



Present:

Mark Bird, President	Priscilla Files, Director	
A.J. Thibodeaux, Past President	Kirsten Schneider, Director	
Rebecca Johnson, President-Elect	Star Quintero, Director	John Giedraitis, ISAT Exec. Dir.
Gary O'Neil, Vice Pres	Amy Heath, Director	Gene Gehring, Ed. Pgm. Mgr.
Neil Manich, Treasurer	Rachel McGregor, Director	Misti Perez, Mem. Servs. Spec.
Courtney Blevins, COR Liaison	Haywood Morgan, Director	
Jesse Neumann, Cert. Liaison		

Absent:

Beth Corbin, Director	Penny Whisenant, Director	Heather McKnight, Editor
Ronny Nelson, Director		

I. Call to order

- a. President Bird called to order the ISAT Board of Directors at 12:26 PM on December 14, 2021. A quorum was declared present.

II. Approval of minutes

- a. **A motion was made by Thibodeaux to accept the October 1, 2021, Board meeting minutes. Johnson seconded, and the motion passed. (p. 3)**

III. Executive Director Report

- a. Giedraitis reported that the COVID-19 pandemic is still affecting operations but less so than in 2020. He also presented a Quick Stats overview chart that showed that total email subscribers are now at 5,570 with over 81,000 emails sent in the past year. He also noted that the Texas Tree Conference was a success despite the high level of the COVID-19 Delta variant present in Central Texas. He also reported that in the past year, ISAT has presented 11 live webinars with 817 attendees and now has 45 on-demand webinars on the ISAT website that have been attended by 372 attendees. (p. 6)

IV. Committee Reports

a. Educational Events Committee

- i. O'Neil reported that there have been several virtual and in-person events since the last meeting. He also reported that the committee is meeting regularly and that the 2022 schedule of events is drafted and includes a Master's Series event on structural pruning and an introduction to tree pathology five-part webinar series. (p. 11)

b. Texas Tree Conference

- i. Johnson noted that the committee will begin regular meetings next month and she is exploring moving the event back one week due to conflicts with other national events. (p. 14)

c. Texas Tree Climbing Championship

- i. Schneider reported that the event was held in conjunction with the Texas Tree Conference this year. She noted that securing insurance was an issue and that the Committee will start to meet in January. (p. 15)

d. Member Services

- i. **Newsletter.** McKnight's submitted report reviewed the publication schedule and noted that she would like each committee to get her one article per year. (p. 16). **A motion was made by Schneider to increase ad rates in the In the Shade newsletter for 2022 on all ad options by \$15 for business card, \$15 quarter page, \$60 half-page vertical, \$50 half-page horizontal, and \$50 for full page size and to remove the island half-page ad option. Johnson seconded and the motion passed.**
- ii. **Digital and Social Media.** McGregor reported that there are 1,379 Facebook, 737 Twitter and 178 Instagram followers. (p. 18)

- iii. **Membership.** Files noted that there are 1,250 ISAT members. She also reported that the Three-Year Membership plan to increase, retain and involve members is being implemented and the ArborChats for interest groups are continuing. She also updated the Board on the Brand Ambassador program and video testimonials. The Committee will also be sending out the annual member survey and they will coordinate with the ISA survey that will be released soon. (p. 19 & 8)
- iv. **Outreach.** No report.
- v. **Credential/Certification.** Neumann reported that there will be several exams next year and that there are now 1,386 Certified Arborists, 59 BCMA, 331 TRAQ and 319 TOWQ. He noted that ISA has granted extensions for credential deadlines due to the pandemic. (p. 24 & 9-10)

e. Students and Scholarships

- i. Nelson submitted a report that noted that he worked with Dr. Williams to bring SFA students to the Texas Tree Conference. The report also noted that the committee is working on a new Internship Provider program that will link employers to students. (p. 26)

f. Advocacy

- i. No report

g. Executive

- i. **Governance.** Bird noted that he will be leading a 3-year strategic planning process that will start on Feb. 1 in San Antonio with Dr. Paul Ries as facilitator. Several Board members requested to be included on the committee. He also summarized the previous days discussion about the 2018-2021 strategic plan. (p. 28 & 45)
- ii. **Nominations and Elections.** Thibodeaux noted that two Director seats will be up for election in 2022. He reported that the nomination form will be sent out in the spring with a due date of late July. (p. 29)
- iii. **Awards.** Thibodeaux reported that he is working with TFS and will be meeting early next year to refine the awards process. Nominations will open in May and close in July 2022. (p. 30)
- iv. **Treasurer.** Manich reported on the year to date financial statements. He noted that the Chapter remains on sound financial footing with roughly \$270,00 in cash and treasury securities. (p. 34)

h. Liaison

- i. **Council of Representatives.** Blevins reported on recent meetings. (p. 41)
- ii. **TREE Fund Liaison.** Heath reported that in 2021 we supported TREE Fund with a donation and sponsorship of a Texas Tour de Trees rider. (p. 42)

i. Working Groups

- i. **Texas Regional Plant Appraisal Committee.** Bird presented a report by Micah Pace where he recommended sunsetting the working group and establishing an ASCA liaison. Ronny Nelson volunteered for that position. (p. 43)

V. Old Business

- a. None

VI. New Business

a. Third Oak Wilt Symposium

- i. Bird reported that a member has requested that the Board consider that ISAT host a third Oak Wilt Symposium. After discussion, the consensus was that the 2022 schedule is full and that it may be more appropriate for ISAT to support another group willing to lead the organization of a symposium.

b. Adoption of 2022 Work Plan and Adoption of the 2022 Budget

- i. **A motion was made by Blevins to accept the 2022 proposed budget as presented. Files seconded and the motion passed.** (p. 37)
- ii. **A motion was made by Thibodeaux to move payment for December 2021 association management services into the 2021 fiscal year. Files seconded and the motion passed.**
- iii. **A motion was made by Files to grant \$7,500 as a year-end award to Acorn Arbor Services to be split evenly between the contractors. Blevins seconded and the motion passed.**
- iv. Three-Year Strategic Plan.

- 1. An ad-hoc committee selected by Bird will meet in San Antonio in February.

VII. Meeting adjourned at 2:13 PM

Next meeting on March 2022, meeting place and date to be determined.
Minutes submitted by Giedraitis

Draft 13Dec2021

Committee Name	Subcommittee	Board Lead/Chair	Responsibilities
Executive			
	Governance	Mark Bird	Develop and maintain by-laws. Develop and maintain policy and procedures. Coordinate agendas and meetings. Supervise association services contract.
	Nominations + Elections	AJ Thibodeaux	Past President secures slate of nominees and coordinates election
	Treasurer	Neil Manich	Review and presentation of financial records and reports. Prepare annual budget for Board review
	Council of Representatives	Courtney Blevins	Represent ISAT on the ISA COR
Educational Events		Gary O'Neil (VP)	Coordinates Ed Events Committee, sets annual calendar and ensures implementation of educational events for members and potential members.
		Gene Gehring	Educational Program Manager
	Wildfire Risk Reduction Qualification	Kari Hines	Coordinate WRRQ courses with TFS
Texas Tree Conference		Rebecca Johnson	Select theme and pick logo. Coordinate committees to deliver the annual Tree Conference in Waco.
	Municipal Chair	Mark Kroeze	Select speakers to fill the municipal track
	Commercial Chair	Sam Hill	Select speakers to fill the Commercial Track
	Utility Chair	Beth Corbin, Gary O'Neil	Select speakers to fill the Utility Track
	Academy	Justin Krobot	Organize Academy
	Exhibitors/Sponsors	Kirsten Schneider (Board Rep.)	Organize exhibitors in the Texas Tree Trade Show
	Wednesday Evening Social	AJ Thibodeaux	Coordinate the evening social
	Awards	AJ Thibodeaux	Coordinate annual awards at Texas Tree Conference
	Bookstore	Gordon Braley	Host the ISA Bookstore at the annual Tree Conference
	Silent Auction	Ginny Sills	Coordinate the Silent Auction to raise funds for research and scholarships
	Students and Scholarships	Ronny Nelson	Coordinate students and mentors
	Volunteer Coordinator	Kelly Eby	Coordinate moderators and volunteers at the event
	Audiovisual	Mike Sills	Coordinate AV for speaker presentations
Research + Scholarships			
	Research + TREE Fund Liaison	Amy Heath	Coordinate research per ISAT policy. Coordinate with Tree Fund including Tour de Trees.
	Students + Scholarships	Ronny Nelson	Coordinate annual scholarships at TAMU, SFA and other institutions. Attend awards banquets and assist students to attend events. Coordinate student attendance at the annual Tree Conference.
Texas Tree Climbing Championship		Kirsten Schneider (Board Rep.)	Delivery of ISAT tree climbing competition and pre-climb workshop. Markus Smith Chair, Jackson McIntosh Head Judge
Member Services			
	Newsletter	Heather McKnight	Editor of the bi-monthly ISAT In the Shade Newsletter
	Digital and Social Media	Rachel McGregor	Coordinate ISAT Facebook and other digital and social media
	TNLA Liaison	James Theiss	Keep the Board informed on TNLA activities
	Outreach	Amy Heath	Promote ISAT including tabling events
	Certification	Jesse Neumann	Act as Chapter representative to Certification Board. Set dates and locations of exams. Secure CEU's for events. Answer member and public questions on ISA certification. Liaison to ISA Certification Committee.
	Membership	Priscilla Files	Increase, retain and involve membership in the Texas Chapter
		Misti Perez	Member and Certification Services support
	Day of Service	Vacant	Organize annual Day of Service for members
Advocacy		Keith Mars	Monitor legislation and report to the Board on any activity affecting tree care in Texas
Working Groups			
	Arborist Select	Vacant	Develop a program with private tree nurseries that will improve the quality of stock sold in Texas
	Texas Regional Plant Appraisal	Micah Pace	Revise the Texas Supplement to the Guide for Plant Appraisal



Texas Chapter International Society of Arboriculture Business Meeting Minutes

8:00 a.m., Friday, October 1, 2021
Waco Convention Center – 2021 Texas Tree Conference

Present:

A.J. Thibodeaux, President
Jason Alfaro, Past President
Mark Bird, President-Elect
Rebecca Johnson, Vice Pres
Heather McKnight, Editor
Neil Manich, Treasurer

Priscilla Files, Director
Ronny Nelson, Director
Amy Heath, Director
Gary O'Neil, Director
Rachel McGregor, Director
Haywood Morgan, Director

John Giedraitis, ISAT Exec Dir
Misti Perez, Mem Servs Spec
Gene Gehring, Ed Pgrm Mgr.

Absent:

Oscar Mestas, COR Liaison
Kirsten Schneider, Director

Jesse Neumann, Cert.
Liaison
Star Quintero, Director

Beth Corbin, Director

- I. Call to order at 8:02 a.m. A.J. Thibodeaux, President
- II. Welcome A.J. Thibodeaux
- III. Approval of Minutes A.J. Thibodeaux
A motion was made by O'Neil to accept the March 11, 2021, Board meeting minutes. Manich seconded, and the motion passed.
- IV. Executive Director Report John Giedraitis
- V. Recognition of Committee Chairs A.J. Thibodeaux
- VI. New Business
 - a. ISA International update Dana Karcher, President ISA
 - b. ISAT Year in Review A.J. Thibodeaux
 - c. Recognition of 2020-2021 ISAT Officers and Directors A.J. Thibodeaux
 - d. Installation of Mark Bird as ISAT President for 2021-2022 A.J. Thibodeaux
 - e. Recognition of A.J. Thibodeaux for service as ISAT President Mark Bird
 - f. Recognition of 2021 Texas Tree Conference Committee Mark Bird
 - g. Installation of new ISAT Officers and Directors for 2021-2022 Mark Bird
- VII. Questions and comments from the membership
- VIII. Next Board Meeting/Retreat Date: December 2021, Location: College Station
- IX. Adjourn at 8:55 a.m.

**Mark your calendars: 42nd Annual Texas Tree Conference
Texas Chapter ISA - September 21-23, 2022, Waco Convention Center**

2020-2021 Board of Directors

Jason Alfaro, Past-President
A.J. Thibodeaux, President
Mark Bird, President-Elect
Rebecca Johnson, Vice-President
Heather McKnight, Editor
Neil Manich, Treasurer
Oscar Mestas, ISA COR Liaison
Ronny Nelson, Director
Priscilla Files, Director
Rachel McGregor, Director
Amy Heath, Director
Beth Corbin, Director
Gary O'Neil, Director
Star Quintero, Director
Kirsten Schneider, Director
Haywood Morgan, Director
Jesse Neumann, ISA Certification Liaison

2021-2022 Board of Directors

A.J. Thibodeaux, Past-President
Mark Bird, President
Rebecca Johnson, President-Elect
Gary O'Neil, Vice-President
Heather McKnight, Editor
Neil Manich, Treasurer
Courtney Blevins, ISA COR Liaison
Ronny Nelson, Director
Priscilla Files, Director
Rachel McGregor, Director
Amy Heath, Director
Beth Corbin, Director
Penny Whisenant, Director
Star Quintero, Director
Kirsten Schneider, Director
Haywood Morgan, Director
Jesse Neumann, ISA Certification Liaison

2020-2021 Committee Chairs

Advocacy	Keith Mars
Certification	Jesse Neumann
Council of Representatives	Oscar Mestas
Digital and Social Media	Rachel McGregor
Educational Events Committee	Rebecca Johnson
Executive Committee	A.J. Thibodeaux
Member Services	Priscilla Files
Newsletter	Heather McKnight
Nominations and Elections	Jason Alfaro
Outreach	Amy Burkett
Students and Scholarships	Ronny Nelson
Texas Regional Plant Appraisal	Micah Pace, Greg David
Texas Tree Conference	Mark Bird
Treasurer	Neil Manich
Tree Climbing Championship	Markus Smith, Jackson McIntosh
TREE Fund Liaison	Amy Heath

ISAT Staff

John Giedraitis, Executive Director
Gene Gehring, Educational Events Program Manager
Misti Perez, Member Services Coordinator

2020-2021 ISAT Sponsored or Co-Sponsored Activities

October 2020

Texas Tree Conference and Academy - Virtual Edition
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Selma
ISA Leadership Workshop - Virtual

November 2020

Texas Arbor Day, Virtual
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Ft Worth

December 2020

ISAT Annual Board of Directors Retreat and Quarterly Board Meeting, Virtual
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Dallas

January 2021

What's Up Doc Quiz Review Webinar with Dr. Appel and Sheila McBride– Webinar

February 2021

Certified Arborist, Municipal, Utility, Tree Worker Written Exam - Round Rock

March 2021

Texas Trees and the Blizzard of '21 What's Next – Webinar
Intro to Entomology - Laws and Regs Webinar
Intro to Entomology - Feeding Parts - Webinar

April 2021

Intro to Entomology - Class /Order - Webinar
Intro to Entomology - Common Tree - Webinar
Intro to Entomology – IPM - Webinar
TRAQ Course and Assessment with Skip Kincaid - Dallas

May 2021

TRAQ Renewal with Skip Kincaid – San Antonio
TRAQ Course and Assessment Skip Kincaid – San Antonio
Oak Wilt Qualification Course and Assessment with Webinar Component – Glen Rose
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Dallas

June 2021

Oak Wilt Qualification Course and Assessment Fieldwork for Webinar- Fredericksburg
Oak Wilt Qualification Course and Assessment - Fredericksburg

July 2021

UAA Regional meeting – Fort Worth
Texas Trees and the Freeze of '21 Follow Up - Webinar

August 2021

TNLA Nursery/Landscape Expo San Antonio Convention Center, San Antonio Texas
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- San Antonio

September 2021

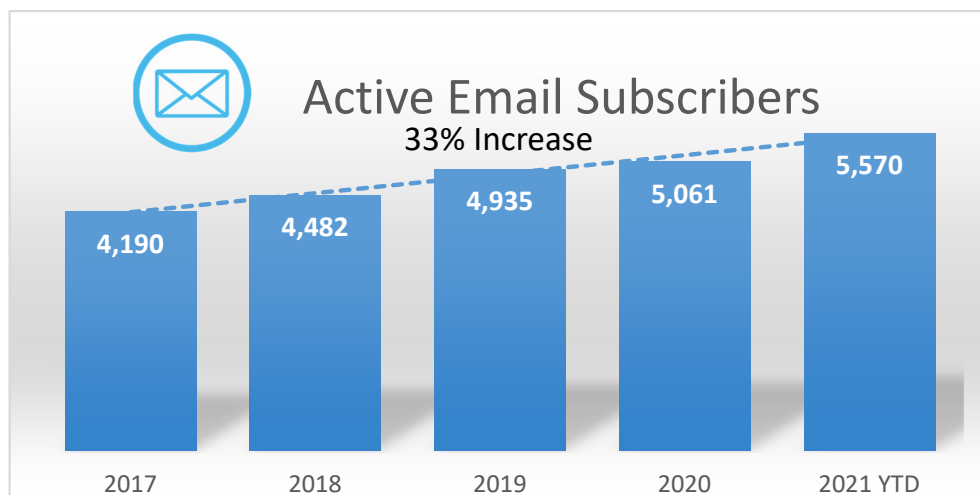
41st Texas Tree Conference, Academy, Trade Show and Tree Schools, Waco
TRAQ Renewal with Skip Kincaid
Texas Tree Climbing Championship, Waco
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Austin

October 2021

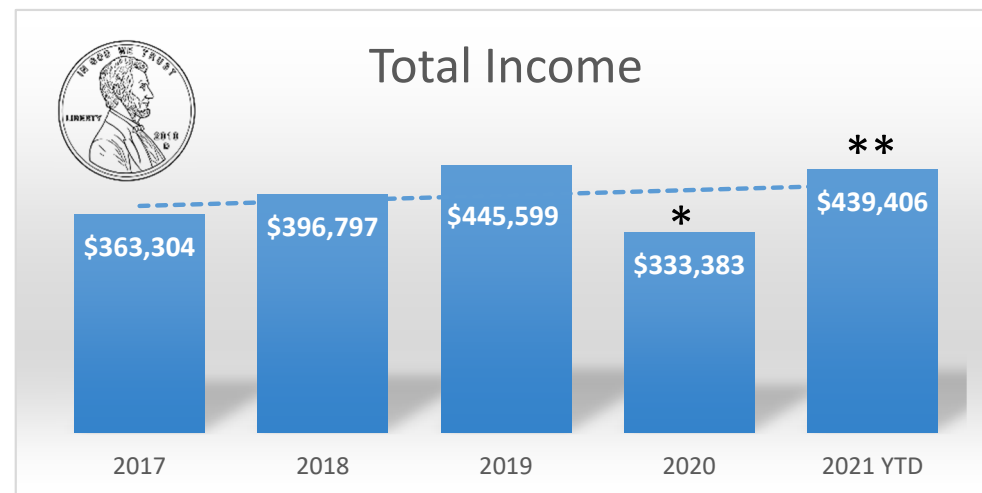
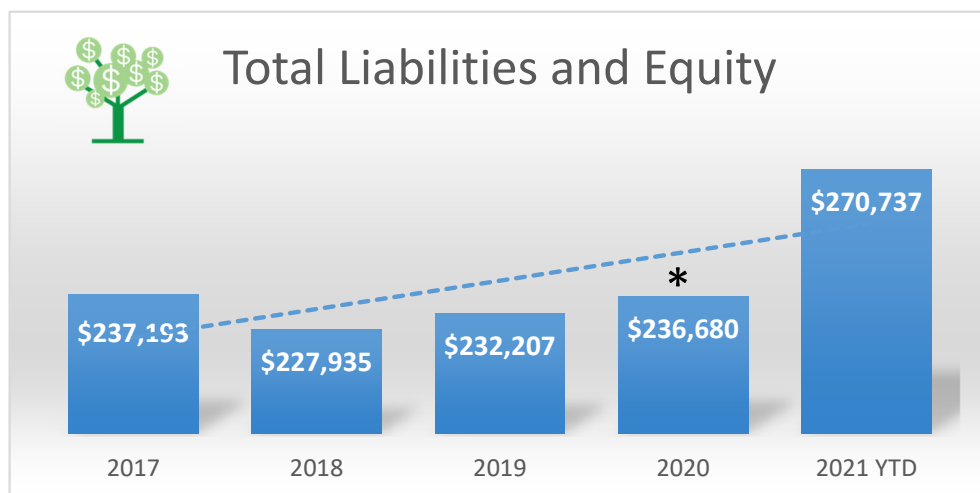
Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Waco

ISAT 2021 Year to Date - Quick Stats - Finances and Email

ISAT Quick Statistics:	*2021 YTD	2020	2019	2018	2017	2016	2015	2014
Email Subscribers (Active Contacts)	5,570	5,061	4,935	4,482	4,190	3,749	3,310	2,888
Total Income	\$439,406	\$333,227	\$445,599	\$396,797	\$363,304	\$193,009	\$350,873	\$342,975
Net Income	\$33,955	\$1,578	\$4,272	(\$9,258)	\$38,250	(\$45,415)	\$10,631	\$44,950
Total Liabilities and Equity	\$270,737	\$236,680	\$232,207	\$227,935	\$237,193	\$199,198	\$244,613	\$233,983



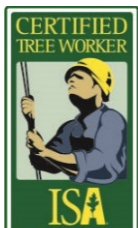
Email Quick Stats	Dec. 3 to Dec. 3, 20-21
Number of Campaigns:	52
Total Number Sent:	81,666
Total Unique Opens:	28,882
Open Rate	51%
Mobile Open:	36%
Desktop Open:	66%
Click Through Rate:	18%
Total Unique Clicks:	5,101



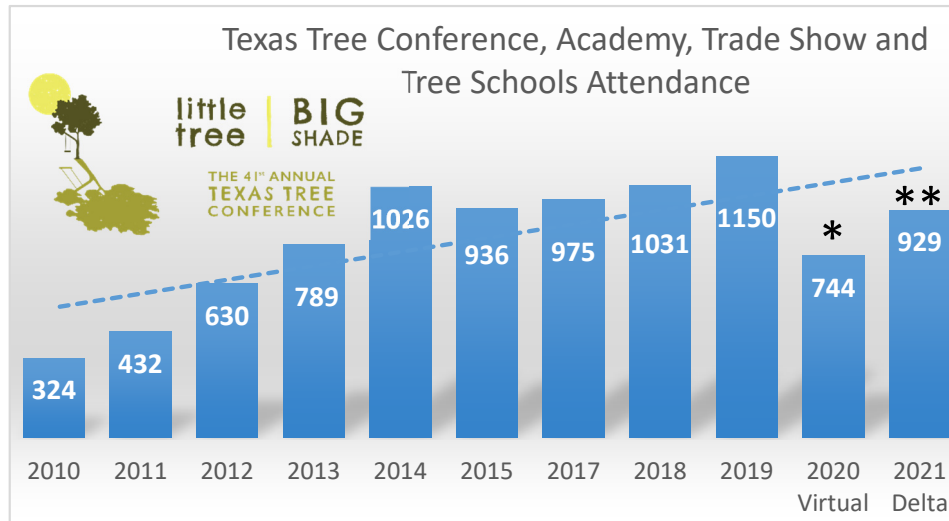
*** To Dec. 10, 2021

* 2020 COVID 19 – Many live events cancelled and virtual conference instead of the live event

** 2021 COVID 19 – Alpha variant in the Spring and peak Delta variant during the Texas Tree Conference



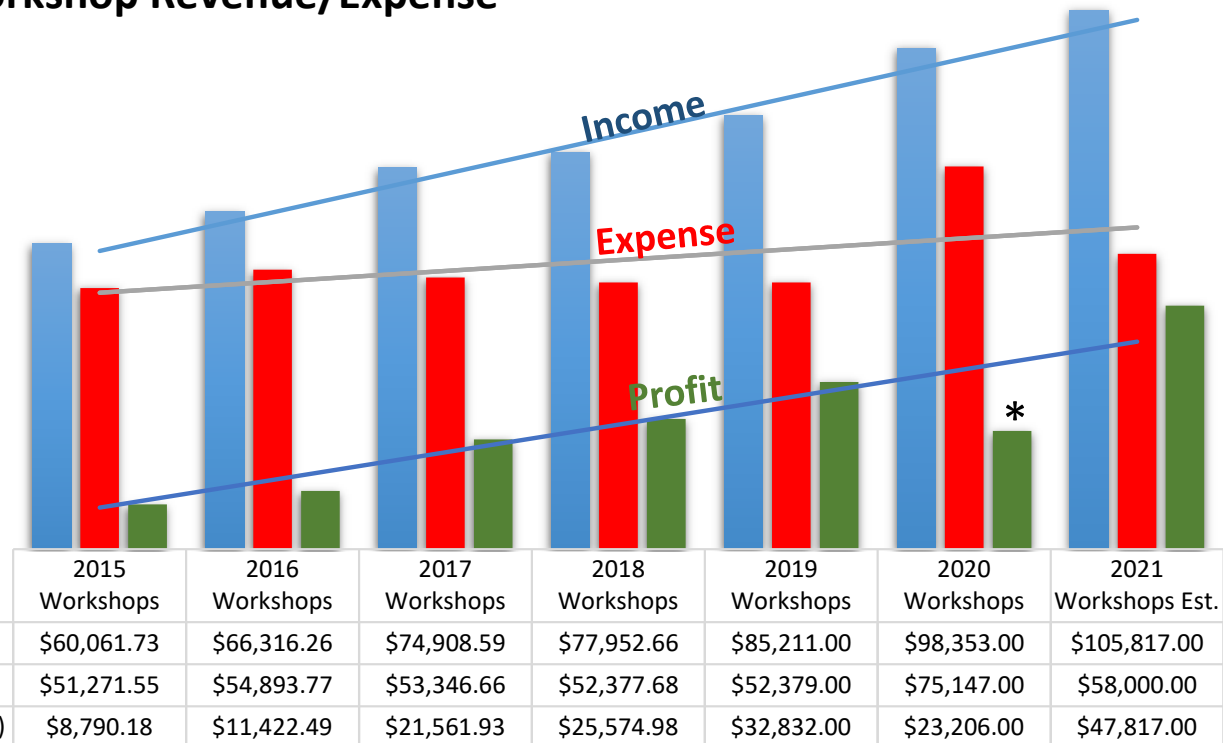
ISAT 2021 Quick Stats: Education



isa TEXAS Texas Chapter International Society of Arboriculture
Online Learning Series

Webinar Quick Stats (365 days)	Dec. 2 to Dec. 2, 20-21
# of Live Sessions:	11
# of Attendees Live:	817
# On-Demand Webinars:	45
# Attendees On-Demand:	372

ISAT Workshop Revenue/Expense



* 2020 – COVID-19 pandemic. Many events canceled. Numbers are for the Virtual Conference and Academy.

** 2021 – COVID-19 pandemic. Peak Delta variant in McLennan County during Texas Tree Conference and Academy.

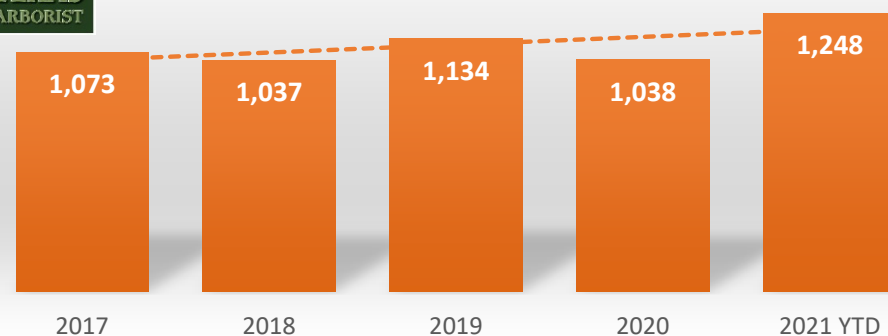
Membership	2017	2018	2019	2020	2021 YTD
ISA ISAT Membership	1,265	1,189	1,259	1,170	1,381
ISA Members	1,135	1,065	1,088	1,049	1,150
ISAT Members	1,073	1,037	1,134	1,038	1,248

ISAT 2021 Quick Stats: Membership



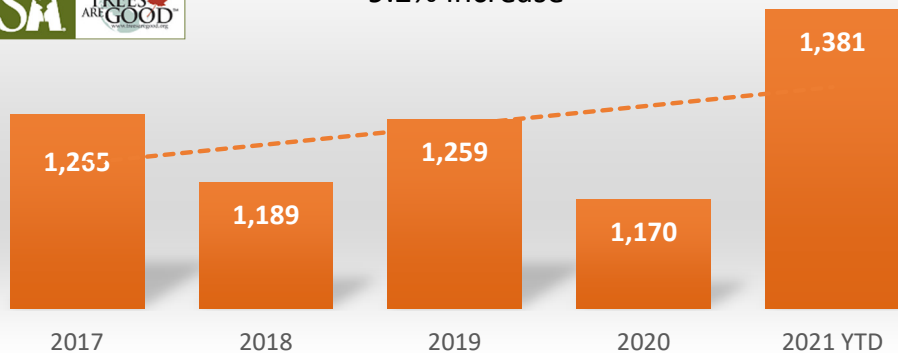
ISAT Members

16.3% increase



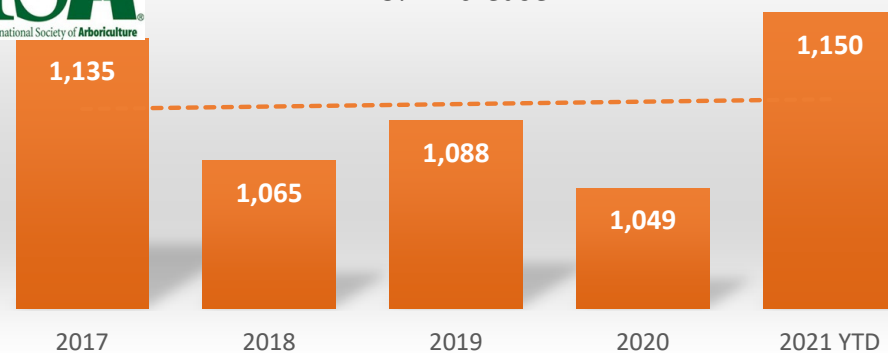
ISA ISAT Membership

9.2% increase



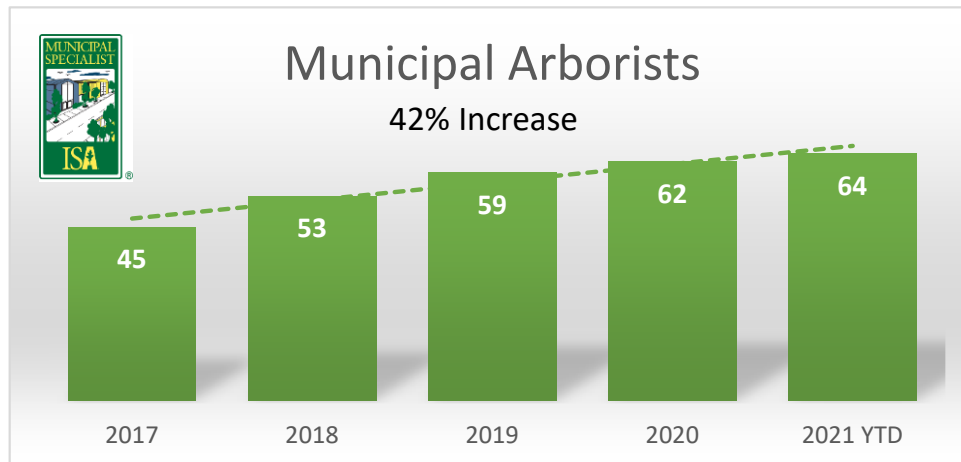
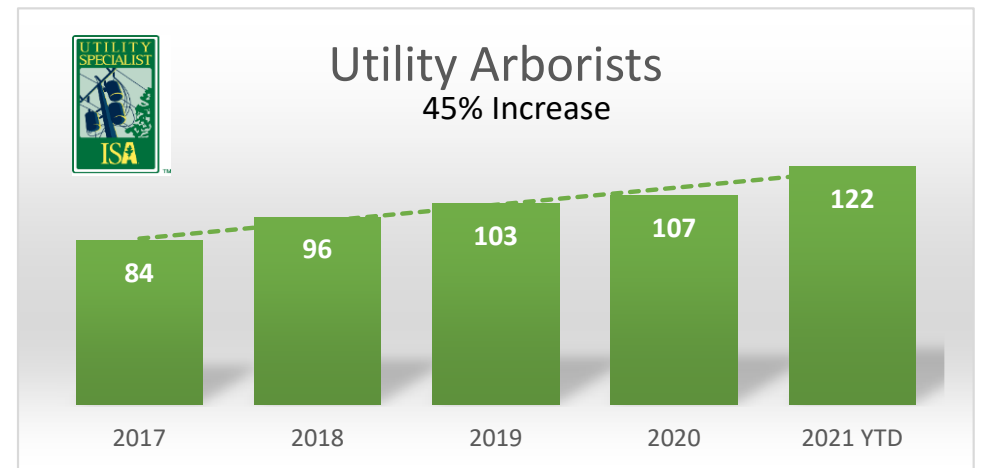
ISA Members

1.3% increase



ISAT 2021 YTD Quick Stats: Credentials

Certification:	2017	2018	2019	2020	2021 YTD
Certified Arborists	1,146	1,186	1,252	1,299	1,386
Municipal Arborists	45	53	59	62	64
Utility Arborists	84	96	103	107	122
Certified Tree Worker Climber Specialist	21	24	28	25	25
Certified Tree Worker Aerial Lift	7	7	7	7	5



ISAT 2021 Quick Stats: Credentials (continued)

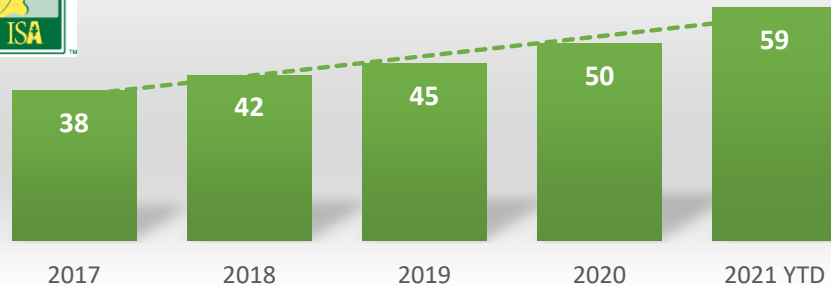
Certification:

	2017	2018	2019	2020	2021 YTD
Board Certified Master Arborists	38	42	45	50	59
Tree Risk Assessment Qualified	195	218	251	284	331
Wildfire Risk Reduction Qualified	26	48	73	86	86
Texas Oak Wilt Qualified	78	132	217	251	319



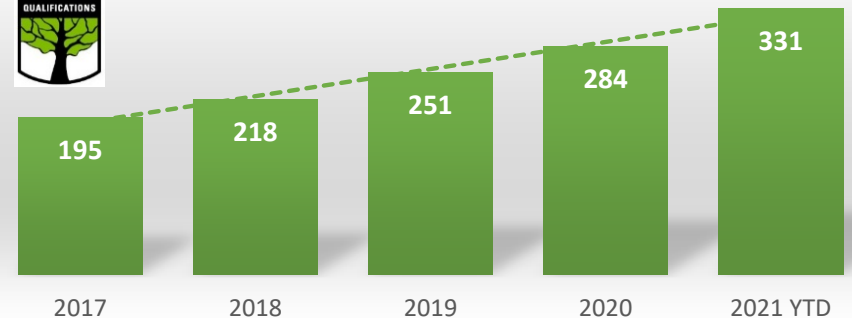
Board Certified Master Arborists

55% Increase



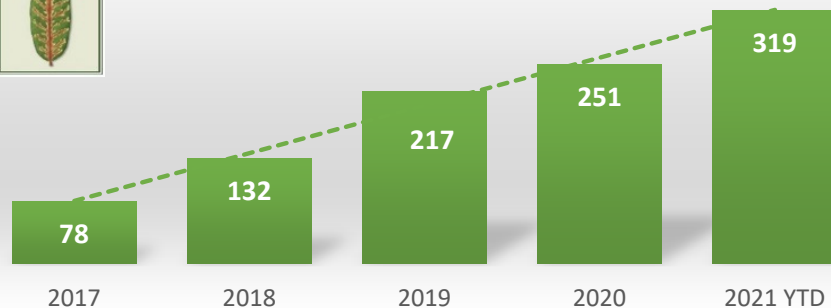
Tree Risk Assessment Qualified

70% Increase



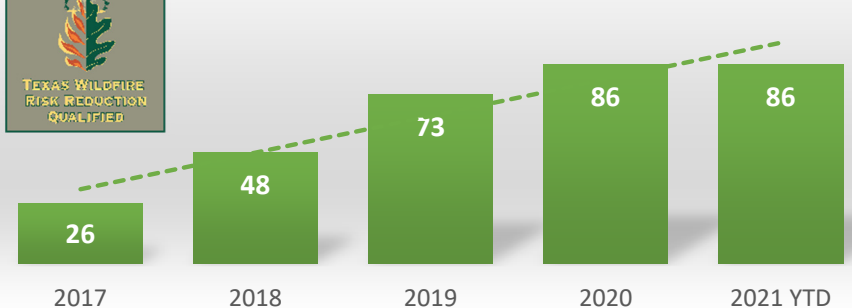
Oak Wilt Qualified

309% Increase (2017-2021)



Wildfire Risk Reduction Qualified

231% Increase (2017-2021)





Education Committee Report

Today's date - December 6, 2021

Prepared by Gary O'Neil

Annual Retreat – College Station

December 13-14, 2021

Education Committee Mission: Facilitate statewide professional development opportunities to meet the educational needs of Certified Arborists. To organize at least one learning opportunity each month.

Having finally settled in on a day and time for our monthly calls (1st Wednesday at 10am) we began by creating the framework for Education sessions over the next 14 months – *see attached*. Over the coming months we will continue to flesh out the details of our Education Sessions.

Committee Members: Gary O'Neil, Chair; Gene Gehring, Chapter Staff; Juan Guerra, Bill Green, Kymberli Herron, Keri Hines, Elsa Holm, Anai Padilla.

1) Committee Report:

a) Educational Events – Gene, Gary, and the Committee

- i) 2022 Schedule of Events – refer to Excel 2022 proposed Training Plan – *attached*. Note that there are some Q4 2021 events listed.

(1) Online Learning: Webinars; Classes and such

- (a) 2021 TTC & Academy presentations are available online for further education and CEU's
- (b) Series of 5 summer webinars are being planned around Plant Pathology
- (c) TRAQ renewal online last week-12/9/21. This is a new concept being tested.

(2) Wildfire Risk Assessment Qualification Course and Assessment

- (a) Kari Hines and Gretchen Riley have begun to take this TX-conceived Qualification to other Chapters having conducted this class in Knoxville earlier this month
- (b) Targeting the March/April timeframe for the Texas offering. Location tbd.

(3) Tree Risk Assessment Qualification of Renewal

- (a) There are 8 TRAQ offerings of some type listed in 13 months across the state

(4) Oak Wilt Qualification or Renewal

- (a) There are 5 Oak Wilt classes of some type listed in 13 months across the state

(5) Masters Series

- (a) 2 day class on Structural Pruning, Georgetown under development

(6) Other events scheduled

- (a) North Tx Urban Forestry Council – 2/16/21, Hurst, TX
- (b) Improve your Arborist Skills – Edinburg, TX 2/25-28/21
- (c) San Antonio Arborist Association Bilingual Workshop 3/6/21, San Antonio
- (d) Diagnosis (PHC) Workshop 3/15-16/21; College Station

Action items: Please table the topic of our Chapter hosting a National Oak Wilt Symposium. Both Gene and I have had conversations with member Kevin Belter regarding this suggestion. I have information on 2 previous such Symposiums we hosted here in TX dating back 20+ years to further our discussion.

Many thanks to hard work of Gene Gehring and prior Chair Rebecca Johnson for an industrious group of hard-working professionals

Date	ISAT Events:	notes
2021		
Nov. 5	Texas Arbor Day	Weatherford
Nov. 5	CA Exam	Fort Worth
Nov. 10	Non Profit Arbor Chat	With Andrew Smiley of Tree Folks
Nov. 23	Commercial Business Owners Arbor Chat	Amy Heath - ISAT Proposed Internship Program
Dec. 1	Municipal Arbor Chat	15 min update from TFS
Dec. 6-8	TRAQ Course and Assessment with Skip Kincaid	Austin
Dec. 8	Texas Ranger Oaks Pruning Evaluation	Seguin 1pm
Dec. 9	Online TRAQ renewal	with Southern Chapter ISA
Dec. 10	CA Exam	Dallas
Dec. 13-14	ISAT Board Retreat and Meeting	College Station
Dec. 13-15	ISA Virtual Conference	Online
Dec. first week	Wildfire Risk Reduction Qualification	Southern Chapter - Knoxville, TN
2022		
Jan. 11	Oak Wilt Qualification 3-Year Renewal	Online with Dr. Appel
Jan. 24-26	Full TRAQ	Austin
Feb.1-2	ISAT Strategic Planning with Paul Ries	TBA
Feb. 16	NCTUFC	Hurst Convention Center
Feb/March weekend	ISAT Day of Service - Ranger Oaks	Seguin - Saturday
March 3	Bilingual Workshop	San Antonio/Shertz
March 15-16?	Tree Diagnosis Workshop	College Station - spring break
March	Board Meeting	
March?	Master's Series Pruning Workshop	WCC, Todd, Miesbauer, Purcell. 2-day
April?	TRAQ and Renewal	Dallas Discovery Gardens
April?	TRAQ and Renewal	HCFCD Office Houston
April ?	Wildfire Risk Assessment Qualification	Kari? Oak Hill area?
April 20-24?	Women's Climbing Workshop	WTCW runs, ISAT insurance, SWTX State
May 19-20?	Oak Wilt Qualification	Glenrose. Virtual class on May19
June 8?	Oak Wilt Qualification Fieldwork for Virtual	Fredericksburg. Virtual FW June 8
June 9-10?	Oak Wilt Qualification	Fredericksburg
June 1st week?	Oak Wilt Qualification 2-Year Renewal	Online with Dr. Appel (2022 expiration)
June	ISAT Board Meeting	
July	Tree Pathology 101 with Dr. Appel	Webinar Series (5 sections)
August	TNLA	booth
August 5-7	NATTC	Minneapolis
Sept. 9-14	ISA Annual Conference	Malmo
September 21-23, 2022	ISAT Texas Tree Conference, Trade Show, Academy, and T	Waco
Sept. 21	TRAQ Renewal with Skip Kincaid	Waco
Sept. 23	ISAT Board Meeting	Waco
Oct?	ISA Leadership Meeting	
Nov.	Texas State Arbor Day Booth	
Dec.	ISAT Annual Retreat and Board Meeting	



Conference Committee Report

12/10/2021

Prepared by: Rebecca Johnson

Prepared for the December 2021 ISAT Board of Directors meeting

Committee Mission: Develop a comprehensive program for the 2022 Texas Tree Conference.

Committee Members: Rebecca Johnson, Chair, Gary O'Neil, next chair, Sarah Campbell, Amy Heath, Paul Johnson, Michael Nentwich, Neil Manich, more TBD

Committee Report:

1. Progress made since last Board meeting
 - a. Started putting together the committee, shaking it up from the past years
 - b. Determining focus for the conference: Recognizing Untapped Sources for Growth and Development

This year's theme is about thinking outside the bark – when hiring, when training, when earning revenue, and when managing – whether it's people, urban forests, or vegetation. It's about celebrating the many benefits of diversity within the field – from our people to our trees.

The goal is to be as innovative as possible. Let's be creative! We all love Dr. Ball and Dr. Gilman, and they're an easy draw. But who else is out there that will eventually be the "new" Dr. Ball? Can we be on the forefront of recognizing and developing some new speakers? Special emphasis should be placed on finding speakers who are women and/or Black, Indigenous and People of Color (BIPOC)

2. Work planned between now and next Board meeting
 - a. Finalize committee
 - b. Start holding monthly meetings
3. Action items: any items that require a full Board discussion and vote. Include any necessary back-up materials board members will need to be informed.
 - a. This year's theme.
 - b. 3 options to choose from:
 - i. Turning over different leaves in Arboriculture & Urban Forestry
 - ii. Celebrating the Succession of Arboriculture and Urban Forestry
 - iii. The Changing Seasons of Arboriculture & Urban Forestry



Texas Tree Climbing Championships

December, 2021

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. **Competition report: see newsletter article**
 - a. Financials?
2. **Lessons learned**
 - a. Eliminate conference/comp overlap. Volunteers largely weren't also volunteers for conference but did typically use conference for CEU opportunities and some had to make choices they'd rather not make. Exacerbated by Covid year CEU options.
 - b. Gear check feedback positive. Favorable impressions of venue, quantity of space, lighting, hour availability, trade show co-exposure (inc. several purchases to replace failed gear). No measurables were arranged.
 - c. Little to no contestant overlap w/conference registration Perception is that conference has few offerings for climbers, and many climbers are not certified. Out of 46 contestants:
 - i. 11 Certified Arborists (only)
 - ii. 6 Certified Tree Workers (only)
 - iii. 3 both CA & CTW
 - iv. total w/ISA certification: 20 (43.5%)
 - d. Secure insurance earlier.
3. **Next steps**
 - a. Committee meeting in January
 - b. First decision: hold another comp in fall? Split views on seasonality. Alternate proposal late June/July/summer, when rain is less a consideration.
 - c. Discuss forming separate Climber's Workshop w/TXTCC attached. A week-long event?
 - d. Need data. Why aren't more climbers certified? Develop a (bilingual) poll/survey for employers and for climbers, separately.
 - e. New trailer broken in, still needs adjustments to storage and signage



Newsletter Report

December 2021

Prepared by: Heather McKnight

Prepared for December 2021 Board Retreat

Newsletter Mission: To produce a print newsletter 6 times per year with educational and news content

Committee Members:

- Newsletter goes out by the 1st of the month, every other month
- Solicit articles from a variety of people covering tree-related topics
- Provide educational content in each issue

Committee Report:

Heather McKnight—Editor

Joan Ivy—Associate Editor

1. The December (Winter) newsletter went out; next newsletter is for February 2022 (Late Winter).
2. Here is our projected publication schedule:

a.

Issue Month	Deadline	Highlight	Notes
February (Late Winter)	January 12	Board Retreat	
April (Spring)	March 12	??	
June (Summer)	May 12	??	"Save the Date" for Texas Tree Conference
August (Late Summer)	July 12	Texas Tree Climbing Competition (date??)	Texas Tree Conference—detailed
October (Fall)	September 12	??	
December (Winter)	November 12	Texas Tree Conference and Awards	

- b. I would like each committee to commit to one article each year. Education events are usually submitted as they happen, which is great; however, we have several committees that members don't know exist or what they do. This is your chance to tell them what you do and solicit volunteers.

Issue Month	Deadline	Committee	Notes
February	January 12	COR??	a short note on what COR is and a summary of what's happening.
April	March 12	Outreach	a summary of our current efforts and how members can help
June	May 12	Membership	Summary of efforts to increase membership and membership benefits
August	July 12	Texas Tree Climbing Competition	This is part of the highlight
October	September 12	Certification	People are often unsure how to submit or what counts, so a short summary of what you do and how you can help
December	November 12	Conference	This is part of the highlight

4. Also, here's what's needed for each article:

- c. 400-500 words with two pictures fills a page, a picture with ~50 word caption is ¼ page
- d. Pictures make the story--sometimes our associate editor can find public domain photos, but with the interim editor this is spotty. So, do your absolute best to find me good photos. If you're willing to be a photo scout, let me know but realize that we work to tight deadlines. If I send it to you, I can't wait a week.
- e. 4-5 pictures that tell the story, along with captions. Don't send a link to 100+ photos; I didn't attend the event, I can't pick out a picture that represents the event well.
- f. If you don't include captions, the default going forward is going to be to run them without captions. If you're interested in being a caption editor, let me know.
- g. If you have an event to be included in the newsletter, send it to Gene (feel free to cc me) because if it needs to be in the newsletter it probably needs to be on the website (and included in John's treemail).



Social Media- Committee Report

Prepared by: Rachel McGregor

Prepared for the December 13, 2021, ISAT Board of Directors Meeting

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

Committee Members:

Committee Report:

1. The [Annual Work Plan](#) goals or goals for this committee are:
 - a. Analytics from Facebook, Twitter, and Instagram
 - b. Post twice a week on all ISAT social media accounts
2. Progress made since last Board meeting; we continue to increase our numbers
Followers:
 - a) FB-1,379- 115 new followers
 - b) Twitter- 737- 10 new followers
 - c) Instagram-178-44 new followers
3. We will continue to post relevant information twice a week to all ISAT social media accounts.



Membership Report

Prepared by: Priscilla Files

Prepared on: 12/14/2021

Prepared for: Quarterly Board Meeting

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:

Membership:	2021
ISA & ISAT Membership	1016
ISA Members	136
ISAT Members	1250

1. Our work plan goal was to develop a three-year plan to recruit, retain and involve members.

Within the three-year plan, a task and timeline are being implemented for the following:

- Successfully capture Chapter membership testimonials for social media, our website and webinar or conference presentations. Three have been completed and we are working on three more.
- Arbor Chats continue to be held, we have had Commercial Business Owners, Municipal Arborists and Non-Profit Organizations. An email will be sent in January to poll members for their preferred topics for our Commercial Business Owners Arbor Chats. For upcoming Non-Profit Arbor Chats we may continue to have a guest speaker from a Texas Non-Profit to speak on a subject they choose and we record the session to then have on demand for purchase on our website. Municipal Arbor Chats may be quarterly due to low attendance.
- We continue to choose a member in good standing for the Membership Spotlight in In the Shade, for the December issue it is Suzie Johnson.
- We continue to send out welcome emails to all new members as well as a hand-written notecard. A membership expiration email is sent four weeks in advance of membership expiration as well. We've also had a few welcome phone calls by board members where they ask why they joined and what we could do to help their membership experience as well as just learning a bit about the new member. Also, at the bottom of the membership welcome email, these questions have been added: "Why did you decide to join the Texas Chapter? What can we do to make your membership experience the best?" Since this has been implemented we have gotten a couple replies letting us know they have gotten more calls from the ISA job listing since

living in Texas and they just wanted to “check us out” as well as expressing excitement to be part of our organization and to become certified.

- In January we will send out the annual membership survey. The questions will be the same as last year, see attached. We can amend if there are recommendations.



*** 1. How long have you been in the tree care industry?**

- ☐ 1 - 5 years
- ☐ 6 - 10 years
- ☐ 11 - 20 years
- ☐ 20+ years

*** 2. How long have you been a member of the Texas Chapter International Society of Arboriculture?**

- ☐ 1 - 5 years
- ☐ 6 - 10 years
- ☐ 11 - 20 years
- ☐ 20+ years

*** 3. What have you gained from your membership? CEUs, education, networking, new job? If other, please explain.**

0/500

*** 4. Check all credentials you currently have.**

- ☐ Certified Arborist
- ☐ Certified Arborist Municipal Specialist
- ☐ Certified Arborist Utility Specialist
- ☐ Certified Tree Worker Climber Specialist
- ☐ Certified Tree Worker Aerial Lift Specialist
- ☐ Board Certified Master Arborist
- ☐ Wildfire Risk Reduction Qualified
- ☐ Oak Wilt Qualified
- ☐ Tree Risk Assessment Qualified
- ☐ Other

*** 5. Based on what you currently pay for Texas Chapter ISA membership (\$45 for ISA member, \$55 for non-member ISA), do you believe the value you receive is:**

- ☐ Less than the cost (And if so, why?)
- ☐ Equal to the cost
- ☐ Greater than the cost

*** 6. Check all ISAT events or webinars that you have attended and/or viewed within the past year:**

- ☐ Texas Tree Conference (in person)
- ☐ Texas Tree Conference (virtual sessions)
- ☐ Oak Wilt Qualification
- ☐ Chapter webinars
- ☐ Tree Climbing Championship
- ☐ Other

*** 7. Rank the following continuing education topics in order of importance to you**

- Community Forestry
- Risk Assessment
- Wildfire Risk
- Disease, Insects and Diagnosis
- Pruning
- Safe Work Practices
- Tree Appraisal
- Preservation During Construction
- Climbing and Rigging
- Operating a Successful Business

*** 8. How SATISFIED are you with your overall ISAT chapter experience?**

- ☐ Not satisfied
- ☐ Moderately satisfied
- ☐ Highly satisfied

*** 9. How likely are you to recommend Texas Chapter ISA membership to a friend or colleague in the arboriculture industry?**

- ☐ Would NOT recommend
- ☐ Possibly would recommend
- ☐ Highly recommend

☐ Highly recommend

*** 10. Please provide us any additional comments or feedback that we will share with the entire board of directors and staff to help improve your Texas Chapter ISA membership experience.**

0/500

Submit Survey

If you just opted in, you're consenting to receive marketing emails from: Texas Chapter International Society of Arboriculture, 2013 Oakwood Trail, College Station, TX 77845. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact](#)



Credentialing Committee

12/9/21

Prepared by: Jesse Neumann

Prepared for: Annual Retreat / Quarterly Board Meeting

Credentialing 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: Jesse Neumann

Committee Report:

1. Certification Numbers

BCMA 59

CA 1386

U 122

M 64

CTWCS 25

CTWAS5

OWQ 251

TRAQ 307

WRRQ 87

2. Upcoming Exams: February 16, Austin. An exam is being scheduled for March 8 in Houston. San Antonio, Waco, Dallas dates TBD.

- #### 3. Extensions: ISA Credential Holders that were set to expire on 31 December 2021 received a complimentary extension until June 29, 2022. All certification holders with a certification expiration date set for 30 June 2021 will receive another complimentary extension until 26 April 2022 to meet all recertification requirements and complete the recertification process. ISA gave statistics for these additional extensions:
- The current trend on overall renewal rate for the June 2021 expiration cycle is expected to be at **68%** by 31 December 2021 (current extension deadline date). This is **approximately 12-17% less** than what is normally/historically seen for this time in the recertification cycle.
 - An analysis of the recent recertification numbers and predictions shows a deficit of 36,466 CEU credit hours earned for the period relative to the 2019 benchmark.

- c. Some ISA Components have shown a significant reduction in the number of CEUs offered to their constituents.

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

Credentialing Statistics for 2021 for the Texas Chapter ISA:

We have awarded 39 events in Texas this year including webinars.

The total CEUs we created was

Total CEU Credits	CertArbor	Utility	TreeWorker	SciBCMA	MngBCMA	PracBCMA	Municipal	Aerial
17165.00	15369.25	98.50	398.50	265.25	461.50	396.75	133.25	42.00

5. The ISA Credentialing Council has been monitoring the current and predicted demand for the **ISA Certified Tree Worker Aerial Lift Specialist** program. This monitoring process included a review of historical data and information provided by ISA Credentialing Partners/Components regarding the performance of this program on a local and international level.

Upon careful consideration and evaluation, the ISA Credentialing Council and Board of Directors agreed that the low participation and lack of demand for this specialty certification shows that it is not meeting the needs of the industry.

Although ISA will continue to support current credential holders in maintaining this ISA credential through meeting continuing education and other recertification requirements, ISA will no longer offer the skills-based examination associated with this program after 30 September 2022. Please note this announcement impacts **ONLY** the ISA Certified Tree Worker Aerial Lift Specialist credential (it does not impact the ISA Certified Tree Worker Climber Specialist® program in any way).



TREE Fund Committee Report

12/8/2021

Prepared by: Amy Heath

Prepared for the December 2021 ISAT Board of Directors meeting

Committee Mission: TREE Fund Liaisons provide a vital link to allied organizations in the fields of arboriculture and urban forestry – primarily local ISA Chapters. Liaisons are a critical communication conduit between TREE Fund and the industry organization they represent. Liaisons “friendraise” for TREE Fund by sharing TREE Fund news and research results with their organization, working a TREE Fund booth at their annual Chapter conference, encouraging their Chapter and its members to support TREE Fund, and connecting people in their circle of influence with TREE Fund and its activities.

Committee Member: Amy Heath

Committee Report:

1. The [Annual Work Plan goals](#) for this committee are:
Continue to foster beneficial relationship with the TREE Fund.
2. Progress made since the last board meeting: I participated in the Liaison Board meeting..
3. Work planned between now and next board meeting: Participate in TREE Fund’s next Liaison meeting.
4. Action items:
None at this time.



Student Liaison & Scholarships

Prepared by Ronny Nelson

Prepared for 2021-12-08

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 and with our members through potential employment opportunities, while supporting students with scholarships to the Texas Tree Conference and provide tuition assistance.

Committee Members:

- 1.) Chair: Ronny Nelson
- 2.) Member: Ed Dolphin
- 3.) Member: Megan Ward
- 4.) Member: Colby Lee

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 in April 2020 (TBD). 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 \$2,000 to TAMU for a student scholarship that went to one student. Working with Lindsay Hutchins.
3. ISA Texas Approved Internship Provider Program
 - a. New Program – In the works for our membership! We are planning to launch mid to late January. This program will allow our members to connect with students and have a pathway for our students to meet good arborist who can offer internships!
4. Texas Tree Conference (2021)
 - a. Working with SFASU (H. Williams) to connect more students and involve/develop Poster Boards.
 - b. Build a group of student liaisons for the 2021 Texas Tree Conference. Our mentoring program this year was a hit! We had an all-star lineup of mentors! AJ Thibodeaux, Rick Zampino, Rebecca (Arborholic) Johnson, David Mauk, Ronny (myself), and some guest

visitors. Following the mentoring session, I introduced students to fellow arborist so that they could get to know people.

5. Action items: For the 2021 launch of the ISA Texas Approved Internship Program, we would like for the board to allow \$1,500 that was previously budgeted for the Undergraduate Research to be used for this program. We offered this \$1,500 to SFASU for undergraduate research. They never utilized the grant that we budgeted for the past two years. In order to ensure we have money for marketing and sending committee members to universities to meet with faculty and students, we would like to transfer these funds to our new program.



Elections & Nominations Committee Report

November 29, 2021

Prepared by: A.J. Thibodeaux

Prepared for the December 2021 ISAT Board of Directors meeting

Committee Mission: The purpose of this committee is to plan for and carry out fair elections in order to maintain a robust and diverse Board of Directors

Committee Report: The table below shows the current board make-up and which positions will require a nomination and election during the 2022 calendar year. Calls for nominations typically occur in early summer. Until then all board members are asked to contribute potential candidates for nominations.

2021 Board of Directors			
Position	Name	Year Term Expires	Sector
Immediate Past-President	A.J. Thibodeaux	2022	Private
President	Mark Bird	2022	Government
President-Elect	Rebecca Johnson	2022	Private
Vice President	Gary O'Neal	2022	Utility
Treasurer	Neil Manich	2022	Utility
Editor	Heather McKnight	2022	Government
Director	Penny Whisenant	2024	Utility
Director	Kirsten Schneider	2024	Government
Director	Star Quintero	2024	Private
Director	Rachel McGregor	2022	Non-profit
Director	Ronny Nelson	2022	Private
Director	Amy Heath	2023	Private
Director	Beth Corbin	2023	Private
Director	Haywood Morgan	2023	Government
Director	Priscilla Files	2023	Non-profit
Certification Liaison	Jeff Neumann	2024	Government
CoR Liaison	Courtney Blevins	2022	Government
Requires Nomination and Vote in 2022			



Texas Tree Awards Committee Report

November 29, 2021

Prepared by: A.J. Thibodeaux

Prepared for the December 2021 ISAT Board of Directors meeting

Committee Mission: The Texas Community Forestry Awards Program celebrates the accomplishments of those who have dedicated their talents to spreading a leafy green canopy over Texas. This program is open to anyone who has a role in building stronger Texas communities by planting, maintaining or protecting trees.

Winners will be recognized during the annual Texas Tree Conference. Award winners receive a numbered, remarked and framed, limited-edition print of a famous Texas tree painting commissioned for the program. Winners of ISAT sponsored awards receive an engraved wooden plaque.

Committee Members:

TFS Urban Forestry Program Manager (Chair, non-voting)

ISAT President or ISAT Executive Director (Co-Chair, non-voting)

ISAT Past-President (rotating, voting)

Texas A&M Forest Service Regional Forester representative (rotating, voting)

Third Party representative (organization selected by ISAT and TFS, voting)

Committee Report:

1. Results from the 2021 Texas Tree Awards

Category	Total Nominations
Arboriculture Project of the Year	1
Outstanding Landscape Improvement	3
Outstanding Community Forestry Program	7
Arborist of the Year	9 nominations for 5 nominees

Awardees were announced Thursday 9/30 at the Texas Tree Conference

Outstanding Community Forestry Program

This Award recognizes individuals, organizations, or municipalities that have promoted community forestry through a program that significantly engages, educates or enhances the community. The 2021 Outstanding Community Forestry Program Award goes to Keep Denton Beautiful and the City of Denton Parks & Recreation.

Since 1999, through the Community Tree Giveaway, Keep Denton Beautiful and Denton Parks and Recreation Department have distributed over 19,000 trees to Denton residents. In an effort to help with reforestation, combat heat-island effect, and provide beautiful treelined streets, KDB hosts the giveaway each October. In 2020, KDB celebrated its 22nd annual event despite obstacles we all faced last year. This drive-thru event was pandemic-friendly with well-established protocols that limited contact between volunteers and residents. KDB safely distributed trees to residents' vehicles through a contactless drive-up experience with added health and safety measures. Even a pandemic could not stop KDB from planting and celebrating trees!

Arboriculture Project of the Year

The Arboriculture Project of the Year recognizes a short-term specific tree care, protection or planting project that exemplifies arboriculture best practices and customer service. The 2021 Arboriculture Project of the Year is the Dallas Road Transit Oriented Development Corridor/Cotton Belt Trail Extension project in the City of Grapevine.

This project incorporated alterations and enhancements to the Dallas Road corridor to facilitate pedestrian, bicycle and vehicular access to the new Grapevine Main Street TexRail Station, Grapevine's historic downtown, and new, mixed-use transit-oriented developments. The majority of the project is located on Dallas Road between William D. Tate and Dooley Street then turns northward up Dooley Street where the Cotton Belt Trail breaks from the roadway and heads east along the northside of the rail connecting with the Links Trail at Texan Trail.

One of the primary objectives of this project was to create a more comfortable and safer place for pedestrians and bicycles by decreasing the operational and visual scale of the corridor. The use of trees played a significant role in achieving this objective.

As you can see in this series of before and after photos, the project reduced the existing 5-lane roadway to a 4-lane divided roadway. This allowed room for the extension of the Cotton Belt Trail along the north side of Dallas Road, a sidewalk along the south side, and an essential 5-foot vegetative buffer on both sides. In addition, landscaped medians with signaled mid-block pedestrian crossings replaced the middle 'scramble' lane and provides a place of refuge for pedestrians as they cross the road.

Outstanding Landscape Improvement

The Outstanding Landscape Improvement Award – sometimes called the Gold Leaf Award – recognizes individuals, organizations or municipalities that have made significant contributions with multi-year impacts through tree planting and landscaping that enhances environmental protection, conservation, beautification, energy conservation or wildlife protection. The 2021 Outstanding Landscape Improvement Award goes to the City of Grapevine for their Grapevine Gateway Enhancements.

In 2014, the City of Grapevine completed master planning efforts to improve landscape and signage within rights-of-ways and City-owned property of designated gateways. The primary purpose was to reinforce the sense of arrival into the City of Grapevine by creating a strong visual identity while providing native and adaptive landscaping that supports pollinators and other wildlife as well as mitigates air pollution and stormwater runoff, all while increasing human health benefits. The enhanced landscaped corridors were divided into seven projects or phases.

The City has successfully leveraged funding awarded through the Texas Department of Transportation's Green Ribbon Program and the Keep Texas Beautiful's Governor Community Achievement Award with the City's Quality of Life funds to implement the master plan.

Arborist of the Year

The Arborist of the Year award recognizes individuals with at least ten years in the industry that have demonstrated exemplary service and leadership within the field of arboriculture. The 2021 Arborist of the Year is Michael Merritt.

Known to most of us as Mickey, Mickey has been working in the industry for nearly 40 years. A Certified Forester, Certified Arborist, TRAQ Qualified and Municipal Specialist, an Urban Forest Strike Team Leader and member of the National Big Tree Registry Cadre, Mickey has done stints in utility arboriculture, private industry and the last 20 or so years as an Urban & Community Forester for Texas A&M Forest Service. His geographical experience spans from Louisiana to West Texas, but wherever he is working, whether he is teaching or doing, Mickey brings professionalism and excellence. Mickey is a humble and hard-working person who continues to work tirelessly to raise his level of knowledge of the rapidly changing, complex issues facing Texas' urban forests in order to best serve Texas residents.

As his nominator said in the nomination packet, Mickey does not seek the spotlight, instead focuses on helping others achieve their goals. I can certainly say he is successful in doing so and I suspect there are many here who have been helped by Mickey over the years; He casts a big shade.

2. Gretchen Riley, Mark Bird and I are scheduling a meeting in January/February 2022 to make a couple of needed refinements to the process. We will provide a copy of the procedure document to the ISAT Board once completed.

3. The remaining committee members will be selected in April 2022 and committee meetings will be scheduled with expectations of open nominations in May 2022 and close in early July 2022.



Treasurer's Report

12-8-2021

Prepared by: Neil Manich

Prepared for the December 2021 ISAT Board of Directors meeting

Committee Mission: To keep a hand on the financial tiller of the chapter. Duties include the administration of the financial tiller 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.

Committee Report:

1. The Chapter remains in sound financial position with \$266,592 in total assets as of 11-23-2021, with \$255,815 in cash and treasury direct bonds, and an additional \$10,776 in fixed assets.
2. The chapter saw a net profit of \$29,801.91 against a projected deficit of -\$14,174 from our approved 2021 budget. The conference brought in a net income of \$77,849 compared to a budgeted expectation of \$70,000. Workshops brought in a net income of \$42,826 compared to a budgeted expectation of \$24,150.
3. I have reviewed every expense and deposit since January 1, 2021 and all seem to be proper and in order.
4. The proposed ISA Texas Chapter budget for 2022 is attached to this report for the board's review.

ISAT
Profit & Loss
January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Online Learning Revenue Share	1,564.00
Advertising	14,615.00
Certification	34,661.00
Conference Income	222,949.00
Membership	46,030.00
Misc. Revenue	1,058.83
TTCC & Workshop	13,110.57
Workshops Income	105,417.23
Total Income	439,405.63
Gross Profit	439,405.63
Expense	
Cloud Computing Services	3,637.41
Advertising Expense	320.48
Office Supplies	771.64
Association Management Services	155,662.59
Research	2,500.00
Accountant	2,545.00
Board Expenses	1,536.41
Certification Expenses	2,033.58
Conference Expenses	145,099.24
Fees	53.06
Insurance	2,177.00
Member Services	1,263.54
Misc. Expense	1,021.50
Newsletter Expenses	17,420.14
Publicity	2,555.46
Scholarships	5,000.00
TTCC and Workshop	12,713.30
Web Site	4,340.46
Workshop Expenses	45,187.63
Total Expense	405,838.44
Net Ordinary Income	33,567.19
Other Income/Expense	
Other Income	
Interest Income	387.46
Total Other Income	387.46
Net Other Income	387.46
Net Income	33,954.65

ISAT
Balance Sheet
As of December 9, 2021

	Dec 9, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	135,984.00
Total Checking/Savings	135,984.00
Other Current Assets	
Treasury Direct	123,976.57
Total Other Current Assets	123,976.57
Total Current Assets	259,960.57
Fixed Assets	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,659.05
Total Fixed Assets	10,776.18
TOTAL ASSETS	270,736.75
LIABILITIES & EQUITY	
Equity	
Retained Earnings	236,782.10
Net Income	33,954.65
Total Equity	270,736.75
TOTAL LIABILITIES & EQUITY	270,736.75

Texas Chapter ISA 2022 Proposed Budget

ISA-Texas Operating Budget	2021 Approved	2022 Proposed
Income		
Online learning Revenue Share (ISA)	\$ 1,500	\$ 1,500
Total Advertising	\$ 15,100	\$ 15,500
Total Certification	\$ 32,000	\$ 34,000
Total Conference	\$ 200,000	\$ 226,000
Membership	\$ 43,000	\$ 46,000
Misc.	\$ 1,500	\$ 1,500
Publication Sales	\$ 100	\$ 100
Total TTCC & Workshop	\$ 15,000	\$ 20,000
Total Workshops	\$ 72,850	\$ 116,000
Total Income	\$ 381,050	\$ 460,600
Expenses		
Research	\$ -	\$ 3,000
Cloud Email/Registration/Webinar	\$ 500	\$ 3,800
Accountant	\$ 2,300	\$ 2,600
Advertising	\$ 400	\$ 400
Awards	\$ 150	\$ 150
Board Expenses	\$ 10,000	\$ 10,000
Certification	\$ 1,000	\$ 1,000
Total Conference Expense	\$ 130,000	\$ 140,000
Total Chapter Admin. Expenses	\$ 152,224	\$ 175,397
Total fees	\$ 50	\$ 50
Insurance	\$ 2,000	\$ 2,000
Liaison Travel	\$ 1,000	\$ 2,000
Member Services	\$ 2,500	\$ 2,500
Newsletter	\$ 23,000	\$ 23,000
Publication Purchases	\$ 500	\$ 200
Publicity	\$ 1,000	\$ 2,000
Scholarships	\$ 3,000	\$ 5,000
Special Projects	\$ 2,000	\$ 2,000
TTCC and Workshop Total	\$ 14,000	\$ 18,000
Website	\$ 1,000	\$ 3,000
Workshops	\$ 48,700	\$ 82,900
Total Expenses	\$ 395,324	\$ 478,997
Net	\$ (14,274)	\$ (18,397)
Interest income	\$ 100	\$ 400
Total net	\$ (14,174)	\$ (17,997)
Proposed non-budgeted capital & other outlays from reserves:		\$ -

2017-2022 ISAT Budget with 2022 Proposed Budget

ISA-Texas Operating Budget	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Approved	2021 Estimated	2022 Proposed	5 Year Avg. (Actual)	
Income									
Online learning Rev. share	\$ 1,050	\$ 580	\$ 1,120	\$ 2,232	\$ 1,500	\$ 1,564	\$ 1,500	\$ 1,309	
Advertising									
Website	\$ 974	\$ 1,087	\$ 600	\$ 600	\$ 500	\$ 900	\$ 500	\$ 832	
Newsletter	\$ 6,064	\$ 17,154	\$ 4,640	\$ 23,100	\$ 12,500	\$ 11,015	\$ 12,500	\$ 12,395	
Oak Wilt Vendors	\$ 1,857	\$ 1,858	\$ 2,200	\$ 2,800	\$ 2,100	\$ 2,700	\$ 2,500	\$ 2,283	
Total Advertising	\$ 8,895	\$ 20,099	\$ 7,440	\$ 26,500	\$ 15,100	\$ 14,615	\$ 15,500	\$ 15,510	
Certification									
Recertification	\$ 16,145	\$ 15,156	\$ 23,313	\$ 18,564	\$ 18,000	\$ 19,350	\$ 19,000	\$ 18,506	
Exams	\$ 14,064	\$ 12,733	\$ 19,015	\$ 13,100	\$ 14,000	\$ 15,311	\$ 15,000	\$ 14,845	
Other								\$ -	
Total Certification	\$ 30,209	\$ 27,889	\$ 42,328	\$ 31,664	\$ 32,000	\$ 34,661	\$ 34,000	\$ 33,350	
Conference									
Deposit reimbursement	\$ 250		\$ 3,000					\$ 813	
Auction	\$ 5,885	\$ 5,975	\$ 5,471			\$ 5,000		\$ 5,583	
Sponsors and Exhibitors	\$ 45,916	\$ 48,432	\$ 44,250	\$ 29,630		\$ 54,820		\$ 48,355	
Bookstore	\$ 321	\$ 2,435	\$ 7,506			\$ 5,569		\$ 3,958	
Registrations	\$ 133,278	\$ 152,214	\$ 172,104	\$ 97,117		\$ 145,000		\$ 150,649	
Other						\$ 5,000		\$ 1,250	
Tree Fund Donations	\$ 1,992	\$ 1,195	\$ 1,521			\$ 1,360		\$ 1,517	
Total Conference	\$ 187,642	\$ 210,251	\$ 233,851	\$ 126,747	\$ 200,000	\$ 223,000	\$ 226,000	\$ 213,686	exclude 2020
Total Conference net	\$ 59,387	\$ 50,498	\$ 102,345	\$ 93,993		\$ 77,742	\$ 86,000	\$ 72,493	exclude 2020
Scholarship Donation			\$ 480					\$ -	
Membership	\$ 41,594	\$ 35,618	\$ 47,655	\$ 44,365	\$ 43,000	\$ 46,030	\$ 46,000	\$ 43,052	
Misc.	\$ 67	\$ 3,600	\$ 1,105	\$ 1,379	\$ 1,500	\$ 1,058	\$ 1,500	\$ 1,442	
Publication Sales	\$ 1,224	\$ 110	\$ 335	\$ 55	\$ 100		\$ 100	\$ 345	
TTCC & Workshop									
Misc. Sales						\$ 521		\$ 130	
Exhibitors	\$ 500	\$ 6,286	\$ 13,025			\$ 8,250		\$ 7,015	
Registrations (climbing)	\$ 3,524	\$ 4,951	\$ 3,465			\$ 4,225		\$ 4,041	
Registrations (Workshop)	\$ 6,785	\$ 4,409	\$ 4,025					\$ 3,805	
Sponsors	\$ 6,656	\$ 2,500	\$ 2,500					\$ 2,914	
Other			\$ 3,038			\$ 115		\$ 788	
Total TTCC & Workshop	\$ 17,464	\$ 18,146	\$ 26,053	\$ 2,190	\$ 15,000	\$ 13,111	\$ 20,000	\$ 18,693	exclude 2020
Total TTCC & Workshop net	\$ 4,030	\$ 3,029	\$ 4,563	\$ (1,400)		\$ 10,398	\$ 2,000	\$ 5,505	exclude 2020
Total Workshops	\$ 75,159	\$ 80,503	\$ 85,211	\$ 98,353	\$ 72,850.00	\$ 105,817	\$ 116,000	\$ 89,009	
Total Workshops net	\$ 13,845	\$ 19,328	\$ 32,832	\$ 23,206	\$ 24,150	\$ 47,817	\$ 33,100	\$ 27,406	
Total Income	\$ 363,304	\$ 396,796	\$ 445,578	\$ 333,485	\$ 381,050	\$ 439,856	\$ 460,600	\$ 395,804	
Expenses									
Depreciation	\$ 35							\$ -	
Research	\$ 5,000	\$ 5,000	\$ 6,520	\$ 5,500	\$ -	\$ 2,500	\$ 3,000	\$ 4,904	
Cloud email/registration/meeting		\$ 900			\$ 500	\$ 3,700	\$ 3,800	\$ 920	
Accountant	\$ 2,165	\$ 2,355	\$ 2,355		\$ 2,300	\$ 2,600	\$ 2,600	\$ 1,895	
Advertising				\$ 555	\$ 400	\$ 320	\$ 400	\$ 175	
Awards		\$ 112	\$ 112	\$ 192	\$ 150		\$ 150	\$ 83	
Board Expenses	\$ 17,852	\$ 22,968	\$ 16,218	\$ 2,688	\$ 10,000	\$ 6,500	\$ 10,000	\$ 13,245	
Certification	\$ 41	\$ 112	\$ 380	\$ 2,449	\$ 1,000	\$ 2,034	\$ 1,000	\$ 1,003	
Conference									
Awards	\$ 170	\$ 400	\$ 117			\$ 203		\$ 178	
Wednesday Evening Social	\$ 1,285	\$ 1,688	\$ 8,247			\$ 7,740		\$ 3,792	
Swag and t-shirts	\$ 17,655	\$ 18,503	\$ 12,476	\$ 742		\$ 12,750		\$ 12,425	
Registration Brochure	\$ 339	\$ 570	\$ 1,139	\$ 104		\$ 571		\$ 545	
Logo	\$ 353			\$ 1,500				\$ 371	
Catering	\$ 52,405	\$ 58,795	\$ 53,219			\$ 54,714		\$ 43,827	
Speaker	\$ 17,015	\$ 32,916	\$ 21,542	\$ 2,956		\$ 21,345		\$ 19,155	

2017-2022 ISAT Budget with 2022 Proposed Budget

ISA-Texas Operating Budget	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Approved	2021 Estimated	2022 Proposed	5 Year Avg. (Actual)	
Auction	\$ 436	\$ 9	\$ 1,024			\$ 1,059		\$ 506	
Book Store		\$ 2,298	\$ 200	\$ 6,226		\$ 4,213		\$ 2,587	
Exhibitors	\$ 13,766	\$ 9,157	\$ 9,486	\$ 11,179		\$ 6,570		\$ 10,032	
Registration	\$ 5,111	\$ 5,135	\$ 4,228	\$ 4,063		\$ 8,800		\$ 5,467	
Sponsors	\$ 2,711							\$ 542	
Waco Convention Center	\$ 17,009	\$ 16,284	\$ 18,442			\$ 23,893		\$ 15,126	
Other	\$ -		\$ 659	\$ 5,878		\$ 500		\$ 1,407	
Decorations		\$ 1,495				\$ 800		\$ 459	
Mobile Event App/Webinar		\$ 12,503	\$ 407	\$ 107		\$ 2,100		\$ 3,023	
Total Conference expense	\$ 128,255	\$ 159,754	\$ 131,506	\$ 32,755	\$ 130,000	\$ 145,258	\$ 140,000	\$ 141,193	exclude 2020
Chapter Administration									
*Acorn Arbor Svcs - Contract	\$ 49,167	\$ 81,192	\$ 139,089	\$ 160,706	\$ 151,224	\$ 155,662	\$ 170,897	\$ 117,163	
Travel	\$ 5,706	\$ 6,515		\$ -			\$ 3,500	\$ 2,444	
Phone/internet	\$ 2,300	\$ 2,420		\$ -				\$ 944	
Misc. office	\$ 917	\$ 1,261	\$ 13,441	\$ 1,031	\$ 1,000	\$ 775	\$ 1,000	\$ 3,485	
Total Chapter Admin. Expenses	\$ 58,089	\$ 91,387	\$ 152,530	\$ 161,737	\$ 152,224	\$ 156,437	\$ 175,397	\$ 124,036	
Fees									
Bank	\$ 63		\$ 74	\$ 50	\$ 50	\$ 53	\$ 50	\$ 48	
Credit Card	\$ 446	\$ 6,504	\$ 8,918					\$ 3,174	
Total fees	\$ 509	\$ 6,504	\$ 8,992	\$ 50	\$ 50	\$ 53	\$ 50	\$ 3,222	
Insurance	\$ 2,086	\$ 1,897	\$ 1,984	\$ 1,976	\$ 2,000	\$ 2,177	\$ 2,000	\$ 2,024	
Liaison Travel	\$ 375		\$ 1,719		\$ 1,000		\$ 2,000	\$ 419	
Member Services	\$ 1,489	\$ 186	\$ 883	\$ 6,463	\$ 2,500	\$ 1,264	\$ 2,500	\$ 2,057	
Newsletter	\$ 21,843	\$ 22,636	\$ 24,165	\$ 24,198	\$ 23,000	\$ 23,000	\$ 23,000	\$ 23,168	
Oak Wilt Vendor	\$ 70							\$ 14	
Officer Travel			\$ 1,740					\$ 348	
Publication Purchases	\$ 1,307	\$ 554	\$ 2,319		\$ 500	\$ 100	\$ 200	\$ 856	
Publicity	\$ 6,062	\$ 3,942	\$ 8,251	\$ 1,435	\$ 1,000	\$ 2,556	\$ 2,000	\$ 4,449	
Scholarships	\$ 5,000	\$ 5,000	\$ 5,168	\$ 4,500	\$ 3,000	\$ 5,000	\$ 5,000	\$ 4,934	
Special Projects	\$ 4,000	\$ 4,705	\$ 730	\$ 5,000	\$ 2,000		\$ 2,000	\$ 2,887	
TTCC and Workshop								\$ -	
Arbor Fair			\$ 406					\$ 81	
Inter. Climbing Competition	\$ 1,386	\$ 2,752	\$ 2,192				\$ 3,000	\$ 1,266	
National Tree Climbing Champ	\$ 1,367	\$ 768						\$ 427	
TTCC and Workshop	\$ 10,681	\$ 11,596	\$ 18,892	\$ 3,590		\$ 12,713	\$ 15,000	\$ 11,495	
TTCC and Workshop total	\$ 13,434	\$ 15,117	\$ 21,490	\$ 3,590	\$ 14,000	\$ 2,713	\$ 18,000	\$ 13,189	exclude 2020
Website	\$ 1,401	\$ 1,751	\$ 1,029	\$ 1,496	\$ 1,000	\$ 4,340	\$ 3,000	\$ 2,003	
Workshops	\$ 61,314	\$ 61,175	\$ 52,379	\$ 75,147	\$ 48,700	\$ 58,000	\$ 82,900	\$ 61,603	
Total Expenses	\$ 330,328	\$ 406,054	\$ 441,339	\$ 331,805	\$ 395,324	\$ 418,552	\$ 478,997	\$ 385,616	
Net	\$ 32,975	\$ (9,258)	\$ 4,260	\$ 1,681	\$ (14,274)	\$ 21,304	\$ (18,397)	\$ 10,192	
Interest income	\$ 775		\$ 2,847		\$ 100	\$ 400	\$ 400	\$ 804	
Total net	\$ 33,750	\$ (9,258)	\$ 7,107	\$ 1,681	\$ (14,174)	\$ 21,704	\$ (17,997)	\$ 10,997	
*Chapter Administration	\$ 151,224	2021 contract							
	\$ 10,000	Increased events							
	\$ 9,673	6% COLA							
	\$ 170,897								
Proposed non-budgeted capital & other outlays from reserves:				\$ -					

2022 ISAT Workshop Budget

Date	ISAT Events:	Proposed income	Proposed Expenses	Net	# Attendees	notes
2021						
Dec. 6-8	TRAQ Course and Assessment with Skip Kincaid	\$ 12,250.00	\$ 9,000.00	\$ 3,250.00	20	
Dec. 9	Online TRAQ renewal	\$ 5,635.00	\$ 3,922.00	\$ 1,713.00	25	with Southern Chapter ISA 16 registered
Jan. 24-26	Full TRAQ	\$ 14,106.00	\$ 9,000.00	\$ 5,106.00	20	Austin
2022						
Jan. 11	Oak Wilt Qualification 3-Year Renewal	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	20	Online with Dr. Appel next meet Dec 11
Jan. 24-26	Full TRAQ	\$ -	\$ 2,000.00	\$ (2,000.00)	20	Austin
late March/April	Master's Series Pruning Workshop	\$ 25,000.00	\$ 18,700.00	\$ 6,300.00	100	WCC, Todd, Miesbauer, Purcell
March 3	Bilingual Workshop	\$ 15,500.00	\$ 13,500.00	\$ 2,000.00	250	San Antonio/Shertz
March 15-16?	Tree Diagnosis Workshop	\$ 5,000.00	\$ 2,000.00	\$ 3,000.00	24	College Station - spring break
April	TRAQ	\$ 13,900.00	\$ 11,000.00	\$ 2,900.00	20	Dallas
April	TRAQ Renewal	\$ 3,600.00	\$ 3,100.00	\$ 500.00	30	
April	TRAQ	\$ 13,900.00	\$ 11,000.00	\$ 2,900.00	20	Houston
April ?	Wildfire Risk Assessment Qualification	\$ 3,000.00	\$ 2,500.00	\$ 500.00	25	registrations left over from 2019
April 20-24	Women's Climbing Workshop	\$ -	\$ 7,500.00	\$ (7,500.00)	20	WTCW runs, ISAT insurance, SWTX State
May 3rd week	Oak Wilt Qualification	\$ 6,250.00	\$ 2,000.00	\$ 4,250.00	25	
May 3rd week	Virtual OW	\$ 6,250.00	\$ 2,000.00	\$ 4,250.00	25	
June 1st week	2022 TOWQ renewal	\$ 2,500.00	\$ 1,000.00	\$ 1,500.00	25	
June 2nd week	Oak Wilt Qualification	\$ 6,250.00	\$ 2,000.00	\$ 4,250.00	25	
July	Plant Disease Diagnosis Webinar	\$ 8,000.00	\$ 1,000.00	\$ 7,000.00	80	Webinar Series
Sept. 21	TRAQ Renewal with Skip Kincaid	\$ 3,600.00	\$ 2,600.00	\$ 1,000.00	30	Waco
On demand	Webinars	\$ 1,250.00		\$ 1,250.00		
Totals		\$ 116,000.00	\$ 82,900.00	\$ 33,100.00		



(CoR) Committee Report

Prepared by: Courtney Blevins

Prepared for 12/13/21

[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: Courtney Blevins

Committee Report:

Informal CoR Meetings. October 6 & November 9

Topics for future informal meetings yet to be determined.

Last month I distributed the gender participation position of ISA for the Tree Climbing Championship

If the Executive Council has anything we would like to add or comment on please let me know.

Upcoming:

December 16 at 8 am is the annual CoR video conference



Regional Plant Appraisal Committee (RPAC) Report

Dec 4, 2021

Prepared by: Micah Pace, Chair

Prepared for December 2021 Board Retreat Meeting

Regional Plant Appraisal Committee (RPAC) Mission: To periodically review and update the Texas Supplement document to the Council of Tree and Landscape Appraisers (CTLA) *Guide for Plant Appraisal*.

Committee Goals:

- To provide important information regarding tree and plant appraisal process as per the current edition of the *Guide for Plant Appraisal*.
- Provide information regarding the “largest commonly available nursery-grown tree” (Appendix 4 of the *Guide for Plant Appraisal*, 10th Edition).

Committee Members: Micah Pace (Chair), Todd Watson, Greg David, Deb Evans, David Vaughn, and Dayton Archer

Committee Report:

1. Category header for items the rest of the board should be aware of, “FYI” items
 - Last RPAC Meeting – March 8, 2019/Last RPAC Committee Report – June 17, 2021
 - 10th Edition of the *Guide for Plant Appraisal* no longer mandates the RPAC to publish a unit-cost as previously done.
 - RPAC will no longer update the previously provided Texas Supplement to the *Guide for Plant Appraisal*, which was required for the 9th and earlier editions of the Guide.
 - ASCA’s Tree and Plant Appraisal Qualification (TPAQ) program will be under third-party accreditation auditing throughout 2022 and therefore no workshops will be offered. TPAQ 2.0 is anticipated for 2023.
2. Progress made since last board meeting/committee report
 - Committee Chair continues to field periodic inquiries and questions from ISAT members for more information related to tree appraisal, the 10th edition of the *Guide for Plant Appraisal*, as well as ASCA’s Tree and Plant Appraisal Qualification (TPAQ) program as they are forwarded by the ED of ISAT.
3. Work planned between now and next board meeting
 - No current committee meetings are planned.
4. Action items: any items that require a full board discussion and vote. Include any necessary back-up materials board members will need to be informed.
 - I recommend to the Board that the RPAC be sunset.
 - I further recommend that a Liaison to ASCA position on ISAT be discussed and considered. This position would bring important and useful information to ISAT about partnership, educational, and networking opportunities through and with ASCA, including professional amenity plant appraisal education.



TEXAS CHAPTER ISA
STRATEGIC PLAN OVERVIEW
2018-2021



Direction	Goals	Priority Tasks	Delivery Method
<p>VISION</p> <p><i>Texas communities are enhanced when trees and urban forest resources are cared for and managed by qualified professionals using best practices.</i></p> <p>MISSION</p> <p><i>Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.</i></p>	<p>HEALTHY and STRONG ORGANIZATION</p> <p>Ensure organizational capacity and structure that supports a healthy chapter</p>	<ul style="list-style-type: none"> Develop a succession management plan for key roles (staff, volunteer, board) Create policy and procedure manual Develop clear job descriptions and duties for staff, board and volunteers Determine appropriate staffing levels to meet organizational needs Build pathway to recruit future board members, committee members and volunteers 	<p>Governance</p> <p>Regular BoD meetings ISA representation ED supervision and support Planning and leadership Policy and oversight</p>
	<p>MEMBER SERVICES and NETWORKING</p> <p>Provide services in an efficient manner that results in value for members, access to credentialing, and facilitate opportunities for networking</p>	<ul style="list-style-type: none"> Explore ISAT app development Evaluate additional social media platforms Coordinate annual day of service opportunity for members Expand networking opportunities Explore advertising opportunities 	<p>Member Services</p> <p>Web page Newsletter TreeMail Credentialing Day of service</p>
	<p>EDUCATION</p> <p>Support continuing education programming to meet the needs of members</p>	<ul style="list-style-type: none"> Create a 3-year educational event plan Partner with other allied industries to support events Develop mechanism for event participant survey data tracking Hire an event coordinator Explore structuring annual conference sessions to offer relevant material for allied professionals 	<p>Educational Events</p> <p>Annual Texas Tree Conference Texas Tree Climbing Championship Regional Education Seminars Webinars and other Technology</p>
	<p>PUBLIC OUTREACH</p> <p>Foster greater public awareness of credentialed arborists and proper tree care</p>	<ul style="list-style-type: none"> Make allied professional CEU's available as applicable at ISAT events Establish framework for service projects (annual work day) Promote ISAT professional development opportunities to allied professionals Host webinars targeted to allied professionals Develop public communications plan 	<p>Public Education</p> <p>Promote Arbor Day Promote partnerships that advance tree care Provide storm response PR</p>
	<p>RESEARCH</p> <p>Promote and support arboricultural research</p>	<ul style="list-style-type: none"> Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension Encourage applications to the TREE Fund for Texas-focused research proposals Update policies for promoting and supporting research and fundraising 	<p>Research</p> <p>Tree Fund Texas A&M and SFA Workshops</p>

Texas Chapter ISA

2018-2021 Strategic Plan



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

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

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

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

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

RESEARCH GOAL: Promote and support arboricultural research

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

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

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.

2021 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		In development, adding Webinar Schedule
Educational	E.02	Explore streamlined methods for event management and operational details	Executive	Executive	Surveyed other Chapters. ISA is changing member management software - advised to wait to adopt a new system
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	See E. 02
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		2019-2020 Committee list with Board leads and responsibilities.
Member Services		Get testimonials from members – video and put on social media	Membership		
Member Services		Recruiting volunteers to be brand ambassadors	Membership		
Member Services		#5 of Membership Report	Membership		
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	Weekly postings on FB, Twitter, Instagram. Conducted Texas Tree Showdown to boost social media.
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	2020 event cancelled
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.
ResearchA4:F13F12A5:F13	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		Student Scholarship Committee working with SFA on issue

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		In development, adding Webinar Schedule
Educational	E.02	Explore streamlined methods for event management and operational details	Educational	Executive	Surveyed other Chapters. ISA is changing member management software - advised to wait to adopt a new system.
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	See E. 02
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		2019-2020 Committee list with Board leads and responsibilities.
Member Services	M.03	Coordinate annual day of service opportunity for members	Membership	Educational	COVID-19 delay
Member Services	M.04	Develop a three year plan to recruit, involve, and retain ISAT members.	Membership	Educational	Sparx360 consultant plan presented at the June BOD meeting
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	Weekly postings on FB, Twitter, Instagram. Conducted Texas Tree Showdown to boost social media.
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	2020 event cancelled
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.
ResearchA4:F13F12A5:F13	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		Student Scholarship Committee working with SFA on issue

2019 Work Plan - Goals set by the ISAT BOD at the December 2018 Board meeting based on the Texas Chapter ISA 2018-2021 Strategic Plan

Strategic Plan Goal Category	Goal number	Innovation Objective	Priority level	Committee / Primary lead	Status
Educational	E.01	Create a 3 year educational event plan covering diverse content, teaching levels, and geography	High	Educational Events	In process
Educational	E.02	Partner with other allied industries to support events	High	Publicity + Outreach	Sponsor NCTUFC and Houston Urban Forestry Conference and table at both events. TXASLA table and TNLA Expo table. All these events used volunteers.
Educational	E.04	Hire an event coordinator	Highest	Board of Directors	Hired Jan. 1, 2019
Educational	E.05	Explore structuring annual conference sessions to offer relevant material for allied professionals	High	Texas Tree Conference	Continued to involve nonprofits reps on program committee. Offered study session for Utility Specialist as an Academy option. Added TXASLA email list to invitation to TTC.
Educational	E.06	Increase Spanish language workshops by one each year for next 3 years	High	Educational events	Structural pruning for ground crews held in Fort Worth on Nov. 22.
Educational	E.11	Partner with TAMU to develop field diagnostic guide for pest/pathogens	High	Research + Scholarships	Offered ISAT Master's Series: Advanced Digital Tree Diagnosis Lab at TAMU in March. Will offer again in 2020.
Governance	G.01	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	High	Executive committee (Governance)	
Governance	G.03	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Highest	Executive Director	2019-2020 Committee list with Board leads and responsibilities.
Governance	G.04	Determine appropriate staffing levels to meet organizational needs	High	Board of Directors	Association management contract expanded and an Educational Program Manager and a Membership and Certification Specialist hired.
Governance	G.10	Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual	Highest	Publicity + Outreach (Outreach)	Membership and Certification Specialist hired and tasked with involving members in volunteer activities. Transitioned from Signup.com to Volunteersignup.org. utilized for TXASLA, TNLA Expo, ISAT TTCC and Arbor Fair, Plano Tree Fest, TTC and State Arbor Day.
Member Services	M.01	Explore ISAT app development, to engage members through the use of technology	High	Publicity + Outreach (Social media)	Second year of use of the EventMobi app for TTC.
Member Services	M.03	Coordinate annual day of service opportunity for members	Highest	Publicity + Outreach	Partnered with ReTreet for ISAT arborist volunteers for Hurricane Harvey recovery. Held an ISAT Work Day at the Treaty Oak in Austin in November.
Member Services	M.08	Plan for additional member outreach	High	Publicity + Outreach (Membership)	Working with ISA on reaching out to Chapter members at renewal time and to follow up with non-renewals. Prepared membership flyers and text-to links for membership.
Public Awareness	P.01	Make allied professional CEU's available as applicable at ISAT events	Highest	Educational events	Done
Public Awareness	P.06	Host arbor fair in conjunction with Texas Tree Climbing Championship	High	Publicity + Outreach	Done
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	High	Publicity + Outreach	Press kit was developed and implemented by the committee.
Public Awareness	P.10	Kids climb – build framework for use and adoption globally	High	Publicity + Outreach	Done
Research	R.01	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	High	Research + Scholarships	Invited Tom Boggus, TFS Director to attend the 2019 ISAT Board retreat to discuss.
Research	R.02	Encourage applications to the TREE Fund for Texas-focused research proposals	High	Research + Scholarships	Supported TREE Fund with \$5,000 donation and \$1,000 from TTC Heads and Tails game.