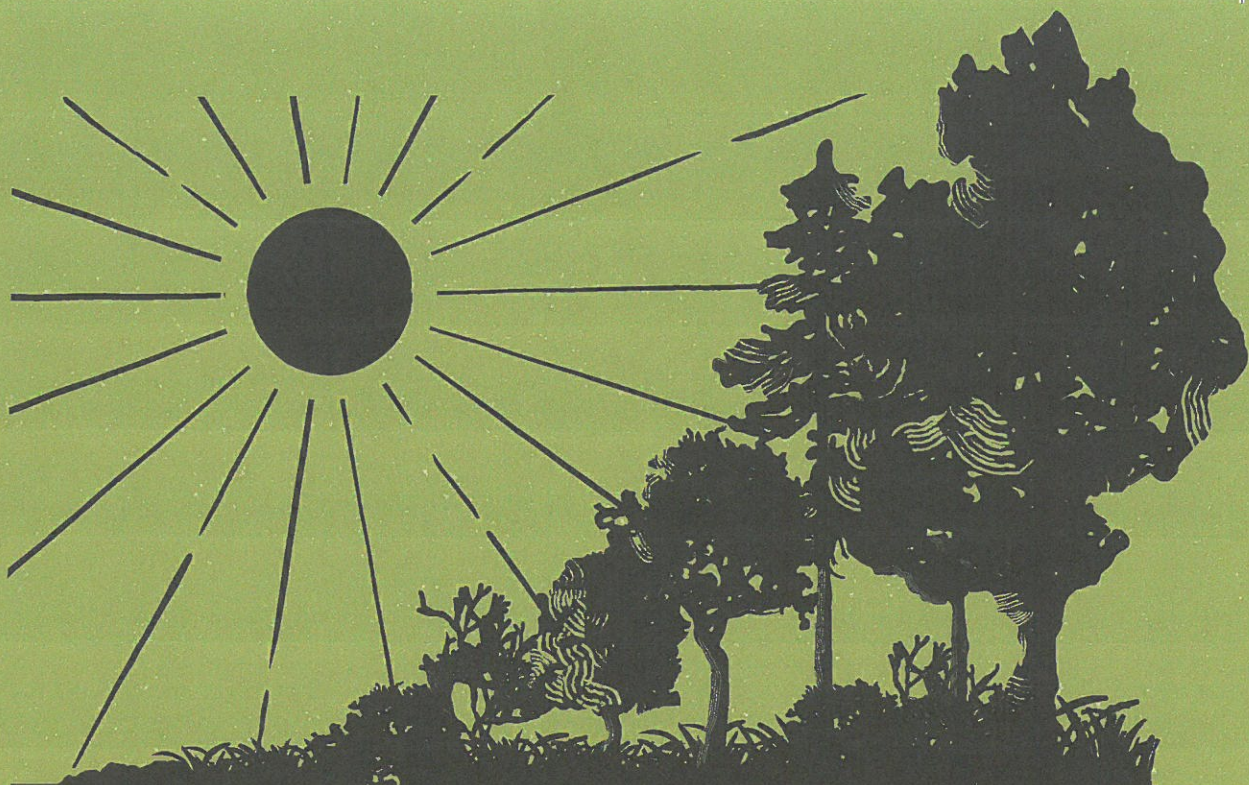


2020 TTC  
Committee

<u>Committee</u>	<u>Committee Chair</u>
Conference Chair	AJ Thibodeaux
Commercial Track	Sam Hill
Municipal Track	Mark Kroeze
	Ask Kristopher Rasmussen to Co-Chair
Utility Track	Gary O'Neil - Neil Manich
Non-Profit/BCMA	
TDA Sessions and CEU's	Laura Miller
Tree Academy	Justin Krobot
Moderators	Kelly Eby
Volunteers	Josh Rodrigue
Spanish Tree School	Bill Green
Spanish Tree School Co-Chair	Mark Duff
English Tree School	Guy Leblanc
Trade Show - Sponsors and Exhibitors	Brad Hamel
	Kirsten Schneider (Co-Chair)
Awards/Luncheon	Jason Alfaro
	Paul Johnson (Co-Chair)
Student Program	Ronny Nelson
Wednesday Social	Emily King
Bookstore	John Warner
Poster Session	Daniel Vetter
Silent Auction	Ginny Sills
Friday Annual Meeting	Jason Alfaro/AJ Thibodeaux
Audio Visual	Paul Johnson
SWAG and T-Shirts	John Giedraitis
CEU's and Testing	Daniel Cottier
TFS Scholarships	Paul Johnson
Administrative	John Giedraitis

12/2/2019





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40 YEARS *of* TX  
TREE CULTURE

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TEXAS TREE  
CONFERENCE

# 40 YEARS *of* TX TREE CULTURE

SEPTEMBER 23 - 25, 2020  
WACO CONVENTION CENTER

## It's time to register for the Trade Show!

The Texas Tree Conference, Trade Show, and Academy has grown to become a premier event in the tree care industry with over 1,000 attendees.

We depend on partners like you to provide ongoing education and services for our members. Become an exhibitor or sponsor to get in front of your customers and be recognized as a leader in professional tree care. Last year the Trade Show sold out so don't delay!

## Sponsor and exhibitor opportunities!

**LEARN MORE: [BIT.LY/TXTC2020](http://BIT.LY/TXTC2020)**

**QUESTIONS?** Contact John Giedraitis at 979.324.1929

TEXAS CHAPTER ISA  
2013 OAKWOOD TRAIL  
COLLEGE STATION, TX  
77845







## Texas Tree Climbing Championships

March 5, 2020

Prepared by: Kirsten Schneider

**Texas Tree Climbing Championship Mission:** To support the professional tree climbing community by providing a collaborative opportunity to test their skills, affirm a culture of safety, and exchange technical knowledge with one another.

### Committee Report:

1. Progress made since last board meeting:
  - a. Event permit obtained (no rain date)
  - b. Site assessment(s) complete
  - c. Online registration open for volunteers, techs, judges
  - d. Shirt quotes received & graphic designer identified
  - e. Quartermaster identified: Jesse Neumann
  - f. Medal supply confirmed
  - g. Women's trophy informally commissioned (need budget limit)
  - h. Arbormaster 2020 TCC prize package offered
  - i. JL Matthews registered to exhibit & sell at gear check
2. Work planned between now and next board meeting:
  - a. Ongoing: Volunteer & Vendor/Sponsor registrations
  - b. Open climber registration
  - c. Mark Bird w/w Texas Public Radio on underwriting & promotion opportunity
  - d. Sponsor logo deadline is 4/3/20
  - e. Lingering site questions:
    - i. Hold gear check in the pavilion instead of the hotel? (Lights)
    - ii. What are the park sign policies?
  - f. Trailer purchase
  - g. Identify & purchase fencing materials that do not require ground penetration
  - h. Re-up medals order
  - i. Complete Arbormaster prize package registration
  - j. Identify event hotel
3. Action items: Trailer purchase approval/discussion



## Social Media-Committee Report

2/18/2020

Prepared by: Rachel McGregor

Prepared for 3/5/2020

**Social Media Mission:** spread ISAT awareness and research based arboriculture information

**Committee Goals:**

- Analytics from Facebook and Twitter

**Committee Members:**

**Committee Report:**

1. I have started scheduling post (using buffer) on FB and Twitter once a week.
2. I have scheduled 8 posts for both FB and Twitter.
  - a. Most posts have been our scheduled events
  - b. Top three post were
    - i. Advertising for ISA Certified Arborist, Utility Specialist, and Municipal Specialist exam in Dallas. We reached 982 people on FB and 473 on Twitter
    - ii. Why hire an arborist? I got from the ISA FB page and we reached 683 people and 567 on Twitter.
    - iii. Advertising for North Central TX Urban Forestry Conference we reached 308 people on BF and the Dr. Appel post was third on Twitter with 127 people reached.
3. Keep finding relevant material and scheduling posts



## Membership Report

Prepared by: Misti Perez and Priscilla Files

Prepared for Board Meeting on 03/05/2020

**Membership Mission:** To recruit, involve and retain ISA Texas Chapter members so that they can continue to advance in the profession and the Chapter can continue to grow.

**Committee Members:** Priscilla Files

### Committee Report:

1. Membership survey went out to entire membership, 1036 email addresses, on January 13, 2020. 138 members or 13.3% took the survey. Survey was resent to the members that did not reply on February 13, 2020 and we got an additional 18 replies or 1.73% response rate. See handout for individual question results. For the last question asking if the member had additional feedback they'd like to give ISAT, we got many replies. Emails were sent to anyone seeking information that membership could answer along with forwarding the rest of the responses to Gene regarding education topics. The majority of comments were positive and complimentary to ISAT.
2. From the current membership list, Misti has categorized the data for a quick overview to understand who we have as members so that we may share that information with the hired consultant. For 1108 members the data analyzed was:

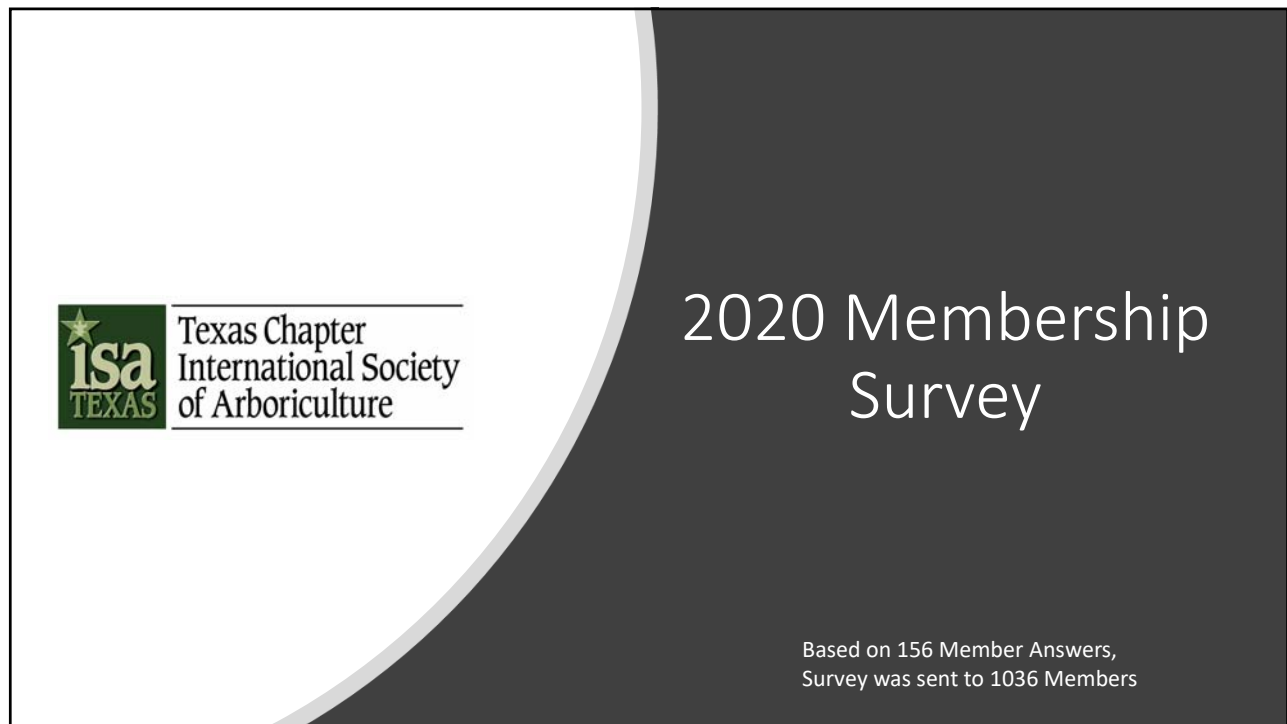
Men	923
Women	164
Texas	1074
Out of State	32
Commercial	259
Municipal	89
Utility	32
Other	21
Unknown	401

3. A new segment for In the Shade is "Member Spotlight" where a member in good standing is chosen at random and asked three questions:
  - (a) Why did you decide to join the Texas Chapter ISA?
  - (b) What is something you love most about our industry and/or feel is very valuable?

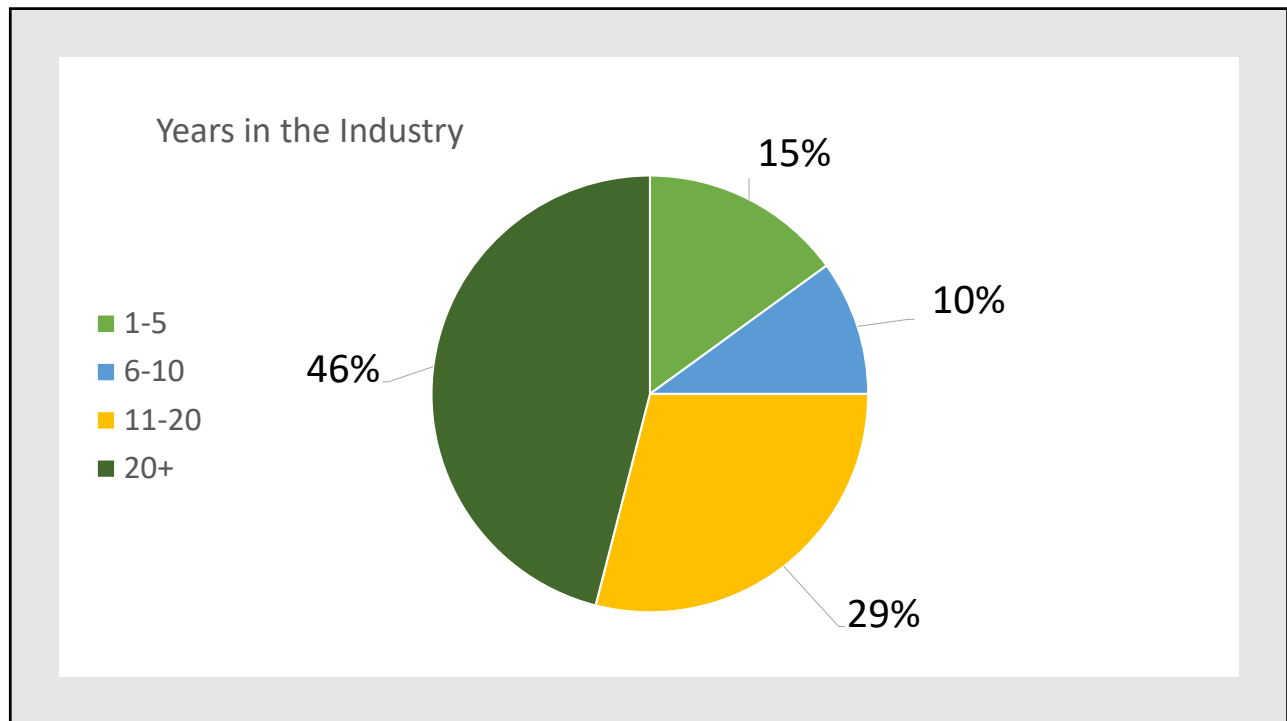
(c) Share a favorite hobby many people may not know about you or a fun fact.

The first person for this was Paul Cox, of Environmental Design in Tomball, TX who has been a member with ISAT for over 20 years. Send suggestions if you have them to Misti or Pris, keeping in mind we want to spotlight someone in our membership who is not on the board or staff.

4. We have completed the RFP for hiring a consultant to develop a three-year membership plan to recruit, retain and engage our members. A resource for finding a candidate may be the organization, Texas Society of Associated Executives or TSAE. Misti is a member and can post the job opening to the community board on their website that thousands of professionals will see and interact with. See following page:

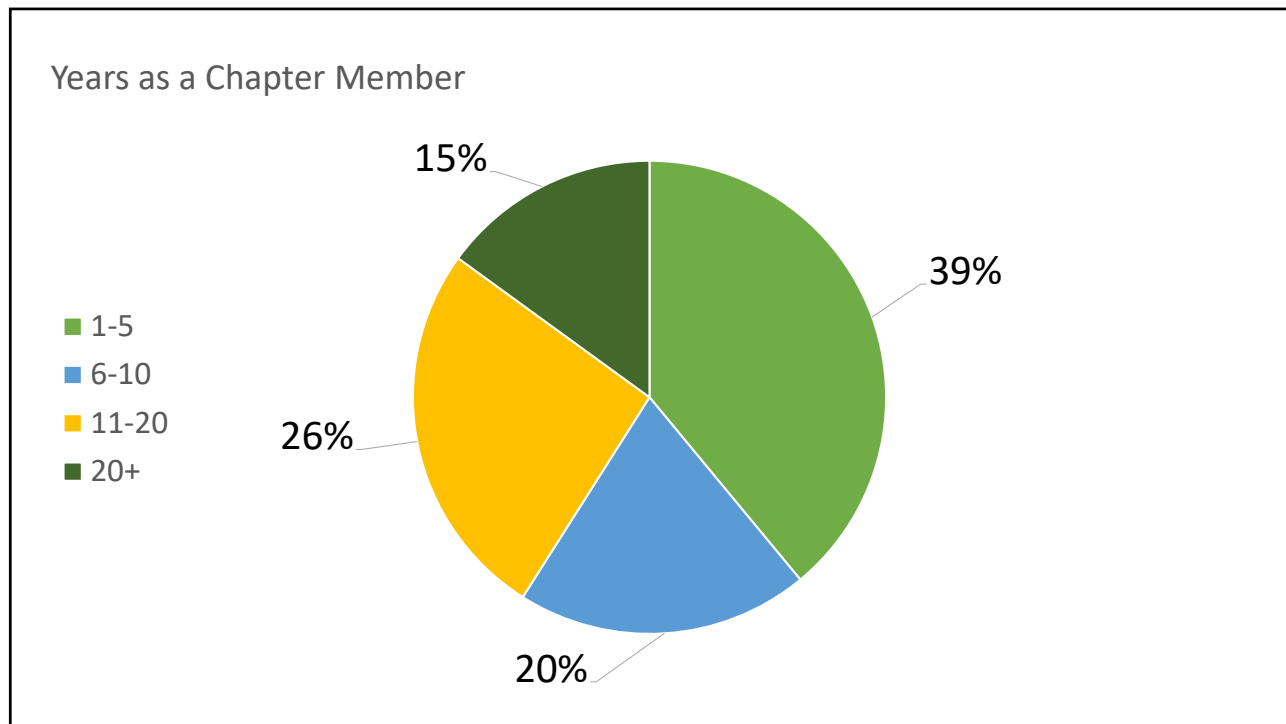


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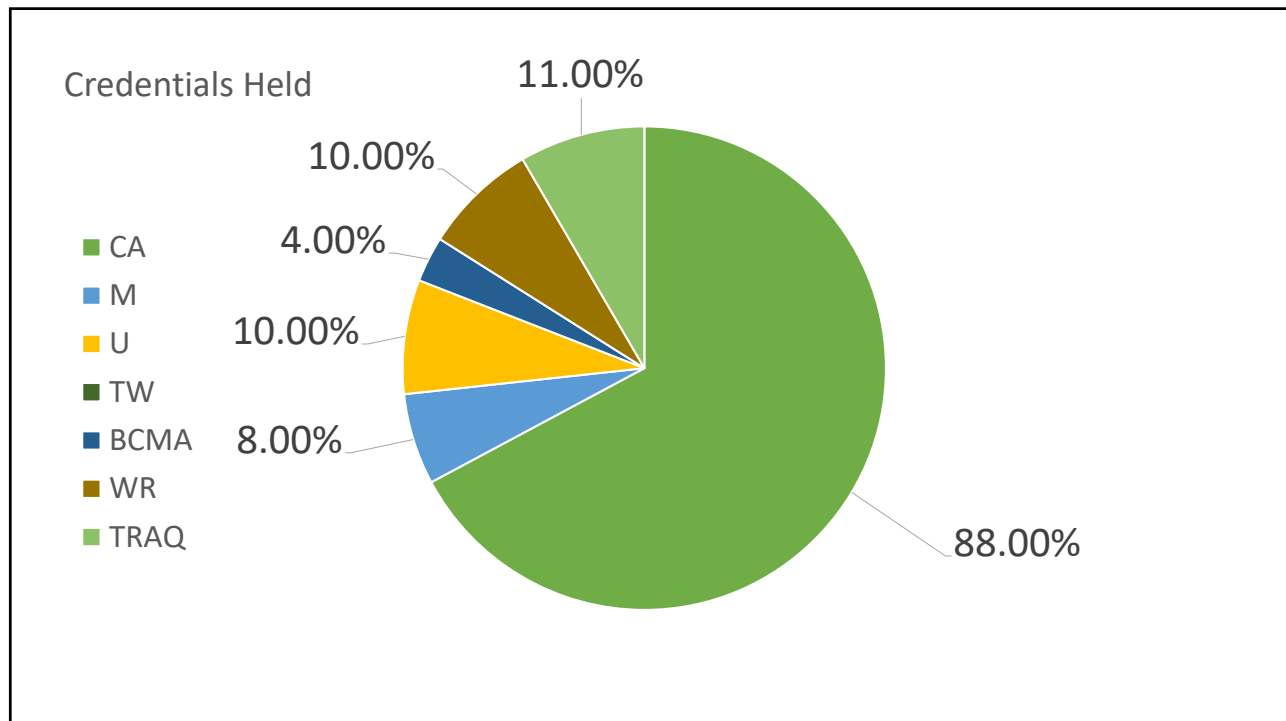


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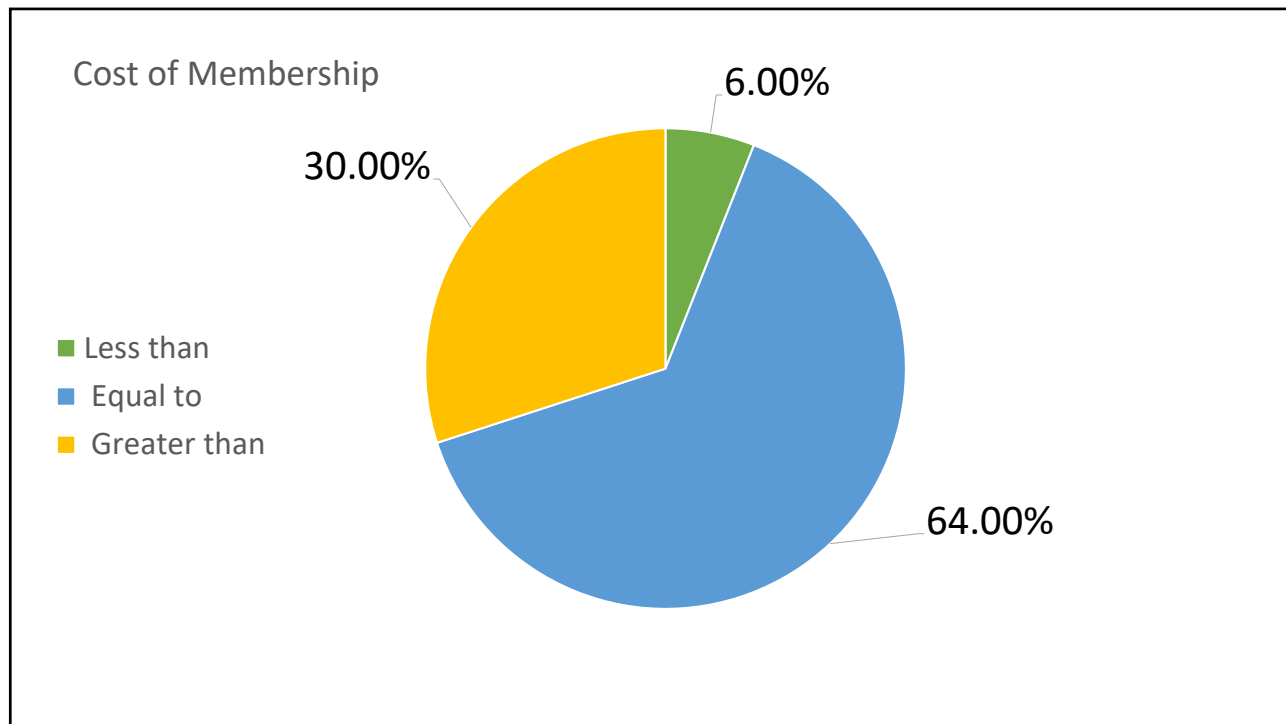




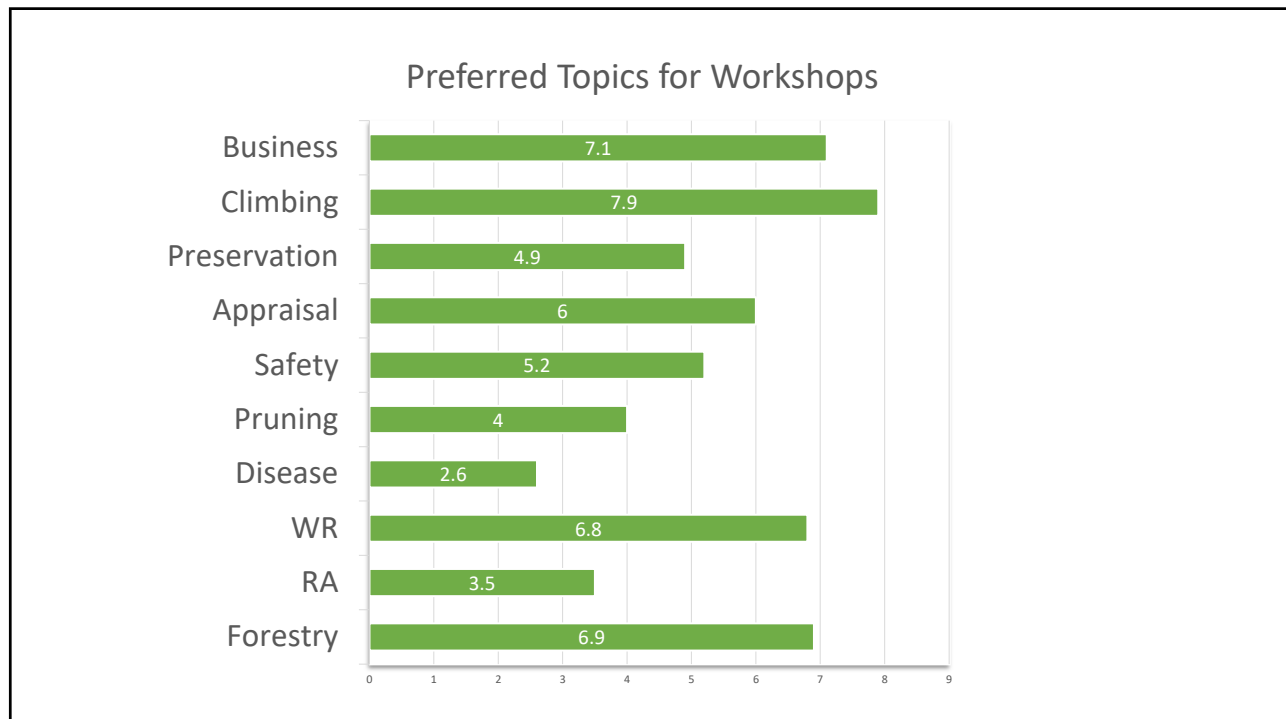
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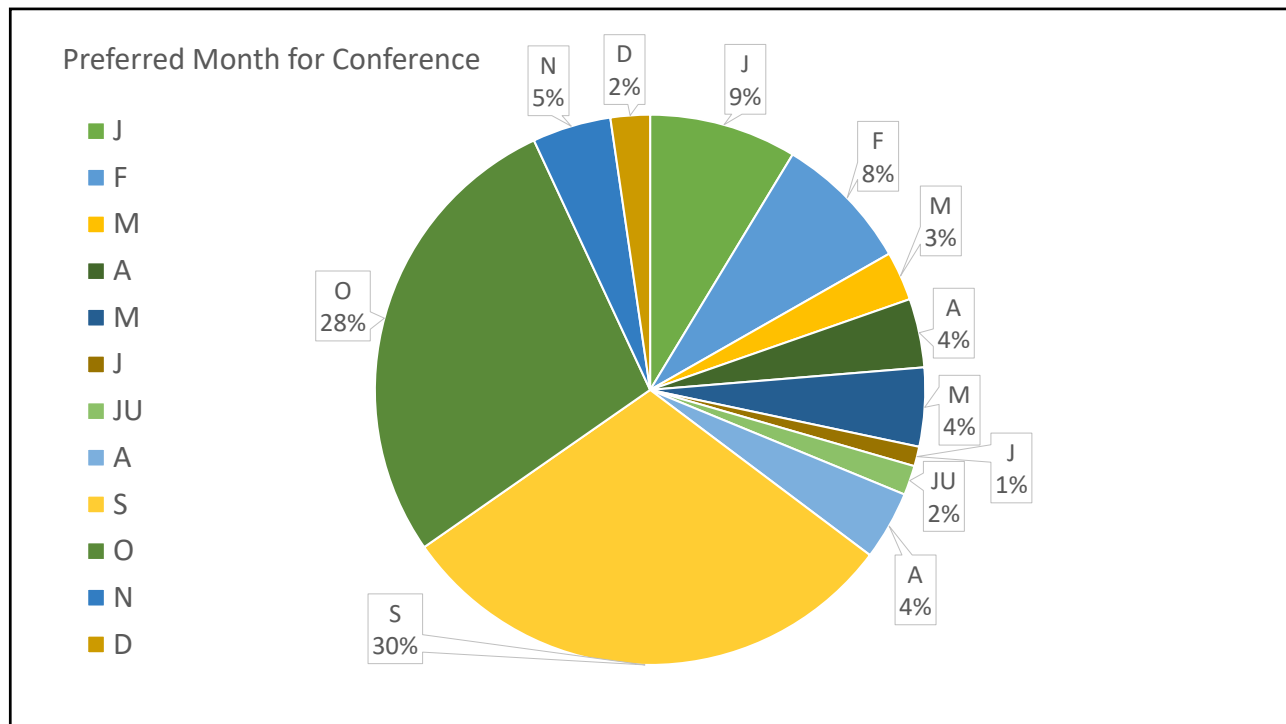
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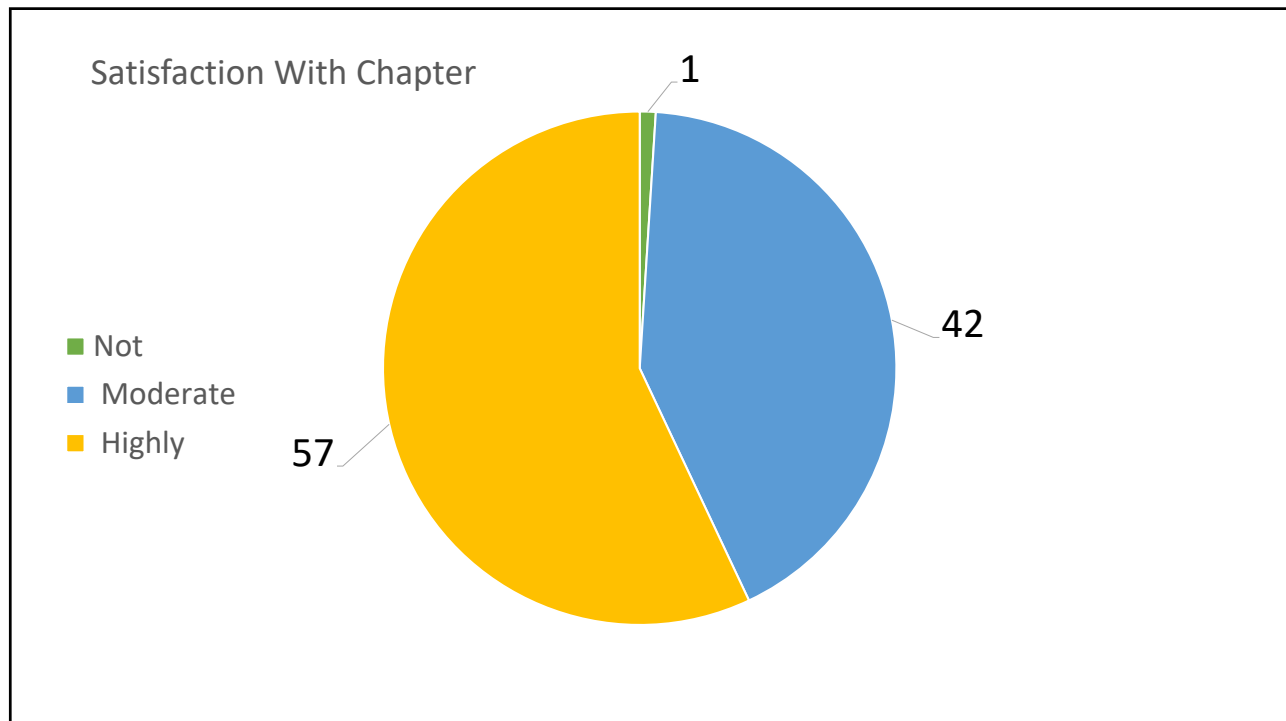
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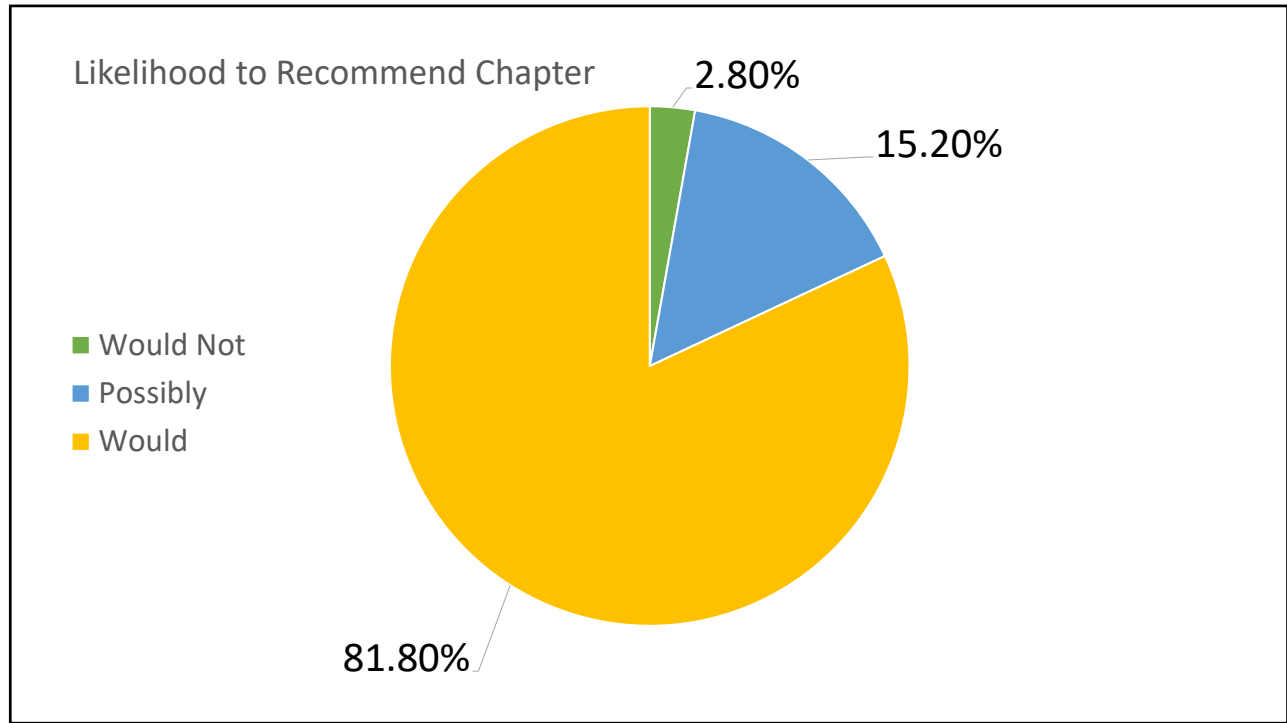
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9

## **RFP for Texas Chapter ISA**

March 5, 2020

### **Project**

Create a strategic three-year plan for our membership program to aid in recruiting, retaining and involving our members.

### **About Us**

Texas Chapter ISA is a membership based non-profit organization that was formed in 1974 that currently has 1160 members in the tree care industry. ISAT holds regularly scheduled educational events to promote safe, healthy tree care practices as well as conducts exams statewide to gain credentials in arboriculture. Texas Chapter ISA has created and developed two qualifications for certified arborists as well as organizes several annual networking opportunities for the Texas tree community. Texas Chapter ISA has a nonprofit status as a 501©5.

### **Mission**

Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.

### **Project Goals**

ISAT would like to obtain the services of a private consultant to create a three-year strategic plan that is immediately implementable, for recruiting, retaining and engaging its members. The preferred candidate shall have experience in the strategic planning of membership-based programs.

### **Scope of Work**

- Data Collection/Analysis  
Review current data and provide feedback on future needs. Make recommendations on where improvements are possible with data

collection points. Develop a method to discern overall brand awareness and membership value among current and prospective members.

- Marketing and Communications Audit

Provide recommendations on marketing membership and communication points to the member and how to evaluate the processes to provide a better membership experience.

- Customer Segmentation

Provide recommendations on how to manage data including the member's demographics such as race, gender, area of practice, city of residence and educational interests so the Chapter can better understand who the current members are.

- New Member On-Boarding Plan

Review the current policy and procedures for new members and provide recommendations on how to improve, change or make the process more efficient for day-to-day operations.

- Prospective Member Marketing Plan

Provide recommendations for evaluating data on how to identify prospective members on a continual basis and options to market to possible new members.

- Member Retention Plan

Provide an immediately implementable plan covering a three-year period that will guide staff on retaining existing members using the above processes and recent survey data collected from its membership.

## **Target Deliverable Schedule**

June 1, 2020 the Chapter would like to present the three-year plan to the board of directors at a quarterly meeting for review and discussion.

## **Budget**

Currently ISAT does not have a set budget for this project. All budgets and project components must be approved by our executive director and board of directors

before proceeding. Consultant must provide all billable hours and hourly cost, as well as overall project cost for consideration.

### **Evaluation Metrics**

ISAT will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history, especially with nonprofits and membership development
- Projected costs (please keep our nonprofit status in mind)
- Be able to submit all billable hours as well as their hourly cost

### **Submission Requirements**

Bidders must adhere to the following guidelines to be considered:

- Proposals must be sent in by March 31, 2020 Bidders who are interested in submitting a proposal should inform John Giedraitis at [jpg@isatexas.com](mailto:jpg@isatexas.com) and include references with your proposal
- A proposed schedule must also be included and clearly expressed

### **Contact Information**

For questions or concerns connected to this RFP, we can be reached at:

John Giedraitis [jpg@isatexas.com](mailto:jpg@isatexas.com) (979)324-1929

Misti Perez [misti@isatexas.com](mailto:misti@isatexas.com) (512) 862-7377

[www.isatexas.com](http://www.isatexas.com)



## Outreach Committee Report

Prepared by: Evan Anderson

Prepared for March 2020

**Outreach Mission:** Sustain and increase the profile of ISAT to its membership, allied industries, and the general public. Promote ISAT and Certified Arborists to allied industries and the general public through attendance at conferences and public events.

### Committee Members:

- Evan Anderson (chair)

### Committee Goals:

- Promote ISAT to other organizations at tabling events
- Promote ISAT Chapter events
- Increase public and industry awareness of ISAT and our members

### Annual Work Plan Goals

- Coordinate the annual day of service opportunity for members
- Host arbor fair in conjunction with Texas Tree Climbing Championship
- Explore how to promote/leverage Texas Tree Climbing Championship
- Kids climb – build a framework for use and adoption globally
- Partner with other allied industries to support events
- Plan for additional member outreach
- Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual
- Explore ISAT app development, to engage members through the use of technology (TTC)

### Committee Report:

1. North Central Texas Urban Forestry Conference Booth
  - a. Attended by John and Gene
2. ASLA Tabling
  - a. Volunteer signup has been set up by Misti
  - b. April 7-9th
3. Arbor Fair at TTCC
  - a. Limb Walk, SAAA
  - b. Working on Booths
  - c. Tree giveaway
  - d. Advertising and contest for Social Media
  - e. NPR ad
  - f. Signage
  - g. Suggestions for activities
4. Work planned between now and next board meeting
  - a. Develop the 2020 event calendar
  - b. Coordinate with TTCC for arbor fair
  - c. Research more events that ISAT can attend
  - d. Continue using volunteer management systems
  - e. Annual day of service development
5. Action items
  - a. none





# Certification Report

3/5/2020

Prepared by Daniel Cottier and Misti Perez

Prepared for Quarterly Board Meeting

## **Certification Committee Mission: To promote professional tree care in Texas by increasing and retaining ISA and ISAT Certified and Qualified arborists in the Texas Chapter ISA.**

**Committee Members: Daniel Cottier**

### **Committee Report:**

1. Certification Numbers

BCMA 47

CA 1286

U 107

M 62

CTWCS 28

CTWAS 6

OWQ 217

TRAQ 249

WRRQ 73

2. Upcoming exams for 2020:

- 3/8 CA, CTW, U, M San Antonio
- 3/19 CTWCS (written/Skills) Dallas
- 3/20 CA, M, U Dallas
- 6/18 CTWCS (written/Skills) Dallas
- 6/19 CA, M, U Dallas
- 9/17 CTWCS (written/Skills) Dallas
- 9/18 CA, M, U Dallas
- 9/25 CA, CTW, M, U Waco
- 10/15 CA, CTW, M, U San Antonio
- 11/13 CA, CTW, U, M Fort Worth
- 12/17 CTWCS (written/Skills) Dallas
- 12/18 CA, M, U Dallas

We currently have 10 exam proctors, 16 CTW CS evaluators and 6 CTW AS evaluators

3. A policy for our logos was created, titled ISAT Logo Use Policy, see attached. This item will need to be discussed and voted on to adopt.



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# Texas Chapter International Society of Arboriculture

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## **Texas Chapter International Society of Arboriculture Qualification Logo Use Policy**

### **Purpose**

Texas Chapter ISA created and owns both the Oak Wilt Qualification logo and the Wildfire Risk Reduction Qualification logo. The policy below sets the boundaries for the use of its logos.

### **Focus**

At the time of the development of this policy, Texas Chapter ISA has been issuing Oak Wilt Qualifications and Wildfire Risk Reduction Qualifications that the Chapter has created since 2016. Logos created by ISAT are available for use by current Chapter members and qualificants to identify their affiliation with ISAT and that they have obtained the qualification.

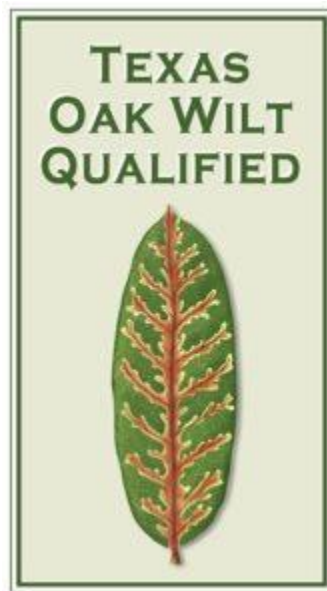
### **Use and Misuse**

ISAT will issue logos for the Oak Wilt Qualification and Wildfire Risk Reduction Qualification only to individuals who have gained the qualification through the organization's program and are members of the Texas Chapter ISA in good standing. We reserve the right to verify membership and credential holder status and may refuse a person if not in compliance.

The logo must display the credential holder's full name directly underneath the logo and their corresponding number for the qualification. (See example on following page) Logo Misuse is when a qualificant is not following ISAT's policy on correctly using our logos. Examples include not following our color and style guide, companies using the logos incorrectly or using unapproved logos without consent. The logo may not be used once an individual's qualification expires, unless they renew the qualification. If logo misuse is found, the board of directors will decide whether the logo shall be revoked and reserves the right to ask any individual to remove our logos. If the individual does not comply, ISAT reserves the right to remove the current membership and refuse membership in the future.

If logo misuse is suspected, direct as much information as possible to the Member Services Specialist, Misti Perez at [misti@isatexas.com](mailto:misti@isatexas.com) or Daniel Cottier at [danielc@preservationtree.com](mailto:danielc@preservationtree.com).

Correct logo and display of qualification name and number (same for both logos):



Joe Smith  
TOWQ-123



## Student Liaison & Scholarships

2020-02-27

Prepared by: Ronny Nelson

Prepared for 2020-03-05

### Scholarships & Student Liaison

**Mission:** Provide support to local universities and colleges that are engaging our next generation arborist. Mentor and connect these students with ISA Texas members.

### Strategic Plan Annual Goals for committee:

Our plan is to work directly with local universities and colleges to connect with students and provide a pathway to engage in ISA Texas Chapter events, while supporting students with scholarships to the Texas Tree Conference and provide tuition assistance.

### Committee Members:

- 1.) Ronny Nelson
- 2.) Evan Anderson

### Committee Report:

1. Scholarships – SFASU
  - a. Currently, our organization has been providing a total of \$3,000 per year in scholarships to SFA undergraduate students. This has been dispersed to two students, in the amount of \$1,500 to be applied to their Fall tuition.
  - b. Scholarship Banquet April 2, 2020 at 6:30pm. Hans will provide the names of the recipients once this has been determined.
  - c. Connected with Dr. Hans Williams at SFASU to discuss scholarship opportunities for undergraduate research. Hans thinks that this would help toward things relevant to Texas Arboriculture.
2. Scholarships – TAMU
  - a. Currently we sent \$1,500 to TAMU for a student scholarship that went to one student. Working with Heather Janke to determine who next year's recipient will be.
  - b. Scholarship banquet is planned to be held on April 17, 2020. More information to come.
3. Texas Tree Conference
  - a. \$2,000 in budget to go toward student registration.
  - b. Working with SFASU (H. Williams) to connect more students and involve/develop Poster Boards.
  - c. Build a group of student liaisons for the 2019 Texas Tree Conference. Last year we had a great group of professionals that invested in our student attendees.
4. Texas Arboriculture (Undergraduate Research) SFASU
  - a. \$1,500 toward undergraduate research.
  - b. Spoke with Dr. Hans Williams to discuss research donation. Dr. Mulvaney is working on projects that we are verifying the relevance. We may push this back to the fall.
  - c. SFASU will be required to present a poster board on the research project.
5. Action items: None at time.



## Executive Committee Report

3/6/2020

Prepared by: Jason Alfaro

Prepared for March 2020 BOD meeting

**Executive Committee Purpose:** Fulfill Chapter bylaws (section XII). "Executive Committee shall be responsible for the day-to-day operations of the Chapter, operating in accord with policy established by the Board of Directors."

### **Strategic Plan Annual Goals for committee:**

Governance G.01 Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff.

### **Committee Members:**

Past president: Emily King

President: Jason Alfaro

President-elect: A.J. Thibodeaux

Vice president: Mark Bird

Editor: Rebecca Johnson

Treasurer: Greg David

Executive director: John Giedraitis

### **Committee Report:**

1. Things to know about this committee:
  - a. Monthly conference calls are held
  - b. Daily to weekly check-ins with members occur
  - c. We monitor committee work, events, and daily tasks
2. Progress made since last board meeting:
  - a. Adopted the 2020 fiscal year budget during the board retreat in December 2019.
  - b. 2020 Work Plan created from work done at retreat.
  - c. Began contract review for Acorn Arbor and will have it completed by the end of the month.
  - d. Continuing to discuss options for a chapter management system.
3. Work planned between now and next board meeting:
  - a. Contract review with Acorn Arbor to be completed
  - b. Establish new contract for professional services no later than April 1
4. Action items: none at this time



## Elections + Nominations Report

March 2020

Prepared by: Emily King

Prepared for Board of Directors Meeting

**Mission:** the purpose of this task is to plan for and carry out fair elections in order to maintain a robust and diverse Board of Directors.

### 2021 Board of Directors

- Immediate Past-President - Jason Alfaro
- President - A.J. Thibodeaux (single name on ballot, with write in option)
- President-Elect - Mark Bird (single name on ballot, with write in option)
- Vice President - 1-3 names needed for ballot, with write in option
- Treasurer
- Editor - *Rebecca Johnson*
- 4 Director Positions for 2021
  - Incumbents: Evan, Pris, Curtis, Neil - Please let me know if you are interested in having your name on the ballot for another term
  - Previous nominees that were not elected will be contacted to see if they are still interested in having their names on the ballot

### Demographics of Membership

At our last meeting we discussed the demographic makeup of our membership and how the Board of Directors can best represent membership. Here is a link to the 2017 ISA Assessment Survey findings that includes relevant statistics from our Chapter:

<https://drive.google.com/file/d/11sWjhdwBFGNRIGIJ9O-r7P6DNuBS2l66/view?usp=sharing>

#### Notable findings:

- The survey had an 18% response rate (181/988)
- 79% male, 21% female
- Area of Practice:
  - Utility - 15%
  - Municipal - 23%
  - Commercial - 32%
  - Other - 30% (includes Student (1%), Nonprofit (2%), Other (6%), Training (1%), Supplier/Manufacturer (1%), Public Works (4%), Landscape (8%), Forestry (4%), Extension (1%), Education (3%))
- Age:
  - 18-24 - 1%
  - 25-34 - 19%
  - 35-44 - 24%
  - 45-54 - 28%
  - 55-64 - 23%
  - 65 and up - 5%
- Highest Level of Education
  - 70% have a college degree or higher

- 22% have some college and/or associate's degree
- 8% have some high school and/or high school diploma
- Current Position
  - Manager - 28%
  - Consultant - 13%
  - Other - 13%
  - Owner/President - 12%
  - Municipal Urban Forester - 11%
  - All other categories - 23% (includes Tree Worker/Climber (4%), Trainer (1%), Student (1%), Researcher (1%), Educator (2%), Marketing/Sales (6%), Landscape Architect (5%), Horticulturist (3%), Apprentice (1%))

2020 Board of Directors				
Position	Name	Year Term Expires	Sector	Region
Immediate Past-President	Emily King	2020	Municipal	Central
President	Jason Alfaro	2020	Municipal	Southeast
President-Elect	A.J. Thibodeaux	2020	Commercial	DFW
Vice President	Mark Bird	2020	Municipal	Central
Treasurer	Greg David	2020	Commercial	North
Editor	Rebecca Johnson	2020	Commercial	Central
Director	Evan Anderson	2020	Municipal	Southeast
Director	Priscilla Files	2020	Municipal/Nonprofit	Southeast
Director	Curtis Hopper	2020	Commercial	DFW
Director	Neil Manich	2020	Commercial	Southeast
Director	Gary O'Neil	2021	Commercial/Utility	Southeast
Director	Star Quintero	2021	Commercial	Southeast
Director	Kirsten Schneider	2021	Municipal	Central
Director	Rachel McGregor	2022	Municipal	DFW
Director	Ronny Nelson	2022	Commercial	DFW
Certification Liaison	Daniel Cottier	2021	Commercial	DFW
CoR Liaison	Oscar Mestas	2021	Retired	West
	Requires Nomination and Vote in 2020			



## Treasurer's Report / Finance

March 3, 2020

Prepared by: Greg David

**Treasurer's responsibility and goals:** keeping a hand on the financial tiller of the Chapter. Duties include the administration of the fiscal and financial policies of the Chapter; supervision of corporate financial records; oversight of financial accounts and the fiscal management of Chapter monies; and the preparation of required financial documentation.

### **Treasurer's Report:**

1. ISA-Texas currently remains on a sound financial footing, with roughly \$284,000 in cash, CD's, and US Treasury securities on-hand.
2. The Chapter currently holds approximately \$125,000 in US Treasury Direct short-term bonds, plus \$25,000 held in a CD, and roughly \$134,000 in the Chapter business checking account.
3. I have reviewed Texas Chapter checks and disbursements from January through February of 2020, and all seem to be proper and in order.
4. As more and more Chapter business is conducted through the use of debit cards and electronic transfers, as opposed to written checks, I am working with our Executive Director to improve the timely flow of reconciled transaction data, so that the Treasurer can more effectively oversee Chapter disbursements.



**ISAT**  
**Profit & Loss**  
 January 1 through February 28, 2020

	Jan 1 - Feb 28, 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Online Learning Revenue Share	306.00
Advertising	16,097.55
Certification	7,519.00
Conference	1,530.00
Membership	12,355.00
Misc.	0.81
Publication Sales	55.00
TTCC & Workshop	1,700.00
Workshops	70,745.00
<b>Total Income</b>	110,308.36
<b>Gross Profit</b>	110,308.36
<b>Expense</b>	
Advertising Expense	347.35
Association Management Services	23,634.92
Research	6,000.00
Accountant	380.00
Board Expenses	204.20
Conference Expenses	7,774.67
Fees	50.90
Insurance	1,446.00
Member Services	395.00
Newsletter Expenses	5,126.46
Publicity	1,434.75
TTCC and Workshop	2,239.90
Workshop Expenses	12,026.11
<b>Total Expense</b>	61,060.26
<b>Net Ordinary Income</b>	49,248.10
<b>Net Income</b>	<b>49,248.10</b>

10:42 AM

02/28/20

Cash Basis

**ISAT**  
**Balance Sheet**  
As of February 28, 2020

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	Feb 28, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	134,306.64
Total Checking/Savings	134,306.64
Other Current Assets	
Treasury Direct	124,618.97
Wells Fargo CD #2	25,144.14
Total Other Current Assets	149,763.11
<b>Total Current Assets</b>	284,069.75
<b>Fixed Assets</b>	
Accumulated Depreciaton	-604.00
Office Equipment	709.01
<b>Total Fixed Assets</b>	105.01
<b>TOTAL ASSETS</b>	<b>284,174.76</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Retained Earnings	234,926.66
Net Income	49,248.10
<b>Total Equity</b>	284,174.76
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>284,174.76</b>



## (CoR) Committee Report

(02/27/2020)

Prepared by: Oscar Mestas

Prepared for (03/05/2020)

### **[CoR] Mission:**

Act as a liaison between ISA and the component group bringing all pertinent information to the CoR and returning all pertinent information back to the component group.

**Committee Members: Oscar Mestas**

### **Committee Report:**

1. Attended Town Hall Meeting (Feb 5<sup>th</sup>) with ISA Director Caitlyn Pollihan VIA Zoom Meeting  
CoR components had the opportunity to pre submit questions which were then, answered by Caitlyn. (See Attachment)

ISA stated the fastest way to get a response for a member concern is to directly call ISA and ask to be directed to the Staff member associated with your concern.

Then next CoR conference call will be April 8<sup>th</sup>.

2. Action items: None at this time.

# CoR Town Hall with ISA Executive Director Caitlyn Pollihan

## Highlights

5 February 2020

### **State of ISA - Operations**

ISA is currently fully staffed in our Atlanta office and has ten customer service and credentialing support personnel to help deliver exceptional programs, products and services to both members, nonmembers and credential holders..

After focusing the last year on the move from Champaign, Illinois, to Atlanta, Georgia, we came out of the year with higher than expected growth in membership, credentials and product sales. The Association has approximately 24,500 members; we are experiencing a bump as we just experienced a drop-off as many members expire at the end of December and then gradually return. There are currently over 40,000 certifications and 8,500 qualifications (TRAQ) held worldwide.

The staff is focused on creation of new products and programs that are our members have requested. Additionally, the senior leadership team is preparing to go into a budget planning session where they will discuss a three-year plan for service and program development.

### **Question: Is there still a membership directory?**

ISA stopped printing the membership directory in 2017. The new laws around data privacy (e.g. GDPR) make printing a hard-copy directory difficult. The online version is still active and allows members the opportunity to opt-in and control the data that is accessible to viewers.

### **Question: Does ISA have a breakdown about its members' type of work/position held?**

ISA's current database has a limited amount of data; however, the 2017 ISA Membership Needs Assessment captures more membership segmentation information. Each component received a copy of their data, and, if you need assistance getting information, contact your component executive or our member services department.

### **Question: How is ISA working through the increases of International Shipping?**

We are aware that this is a significant issue for our non-US members. Recently we have been working through negotiating new rates with UPS. We are waiting to make some tweaks to our database before we can implement this and announce it to all of our international members and components.

### **Question: What is ISA's biggest strength and weakness?**

ISA's strength is definitely its members and passionate volunteers. However, this can also be viewed as a weakness in the future as membership in associations and societies is changing and future members do not engage in the same way as their predecessors. Finding volunteers to serve on committees and the Board of Directors, to submit abstracts, etc. may become harder in the future.

### **Question: How is ISA reaching out to Generation Z?**

ISA is pursuing members at every stage of their career – regarding of their age. But our membership staff is actively working on developing new marketing materials, conducting research (including a new exit survey of nonrenewals), and looking at our membership in a more holistic way than ever before.

**Question: Can you provide an update on the ISA's support of Women in Arboriculture?**

ISA is carefully examining women in arboriculture and other specific issues, including tree equity and diversity in general. As we do each year, the Women in Arboriculture reception will occur during this year's ISA Annual International Conference and Trade Show in Albuquerque, New Mexico, USA. The organization has explored the possibility of a hub for the topic; however, the current website limits capability to make information more public. As an alternative, this topic will be placed on the TEAMS platform, so that components may share best practices. This would be a nice complement for Women's History Month in March.

**Question: How can ISA help components share information about safety?**

We can also provide a place on TEAMS to share safety policies or other safety-related documents. Components may have established their own individual policies that may be shared as best practice using this platform. The Board of Directors may also have an associated policy and if so, it will be shared on TEAMS.

**Question: Can you tell us more about the proposed pruning credential?**

Two years ago, ISA explored the possibility of initiating a pruning credential. At that time, the Credentialing Council decided that there was a need for more information and education but decided not to build a credential around the topic. We are currently working to figure out new ways to disseminate content and education, such as by webinars, etc.

**Question: Do you have a list or timeline of the books/products ISA will put out this year?**

Kathy Brennan, our director of products and services, started in November, and she has been working to create a product roadmap for the coming year. She has been keeping component executives aware her department's work to evaluate all of our publications, podcasts and consumer brochures for relevancy and accuracy, to remove outdated materials and to develop and to prioritized items for revamping and/or translating into other language. In fact, we just announced our first publication of the year, The Utility Tree Risk Assessment Best Management Practices. This year, we know we are planning for a new study guide related to the BCMA, updates to several BMPs, and completion of necessary updates to our CD-ROM courses (due to Flash no longer being a usable software platform).

**Question: What is ISA doing to deal with people misidentifying themselves as ISA Certified Arborists?**

ISA is working on how to better message regarding logo misuse and trademark violation. Rosa Gutierrez, compliance services manager, reviews complaints received through completed forms obtained from the ISA website. Next, the Ethics Committee and ISA attorney examines the case. We understand that, because those initiating complaints do not receive communication about the resolution, that there seems to be a "black hole." We need to evaluate that process. However, I assure you that every complaint is investigated and followed up on.

**Question: Is ISA working on a better way to identify the status of credential holders by third-parties (employers, especially)?**

We know that it is important that current and potential employers be able to confirm the active status of credential holders, and we have been exploring third party verification options. The current option is to use the ISA website to verify credentials.

**Question: What is ISA doing to grow internationally?**

The organization continues to grow by the addition of components. Iowa ascended to chapter status in December. Estonia, Thailand and Lithuania (LARA) became associate organizations in the last two years. Several prospective AOs are on the horizon. In terms of process, country groups complete the application. Then, it is reviewed by the Executive Director, Governance Committee and the Board of Directors. Currently, requirements are being re-examined to ensure checklist items are appropriate for prospective applicants, particularly international groups.

Questions? Members reach customer service by emailing [isa@isa-arbor.com](mailto:isa@isa-arbor.com) or by calling (888) 472-8733. If the customer service representative is unable to answer the question or provide the information, he/she will transfer the call to appropriate staff.

Upcoming COR Call: 1 p.m. and 8 p.m. ET, Wednesday, 8 April 2020.

# Texas Chapter ISA 2018-2021 Strategic Plan

Dec. 12, 2019 Board of Directors Update



## **INTRODUCTION**

This strategic plan was created to support the activities of the Texas Chapter – International Society of Arboriculture. The plan is designed to guide the organization for a three-year period, during which annual plans of work and specific budgets will be developed, administered, monitored, and evaluated.

## **VISION STATEMENT**

ISAT created a vision statement that describes the end result that the organization and its members are working toward: *Texas communities are enhanced when trees and urban forest resources are cared for and managed by qualified professionals using best practices.*

## **MISSION STATEMENT**

The updated mission statement summarizes the purpose of the organization: *Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.*

## **GOALS and OBJECTIVES**

In order to make progress towards achieving the ISAT vision and fulfilling its mission, specific and measurable goals and objectives have been adopted by the ISAT Board of Directors. The goals are broad statements of big-picture activities that can be monitored and evaluated.

Activities can be divided into two categories of objectives: **on-going** objectives that maintain the organization, and **innovation** objectives which are areas of organizational growth that help the chapter become more efficient and effective, and to have a broader impact. On-going objectives are typically the same from year to year (though they may be addressed in new ways) and provide for the continued, orderly administration of chapter operations. Innovation objectives are new initiatives that will help the organization grow and prosper. Some innovation objectives will be completed and the organization will move on to other initiatives, while other innovation objectives will move to the on-going category in future years.

The following on-going objectives and innovation objectives will guide the organization in the next three years:

**GOVERNANCE GOAL: Ensure organizational capacity and structure that supports a healthy chapter.**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> <li>● Maintain a transparent nomination and election process</li> <li>● Ensure compliance with state and federal regulations for non-profit status and risk management best practices</li> <li>● Conduct annual planning retreat to evaluate strategic goals, and orientation of new Board members</li> <li>● Hold regular board meetings and an annual meeting for members</li> <li>● Maintain chapter records and filings</li> <li>● Maintain a governance committee that regularly reviews bylaws and policies</li> <li>● Maintain an Executive Committee that manages operational functions</li> <li>● Maintain a finance committee with regular Board review of finances</li> <li>● Represent Texas at the ISA level (CoR, Credentialing, Chapter Execs, Operating MOUs)</li> <li>● Collect, track, manage, and report financial information, taxes, and accounting in accordance with standard accounting procedures</li> <li>● Staff and support an ED position and other contract staff as determined</li> <li>● Maintain member and Credential holder data</li> <li>● Maintain a communications system for members, the public, ISA, and partners</li> <li>● Develop an annual budget that supports organizational activities, as well as future growth, while striving for a positive net revenue <ul style="list-style-type: none"> <li>● Create policy and procedure manual using existing materials and other chapters' materials for reference</li> <li>● Determine appropriate staffing levels to meet organizational needs</li> <li>● Evaluate options for prudent management of reserve funds</li> <li>● Develop policies to address issues of risk and ethics - MAINTAIN</li> </ul> </li> </ul>	<p><b>Top 5 Priorities</b></p> <ol style="list-style-type: none"> <li><b>1. Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff</b></li> <li>2. Develop a master calendar of organizational (planning and deadline) requirements and activities listing responsible role/positions.</li> <li><b>3. Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual</b></li> <li>4. Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual</li> <li>5. Build pathway to recruit future board members, committee members and volunteers</li> </ol> <p><b>Additional Priorities</b></p> <ul style="list-style-type: none"> <li>● Explore alternative revenue sources such as additional sponsorships, merchandise and grants</li> <li>● Examine efficiency of current operations and ways to leverage current efforts</li> <li>● Develop a plan to increase the diversity of membership, the Board, and partnerships</li> <li>● <i>Explore methods of reaching the younger generation of arborists</i></li> <li>● Consider alternative models for supporting members, such as working to support regional urban forestry groups</li> <li>● Develop framework for bidding out staffing contracts on a routine basis</li> </ul>



**MEMBER SERVICES GOAL: Provide services in an efficient manner that result in value for members, access to credentialing, and facilitates opportunities for networking**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> <li>● Hold annual Texas Tree Climbing Championship event</li> <li>● Provide newsletter 6 times annually</li> <li>● Provide monthly TreEmail</li> <li>● Maintain Social Media accounts, such as Facebook page, Blog, etc.</li> <li>● Complete update of oak wilt web page</li> <li>● Continue providing Oak Wilt Qualification credentialing</li> <li>● Maintain an ISAT office for members to interact with (phone number, email address, etc)</li> <li>● Provide non-members attending events the opportunity to become members</li> <li>● Provide members with volunteer opportunities that support the organization and contribute to their professional development</li> <li>● Maintain credential support including testing, CEU's, and point of contact</li> </ul> <ul style="list-style-type: none"> <li>● Expand Texas Tree Conference and Trade Show Wednesday night social to provide additional networking opportunities</li> <li>● Explore advertising opportunities (newsletter, website)</li> <li>● Continue to work with Texas A&amp;M Forest Service to develop Wildfire Risk Reduction Qualification credentialing</li> </ul>	<p><b>Top 5 Priorities</b></p> <ol style="list-style-type: none"> <li>1. Explore technology development, to engage ISAT members through the use of technology. Evaluate additional social media platforms including discussion forums</li> <li>2. Pursue additional opportunities for networking</li> <li>3. <b>Coordinate annual day of service opportunity for members (pris and Misti)</b></li> <li>4. <b>Develop a three year plan to recruit, involve, and retain ISAT members. (Misti - Membership Services)</b></li> <li>5.</li> </ol> <p><b>Additional Priorities</b></p> <ul style="list-style-type: none"> <li>● Plan for additional member outreach</li> <li>● Membership services plan</li> </ul>

**EDUCATIONAL GOAL: Support continuing education programming to meet the needs of members**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> <li>• Manage, promote, and facilitate educational events according to annual work plan</li> <li>• Provide relevant digital and print materials to support members' continuing education</li> <li>• Host annual Texas Tree Conference, Trade Show, Academy and Tree School</li> <li>• Hold Texas Tree Climbing Championship and, pre-climb workshop</li> <li>• Publish newsletter that provides industry updates and educational information to members</li> <li>• Continue to offer Oak Wilt Qualification training</li> <li>• Maintain education committee that plans and implements events <ul style="list-style-type: none"> <li>• Partner with other allied industries to support events</li> <li>• Develop mechanism for event participant survey data tracking</li> <li>• Explore structuring annual conference sessions to offer relevant material for allied professionals</li> <li>• Increase Spanish language workshops by one each year for next 3 years</li> <li>• Explore getting access to ISA's EventMobi app for Texas Tree Conference</li> <li>• Host educational event/arbor fair at Texas Tree Climbing Championship</li> <li>• Work with Texas A&amp;M Forest Service to offer Wildfire Risk Reduction Qualification training</li> </ul> </li> </ul>	<p><b>Top 5 Priorities</b></p> <ol style="list-style-type: none"> <li>1. Make conference/workshops available for purchase/viewing for those who cannot attend</li> <li>2. <b>Explore streamlined methods for event management and operational details (Educational Committee/Executive Committee)</b></li> <li>3. <b>Plan for a branding and marketing mechanism to increase event attendance (Educational, Member Services)</b></li> <li>4. Basic tree care workshop for rural (ex-urban) areas</li> <li>5. <b>Create a 3 year educational event plan covering diverse content, teaching levels, and geography (Educational Committee)</b></li> </ol> <p><b>Additional Priorities</b></p> <ul style="list-style-type: none"> <li>• <i>Host two webinars for members</i></li> <li>• Explore translation at existing workshops</li> <li>• Partner with TCIA for arborist apprentice program</li> <li>• Partner with TAMU to develop field diagnostic guide for pest/pathogens</li> </ul>

**PUBLIC AWARENESS GOAL: Foster greater public awareness of credentialed arborists and proper tree care**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> <li>● Maintain a public facing portion of website</li> <li>● Support statewide Arbor Day observances</li> <li>● Outreach to allied professional groups</li> <li>● Send newsletter and TreEmail beyond chapter members and make available digitally on website</li> <li>● Offer academic tuition and conference registration scholarships to college students               <ul style="list-style-type: none"> <li>● Make allied professional CEU's available as applicable at ISAT events</li> <li>● Host arbor fair in conjunction with Texas Tree Climbing Championship</li> <li>● Develop a strategy to increase ISAT presence at allied professional conferences (Board member, exhibit booth, volunteer, attend, offer as speaker)</li> </ul> </li> </ul>	<p><b>Top 5 Priorities</b></p> <ol style="list-style-type: none"> <li><b>1. Develop a plan for public awareness that includes goals, platforms for information dissemination (Outreach Committee)</b></li> <li>2. Establish framework for service projects (e.g. annual work day, storm recovery) to the public/community</li> <li>3. Promote ISAT professional development opportunities to allied professionals</li> <li>4. Kids climb/Limb walk – build framework for use and adoption globally</li> <li><b>5. Explore how to promote/leverage Texas Tree Climbing Championship (Outreach Committee, TTCC)</b></li> </ol> <p><b>Additional Priorities</b></p> <ul style="list-style-type: none"> <li>● Video tree climbing event and post to website/promote               <ul style="list-style-type: none"> <li>● Host two webinars for allied professionals</li> </ul> </li> <li>● Promote and leverage Tree City/Campus/Line USA programs</li> <li>● Develop and promote chapter speaker roster</li> <li>● Actively promote ISAT newsletter articles to other audiences               <ul style="list-style-type: none"> <li>● Develop public communications plan for disseminating information to the state during a natural disaster</li> </ul> </li> </ul>

## RESEARCH GOAL: Promote and support arboricultural research

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> <li>● Maintain current donation to TREE Fund</li> <li>● Enhance partnerships with universities to explore research opportunities</li> <li>● Support Tour de Trees riders</li> <li>● Offer grants for Texas-specific research and find technology transfer methods within the state</li> <li>● Maintain a TREE Fund liaison position</li> </ul>	<p><b>Top Priorities</b></p> <ol style="list-style-type: none"> <li><b>1. Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension (Governance)</b></li> <li>2. Encourage applications to the TREE Fund for Texas-focused research proposals</li> <li>3. Update policies for promoting and supporting research, fundraising, etc.</li> <li><b>4. Develop criteria for undergraduate research related to the industry. (Research and Scholarships)</b></li> </ol>

## STRATEGIC INITIATIVE – BUILDING CAPACITY

Strategic initiatives are specific areas of focus for the organization during the time covered by the plan. In this plan, one significant strategic initiative is put forth. In order to achieve some of the many ideas proposed as innovation objectives, it will be necessary for the ISAT to build additional capacity. The ISAT is experiencing symptoms of burnout among Board members and volunteers and has limited contractual staff available. Capacity building is about finding ways to get more things accomplished – it pertains to the group’s ability to deliver its mission more effectively now, and in the future. Capacity building is an investment in future sustainability and effectiveness of the ISAT. Growing capacity may require changes to the way the organization has been run in the past, additional allocations of time and resources, and the dedication and determination of the leadership.

There are three levels at which the ISAT can build additional capacity – within the Board, the Volunteers, and the Staff. The ISAT Board of Directors has developed the following strategy to build additional capacity for the organization during the next three years:

### ISAT Capacity Building

Board	Volunteers	Staff
<ol style="list-style-type: none"> <li>1. Develop clear roles and job descriptions, including determining tenure for committee chair positions</li> <li>2. Identify staffing level tasks for various employee needs</li> <li>3. Conduct a job task analysis of board members to identify tasks best suited for staff versus BOD</li> <li>4. Hire an administrative assistant to handle details for the organization</li> <li>5. Set goals for different staffing levels and make a quality vs quantity determination</li> <li>6. Reorganize Board member committee assignments and roles to separate governance and operation duties</li> <li>7. Develop a framework for Board member mentoring</li> <li>8. Develop annual goals for committees</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a formal volunteer coordinator position</li> <li>2. Designate a volunteer coordinator for the annual conference and other events</li> <li>3. Create a volunteer coordination manual including volunteer position descriptions and Board policies</li> <li>4. Leverage the volunteer capacity of Master Gardeners, Master Naturalists, AgriLife Extension, and other relevant organizations such as regional urban forestry groups</li> <li>5. Incentivize and recognize volunteers</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct a job task analysis to determine what current Executive Director tasks can be moved to other potential positions</li> <li>2. Develop a clear annual work plan for Executive Director and other contractors</li> <li>3. Identify and prioritize staffing needs by category – Administrative, Event Coordination, Volunteer Coordination, Outreach, and Executive functions</li> <li>4. Conduct a budget analysis – what can we afford, determine if opportunity for incentives is appropriate, what are our expectations?</li> <li>5. Explore how we can use Executive Director and/or additional contractor to take time pressures off of Board members</li> </ol>

### **CONCLUSION**

The Texas Chapter of ISA has been successful over the last forty years by being an opportunistic organization. In the next three years, it will remain opportunistic, but will become more strategic in its approach. Guided by this strategic plan, the organization will advance its mission, benefiting both its members and Texas communities.

# 2020 ISAT Work Plan

2020 Work Plan - Goals set by the ISAT BOD at the December 2019 Board meeting based on the Texas Chapter ISA 2018-2021 Strategic Plan					
Strategic Plan Goal Category	Goal number	Innovation Objective	Committee / Primary lead	Secondary lead	Status (Date)
Educational	E.05	Create a 3-year educational event plan covering diverse content, teaching levels, and geography	Educational		
Educational	E.02	Explore streamlined methods for event management and operational details	Educational	Executive	cms software
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	look and feel for registration
Governance	G.01	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	Executive		
Governance	G.03	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Governance		<a href="#">2019-2020 Committee list with Board leads and responsibilities.</a>
Member Services	M.03	Coordinate annual day of service opportunity for members	Membership	Educational	Next Fall
Member Services	M.04	Develop a three year plan to recruit, involve, and retain ISAT members.	Membership	Educational	\$6,000 in budget - prepare task and timeline for project
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	
Research	R.01	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	Executive		Invited Tom Boggus, TFS Director to attend the 2019 ISAT Board retreat to discuss.
Research	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		



## Association Management Software (AMS) Survey Report

March 3, 2020

Prepared by Jason Alfaro and John Giedraitis

Prepared for March 2020 ISAT Board Meeting

### 2020 ISAT Work Plan: E. 02 - Explore streamlined methods for event management and operational details.

#### Report:

1. Since the December Board meeting:
  - a. A survey was conducted of North American ISA Chapters to determine the software used for web authoring, event registration and management, mobile event apps, membership and dues, email management, surveys and payments. This is summarized on the attached chart.
  - b. Online demonstrations of StarChapter (AMS) and Eventbrite (event management).
  - c. Tip Tucker, Director of Members Services recommended that we should avoid proprietary systems.
2. Work planned between now and next board meeting:
  - a. Continue to look at online systems with emphasis on software for the upcoming conference.

Association Management Software Survey – North American ISA Chapters

Chapter	Web Authoring	Membership	Email Blasts	Registrations	Surveys	Event App	Payments
Florida	Word Press	ISA	Constant Contact	Constant Contact	Survey Monkey	none	PayPal
Illinois	Word Press	ISA	icontact	MS Access	Survey Monkey	none	PayPal
Michigan	ClubExpress	ClubExpress	ClubExpress	ClubExpress	Survey Monkey	Results at Hand	Authorize.net
Mid Atlantic	Joomla	ISA	Gmail	Joomla plugin	Survey Monkey, Doodle	none	PayPal
Minnesota	Word Press	ISA	Constant Contact	Constant Contact	Survey Monkey	none	
New England	Drupal	ISA	Constant Contact	Constant Contact	Constant Contact	none	PayPal
Ohio	TCS Software	TCS Software	TCS Software	TCS Software	TCS Software	TCS Software	TCS Software
Ontario	C7	ISA	C7	In house	Survey Monkey	none	
PNW	Word Press	ISA	Mail Chimp	Event Brite	Survey Monkey	None	PayPal
Southern	Square Space	ISA	Constant Contact	RegFox	none	None	Webconnex
Texas	Word Press	ISA	Constant Contact	Constant Contact	Constant Contact, Doodle	EventMobi	PayPal
Western	in house	in house	Constant Contact	in house	survey monkey	in house	bluepay
Wisconsin	Word Press	ISA	Benchmark	in house	Google Forms	Pathable	Authorize.net through website

## John Giedraitis

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**From:** Caitlyn Pollihan <cpollihan@isa-arbor.com>  
**Sent:** Wednesday, February 12, 2020 1:53 PM  
**To:** Caitlyn Pollihan  
**Cc:** Curtis H. Conner; Sheilah M. Trail; Tip Tucker; Luana Vargas; Thomas Cornay; Kathy Brennan; Alice Bagley  
**Subject:** ISA Insurance Coverage for Chapter Climbing Events - Update

Greetings. Those of you receiving this email have taken advantage of the Insurance Coverage in the past two years for your chapter workshops, TCCs or other events. As you know, ISA needed to change our approach and has been reviewing these policies and coverage over the last two years as the carriers' requirements and coverage has changed.

Due to the limited nature of this coverage and the associated costs, your events will no longer be eligible for coverage under ISA's policy. This change will impact all events held after 6/30/2020.

This change will NOT impact any of the ISA certification events where you work directly with ISA staff. We are currently in discussion with our insurance broker to see if the current insurance company will be agreeable for you to obtain coverage with them through your own insurance broker utilizing our historical data and loss experience. We will have more information on that soon, but I wanted to give the earliest possible notification on the change in ISA coverage. We are currently renegotiating our risk management package for next year and this coverage has been an important part of the conversation.

Please let me know if you have any questions. We will be posting this on the TEAMS for everyone as well but I wanted to make sure those of you that use this had a heads up before this was sent out to the broader group.

Sincerely,



**Caitlyn Pollihan, CAE**  
*Executive Director*

### **International Society of Arboriculture**

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#### ATTENTION

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