

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

Present:

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

Absent:

Star Quintero, Director

I. Call to order

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

II. Approval of minutes

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

III. Executive Director Report

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

IV. Committee Reports

a. Educational Committee

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

b. Texas Tree Conference

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

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

c. Texas Tree Climbing Championship

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

d. Member Services

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

e. Research + Scholarships.

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

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

f. Executive

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

g. Working Groups

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

V. Old Business

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

VI. New Business

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

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

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

Minutes submitted by Giedraitis

ISA Texas Chapter Retreat

Cavalry Court Hotel, The Saddle Room, College Station

Wednesday, December 11, 2019

I. Welcome, Alfaro (10:00am - 10:15am)

II. Committee Reports, All (10:15 – 11:45)

- | | |
|-------------------------------------|-------------------|
| A. Executive Director Report | John Giedraitis |
| B. Committee Reports | |
| 1. Educational Events | Mark Bird |
| 2. Texas Tree Conference | A.J. Thibodeaux |
| 3. Texas Tree Climbing Championship | Kirsten Schneider |
| 4. Member Services | |
| a) Newsletter | Rebecca Johnson |
| b) Digital and Social Media | Rachel McGregor |
| c) Membership | Priscilla Files |
| d) Outreach Publicity | Evan Anderson |
| e) Certification | Daniel Cottier |
| 5. Research + Scholarships | |
| a) TREE Fund Liaison | Rebecca Johnson |
| b) Students + Scholarships | Ronny Nelson |
| 6. Advocacy | |
| 7. Executive | Jason Alfaro |
| a) Governance | Jason Alfaro |
| b) Nominations + Elections | Emily King |
| c) Treasurer | Greg David |
| d) Council of Representatives | Oscar Mestas |
| 8. Working groups | |
| a) Texas Regional Plant Appraisal | Greg David |

III. Review of the 2019 Work Plan, All (11:45am – 12:15pm)

IV. Review and Update Strategic Plan Goals and Objectives, All (12:15 – 5:00)

- A. Discussion on each of the five goals and prioritizing of on-going and innovation objectives listed in the Strategic Plan to develop the 2020 Work Plan.
1. Goals: Governance, Education, Public Awareness, Research
 2. 3:00 pm - Goal: Member Services –Developing a framework to retain, recruit, reinstate, engage and create value for Texas Chapter members with Tip Tucker, Director, ISA Member Services via video conference.

V. Adjourn [5:00]

VI. Team building [6:00] Santa's Wonderland

Thursday, December 12, 2019

I. 2020 Objectives [8:00am - 8:45am]

- A. Recap the objectives and tasks determined from Wednesday for each goal.

II. Implementation – the 2020 Work Plan [8:45am - 10:45am]

- A. Prioritize objectives and assign tasks to specific committees, working groups, or liaisons.

III. Conclude retreat [10:45am - 11:00am]

ISA Texas Chapter Business Meeting

11:30am, Thursday, December 12, 2019
Cavalry Court Hotel, The Saddle Room, College Station

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|-------|--|-------------------|
| I. | Call to order [11:30am] | Jason Alfaro |
| II. | Approval of Minutes [11:30am - 11:40am] | Jason Alfaro |
| III. | Executive Director Report [11:40am - 11:50am] | John Giedraitis |
| IV. | Committee Reports [11:50am - 1:00pm] | |
| | A. Educational events | Mark Bird |
| | B. Texas Tree Conference | A.J. Thibodeaux |
| | C. Texas Tree Climbing Championship | Kirsten Schneider |
| | D. Member Services | |
| | 1. Newsletter | Rebecca Johnson |
| | 2. Digital and Social Media | Rachel McGregor |
| | 3. Membership | Priscilla Files |
| | 4. Outreach Publicity | Evan Anderson |
| | 5. Certification | Daniel Cottier |
| | E. Research + Scholarships | |
| | 1. TREE Fund Liaison | Rebecca Johnson |
| | 2. Students + Scholarships | Ronny Nelson |
| | F. Advocacy | |
| | G. Executive | Jason Alfaro |
| | 1. Governance | Jason Alfaro |
| | 2. Nominations + Elections | Emily King |
| | 3. Treasurer | Greg David |
| | 4. Council of Representatives | Oscar Mestas |
| | H. Working groups | |
| | 1. Texas Regional Plant Appraisal | Greg David |
| V. | Old business [1:00pm - 1:10pm] | |
| VI. | New business | |
| | A. Adoption of 2020 Work Plan [1:10pm - 1:20pm] | |
| | B. Adoption of 2020 Budget [1:20pm - 2:00pm] | |
| VII. | Next board meeting date: March 2020, location to be announced | |
| VIII. | Adjourn [2:00pm] | |



ISA Texas Chapter Business Meeting
8:00 a.m., Friday, September 27, 2019
Waco Convention Center – 2019 Texas Tree Conference

Attending: Micah Pace, Past-President, Emily King, President, Jason Alfaro, President-Elect, A.J. Thibodeaux, Vice-President, Rebecca Johnson, Editor, Greg David, Treasurer, Evan Anderson, Director, Priscilla Files, Director, Curtis Hopper, Director, Chris Lane, Director, Neil Manich, Director, Gary O'Neil, Director, Star Quintero, Director, Kirsten Schneider, Director, Oscar Mestas, ISA COR Liaison, Daniel Cottier, ISA Certification Liaison, John Giedraitis, Executive Director, Gene Gehring, Education Programs Manager, Misti Perez, Membership and Certification Specialist, Tip Tucker, ISA Atlanta

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|--|---|
| I. Call to order 8:05 am | Emily King, 2018-2019 President |
| II. Welcome | Emily King |
| III. Approval of Minutes | Emily King |
| IV. Executive Director Report | John Giedraitis |
| V. Recognition of Committee Chairs | Emily King |
| VI. New Business | |
| a. ISA International update | Tip Tucker, Director of Member Services |
| b. ISAT Year in Review | Emily King |
| c. Recognition of 2018-2019 ISAT Officers and Directors | Emily King |
| d. Installation of Jason Alfaro as ISAT President for 2019-2020 | Emily King |
| e. Recognition of Emily King for service as ISAT President | Jason Alfaro |
| f. Recognition of 2019 Texas Tree Conference Committee | Jason Alfaro |
| g. Installment of new ISAT Officers and Directors for 2019-2020 | Jason Alfaro |
| VII. Questions and comments from the membership | |
| VIII. Next Board Meeting/Retreat Date: December 11-12, 2019, Location: TBA | |
| IX. Adjourn 8:50 am | |

Submitted by John Giedraitis



Educational Events Committee Report

December 11, 2019

Prepared by: Mark C Bird

Prepared for Executive Board Retreat, December 11, 12, 2019

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

Committee Goals:

- Host workshops to help Certified Arborists achieve professional development goals including maintaining Specialist credentials, and the Board Certified Master Arborist qualification
 - **Objectives:** Host one event per month (ISAT/ISAT co-sponsored)
Host 3 events per year at Master's Level for Comcrl/Util/Muni
- Align workshops to meet the needs of ISAT membership
 - **Objectives:** Workshops are offered to all feasible member regions
- Evaluate and improve workshops and committee work

Committee Report:

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

Confirmation	Start date	End date	ISAT Event	Location	Chair
Scheduled	1/17	1/17	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	Austin	Certification – Daniel Cottier
Scheduled	2/19	2/19	North Central Texas Urban Forestry Conference-Booth	Hurst	Publicity/Outreach: Gene & John
Scheduled	2/24	2/26	TRAQ Course-Assessment w/ Skip Kincaid	College Station	ISA Approved
Scheduled	2/27	2/27	SAAA Bilingual Workshop w/ Skip Kincaid	Schertz	Education: Gene & John
Scheduled	2/28	2/28	TRAQ Renewal w/ Skip Kincaid (TBD-Schertz/College Station)	TBD	ISA Approved
Scheduled	3/8	3/8	Certified Arborist, Municipal Specialist, Utility Specialist Test & Certified Tree Worker	San Antonio	Certification – Daniel Cottier
Scheduled	3/25	3/27	Wildfire Risk Assessment Qualification Course/Assessment	Austin	Education-Kari Hines/Mark Kroeze
Scheduled	4/17	4/19	Texas Women's Tree Climbing Workshop	Texas State/San Marcos	Education: Rebecca Johnson
Scheduled	4/7	4/9	ASLA Texas Chapter Conference Booth	Irving	Publicity/Outreach: Priscilla Files

Scheduled	5/14	5/14	Pre-TTTC Workshop	San Antonio	Kirsten Schneider
Scheduled	5/15	5/16	Texas Tree Climbing Championship	San Antonio	Kirsten Schneider
Scheduled	5/16	5/16	Arbor Fair-TTTC	San Antonio	Education
Scheduled	8/9	8/12	ISA Annual Meeting	Albuquerque, NM	
Scheduled	8/13	8/15	TNLA Expo – ISA Booth	San Antonio	Publicity/Outreach: Priscilla Files
Scheduled	9/23	9/23	TRAQ Renewal/Skip Kincaid	Waco	Certification: Daniel Cottier
Scheduled	9/24	9/25	ISAT Texas Tree Conference, Tradeshow, Academy, Awards, Tree School	Waco	A.J. Thibodeaux - Chair
Scheduled	9/25	9/25	ISAT Board Meeting	Waco	Executive – Jason Alfaro
Scheduled	9/25	9/25	Certified Arborist, Municipal, Utility Specialist Test	Waco	Certification: Daniel Cottier
Scheduled	10/15	10/15	Certified Arborist, Municipal, Utility Specialist Test	San Antonio	Certification: Daniel Cottier
Scheduled	10/20	10/22	ISA Leadership Workshop	Atlanta, GA	Executive
Need Date			American Planning Assoc. Texas Chapter Conf. Booth		Publicity/Outreach: Priscilla Files
Need Date			NATCC		Kirsten Schneider

3. Pending:

- a. March – College Station – Education: Appel/Sheila
- b. March – Dallas? – Mark Chisholm, need to follow-up-Kris Rasmussen
- c. March – ISAT Board Meeting – TBD – Executive Committee
- d. April – TBD – Fertilization Summit, Gene Gehring – Mark Bird
- e. May – TBD – Oak Wilt Qualification Course/Assessment – Gene Gehring (w/ Dr. Appel & Robert Edmondson)
- f. June – UAA Regional meeting – Ft. Worth – last call was cancelled?
- g. June – ISAT Board Meeting – TBD – Executive Committee
- h. June – Oak Wilt Qualification Course & Assessment – Fredericksburg – Gene Gehring
- i. August – Certified Arborist, etc. Testing – Dallas? – Certification: Daniel Cottier
- j. November – ISAT Arbor Day – Arborists Day of Service – TBD – Publicity/Outreach
- k. November – Texas State Arbor Day Booth – TBD – Publicity/Outreach
- l. November – SMA Urban Forestry Conference & Trade Show – location?
- m. December – ISAT: Board Retreat – Meeting – TBD
- n. December – CEATI Vegetation Management Conference – San Antonio – Jason Alfaro

4. Proposed:

- a. TPAC – Plant Appraisal: Documenting Evidence with Julian Dunster
- b. Establish an Educational Committee to go beyond a single year to give continuity to planning events that require planning over calendar years (discuss the possibility of a three year plan)**

2019 ISAT Events

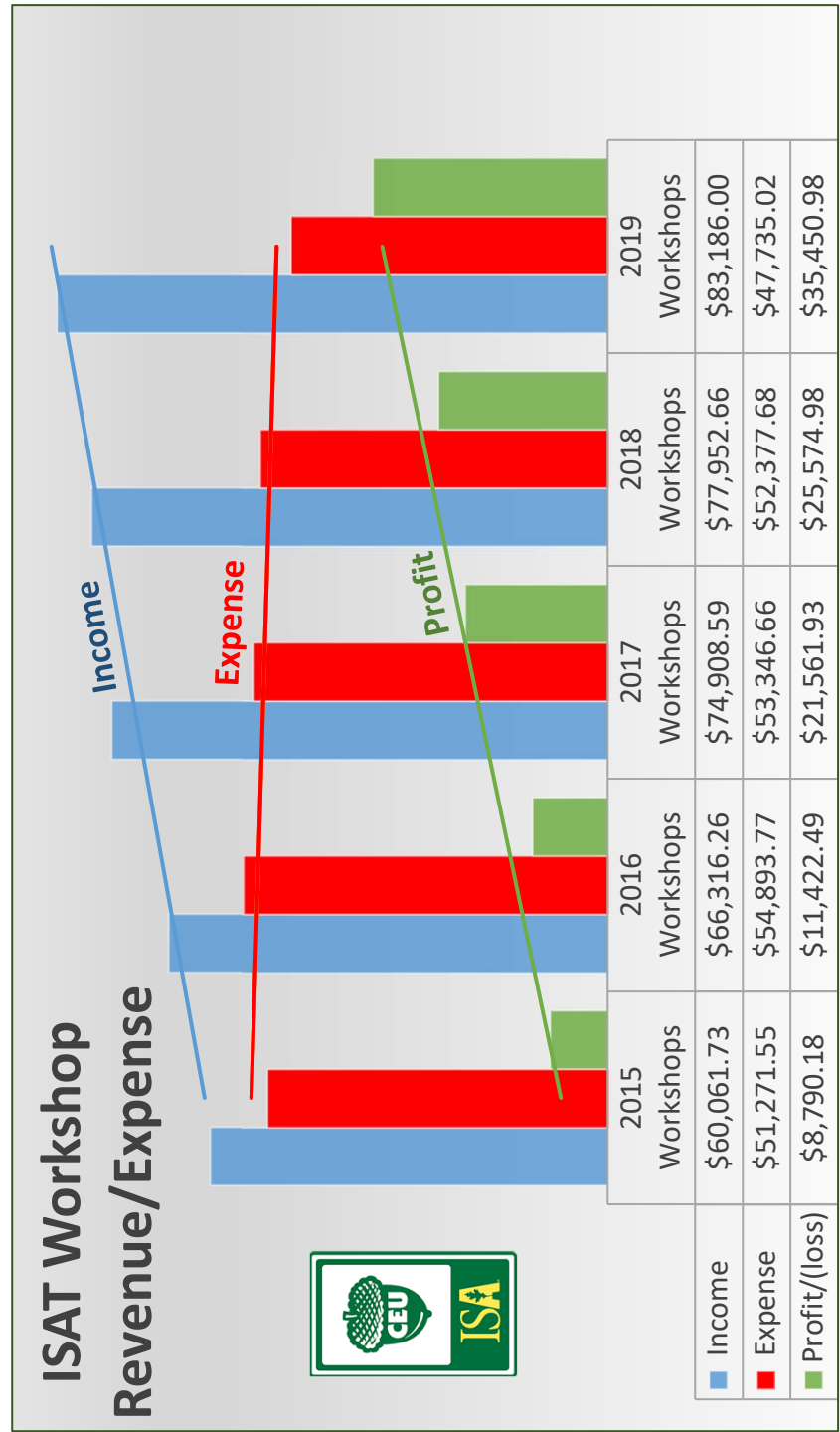
2019 ISAT Events:	Location	Committee	NOTES	
Jan 25: Certified Arborist, Municipal Specialist and Utility Specialist Test	Austin	Certification	Misti Perez	
Jan 25: ISAT Arborists Masters Series: Open Source GIS for City Arborists	Grand Prairie (The Epic)	Educational Events	Paul Howard and Gene Gehring	10 participants
Jan 28: ISAT Arborists Masters Series: Open Source GIS for City Arborists	Houston (HGAC)	Educational Events	Paul Howard and Gene Gehring	14 participants
Feb 13 : North Central Texas Urban Forestry Conference Booth	Arlington	Publicity and Outreach	Gene and John Giedraitis ISAT booth	225 participants
Feb. 22: Certified Tree Worker Exam Skills Exam – Austin	Rosewood Park		Misti Perez	7 participants - 6 Evaluator Trainees
March 28/29: Wildfire Risk Assessment Qualification Course and Assessment	Austin	Educational Events	Kari Hines/Mark Kroeze	27 of 27 slots sold Full
March 11-12: ISAT Arborists Master's Series: Advanced Digital Tree Diagnosis Lab	TX A&M CS	Educational Events	Ted Fox?	24 of 24 slots sold FULL
March 7 : ISAT Board Meeting	Wild Basin Austin	Executive	Emily King	
April 5: SAAA Bilingual Workshop Booth w/ Mark Chisolm	Schertz	Publicity and Outreach	Jacob West and Mark Duff (ISAT does registration and has booth)	253 registered
April 6 : Crane Workshop with Mark Chisholm	San Marcos	Educational Events	Steve Driskill Kelly Eby will help with CSM	12 registered
April : Tree Worker Climber Evaluator Training	DFW	Certification	Misti Perez and Nevic Donnelly	
April 17: TRAQ Renewal with Skip Kincaid	College Station	Educational Events	Chair?	12 of 30 slots sold
April 18/20: TRAQ Course and Assessment with Skip Kincaid	College Station	Educational Events	Chair?	20 of 20 slots sold FULL 1 on wait list
April 24/26: ASLA Texas Chapter Conference Booth	Irving	Publicity and Outreach	Pris Files	
April 25/26 ANSI® 2133 Safety Standards & Procedures Bi-Lingual Workshop Series	Dallas		Society of Commercial Arborists	
May 1/2: Wildfire Risk Assessment Qualification Course and Assessment	Lubbock	Educational Events	Kari Hines/Mark Kroeze	15 registrants
May 16: Pre-TTCC Workshop	Georgetown	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)	31 Registrants
May 16/18: Texas Tree Climbing Championship	Georgetown	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)	
May 18: Arbor Fair	Georgetown	TTCC	Glenn Holzer (April Rose)	
May 23/24 : Oak Wilt Qualification Course and Assessment	Weatherford	Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson)	31 of 30 spots sold Full
June 13: ISAT Board Meeting	TBA	Executive	Emily King	
June 20-21: Oak Wilt Qualification Course and Assessment	Fredericksburg	Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson)	31 of 30 spots sold Full
July 11-12 : Oak Wilt Qualification Course and Assessment	Fredericksburg	Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson)	31 of 30 spots sold Full
August 11-14 : ISA Annual Meeting	Knoxville	Executive	Emily King	
Aug. 8-10 : TNLA Expo Booth	San Antonio	Publicity and Outreach	Pris Files	
Sept. 25-27: ISAT Texas Tree Conference, Trade Show, Academy, Awards and Tree School and Membership Meeting	Waco	Texas Tree Conference	Jason Alfaro - Chair	
Sept . 25: TRAQ Renewal with Skip Kincaid	Waco	Educational Events	With TRAQ renewal parallel to the Academy	18 of 30 slots
Sept. 27: ISAT Board Meeting	Waco	Executive	Emily King	
Sept 27: Certified Arborist, Municipal Specialist and Utility Specialist Test	Waco	Certification	Misti Perez	
Oct. 16-18: ISA Leadership Workshop	Atlanta, GA	Executive	Emily King, Mark Bird, Daniel Cottier	
Oct: : American Planning Assoc. Texas Chapter Conference Booth	Galveston	Publicity and Outreach	Pris Files	
Oct. 11-13: NATCC	San Diego, CA	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)	
Nov 22: Tree Worker Workshop	DFW	Educational Events	Fort Worth Tree Farm - Chair	35 attendees
Nov. ISAT Arbor Day - Arborists Day of Service	Like this	Publicity and Outreach	Chair	
Nov. : 10th Edition Plant Appraisal - Introduction to the New Guide	?	Educational Events	?	
Nov. : Texas State Arbor Day Booth	Plano	Publicity and Outreach	Pris Files	
Nov. 18-19: SMA Urban Forestry Conference and Trade Show	Cleveland			
Dec. : ISAT: Board Retreat and Meeting	College Station	Executive	Jason Alfaro	
Dec. 3-4: CEATI Vegetation Management Conference	San Antonio	Not ISA or ISAT		
April 2020. : Women's Climbing Workshop	skip in 2019 and move to March in 2020	Educational Events	Rebecca Johnson	

2020 ISAT Events

Date	ISAT Events:	Location	Committee	NOTES
January	Bilingual Structural	San Antonio	Educational Events	In discussion with Mark Bird
1/17/2020	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	Austin	Certification	Daniel Cottier
2/19/2020	North Central Texas Urban Forestry Conference Booth	Hurst	Member services	Gene and John Giedraitis ISAT booth
2/24-26/2020	TRAQ Course and Assessment with Skip Kincaid	College Station	Educational Events	Approved by ISA
2/27/2020	SAAA Bilingual Workshop Booth w/ Skip Kincaid	Schertz	Member services	Gene and John Giedraitis registration/nametags
2/28/2020	TRAQ Renewal with Skip Kincaid	College Station/Shertz	Educational Events	Approved by ISA
March	Diagnosis wksp	College Station	Educational Events	Appel/Shiela
3/8/2020	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	San Antonio	Certification	Daniel Cottier
3/25-27/2020	Wildfire Risk Assessment Qualification Course and Assessment	Austin	Educational Events	Kari Hines/Mark Kroeze
March	ISAT Board Meeting	?	Executive	
March	Mark Chisholm	Dallas	Educational Events	Kris Rasmussen - need to follow up
April	Fertilization Summit	?	Educational Events	Working on Committee - Sam Hill great ideas - need agenda
4/17-19/2020	Texas Women's Tree Climbing Workshop	Texas Stat University Camp	Educational Events	Rebecca Johnson - Committee report
4/7-9/2020	ASLA Texas Chapter Conference Booth	Irving	Member services	Pris Files
5/14/2020	Pre-TTCC Workshop	Brackenridge Park, San Antonio	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)
5/15-16/2020	Texas Tree Climbing Championship	Brackenridge Park, San Antonio	TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)
5/16/2020	Arbor Fair	Brackenridge Park, San Antonio	TTCC	
May	Oak Wilt Qualification Course and Assessment		Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson)
June	UAA Regional meeting	Fort Worth		Last call was canceled
June	ISAT Board Meeting	TBA	Executive	
June	Oak Wilt Qualification Course and Assessment	Fredericksburg	Educational Events	Gene Gehring (with Dr. Appel and Robert Edmonson)
8/9-12/2020	ISA Annual Meeting	Albuquerque	Executive	Emily King
8/13-15/2020	TNLA Expo Booth	San Antonio	Member Serives	Pris Files
August	Certified Arborist	Dallas	Certification	Daniel Cottier
9/24-25/2020	ISAT Texas Tree Conference, Trade Show, Academy, Awards and Tree School and Membership Meeting	Waco	Texas Tree Conference	AJ Thib - Chair
9/23/2020	TRAQ Renewal with Skip Kincaid	Waco	Educational Events	With TRAQ renewal parallel to the Academy
9/25/2020	ISAT Board Meeting	Waco	Executive	Jason Alfaro
9/25/2020	Certified Arborist, Municipal Specialist and Utility Specialist Test	Waco	Certification	Daniel Cottier
10/15/2020	Certified Arborist, Municipal Specialist and Utility Specialist Test	San Antonio	Certification	Daniel Cottier
10/20-22/2020	ISA Leadership Workshop	Atlanta, GA	Executive	Emily King, Mark Bird, Daniel Cottier
October	American Planning Assoc. Texas Chapter Conference Booth	Galveston	Member Services	Pris Files
October	NATCC		TTCC	Kirsten Schneider (Markus Smith, Jim Dossett)
November	ISAT Arbor Day - Arborists Day of Service	Like this	Member Services	Chair
November	Texas State Arbor Day Booth	TBA	Member Services	Pris Files
November	SMA Urban Forestry Conference and Trade Show			
December	ISAT: Board Retreat and Meeting	Waco	Executive	Jason Alfaro
December	CEATI Vegetation Management Conference	San Antonio	Not ISA or ISAT	
Others	TPAC - Plant Appraisal			
	Documenting Evidence with Julian Dunster			

ISAT 2019 Quick Stats: Education

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





2019 Texas Tree Conference Report

12/5/2019

Prepared by: Jason Alfaro

Prepared for: Board Retreat and Meeting 12/11 and 12/12

Committee Report:

1. Progress made since last board meeting:

The Tree Conference did very well this year. We introduced a third track of the academy on Wednesday night and I feel that it was a great addition. The convention center stepped up their game with the upgrades to the facility and their responsiveness. A few of the committee members typed up post event reports and we've included them in the drive under the 2019 TTC folder. In these reports, you can find suggestions from the event staff side of things. Overall we had a successful event and the help from everyone can be show in the numbers below. Teamwork makes dream work.

Total Registrations: 1,150 - A new record!

Ten years ago in 2009 there were 289 registrations (285% increase!)

Exhibitors and Sponsors: 84

Speakers: 28

Students: 28

New Members: 236

Silent Auction for Student Scholarships: \$5,500

2. Work planned between now and next board meeting.

N/A

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.



2020 TTC Committee Report

December 2, 2019

Prepared by: A.J. Thibodeaux

Prepared for: December 11, 2019 Board Retreat and Meeting

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

Committee Goals:

- Recruit the 2020 TTC Committee Members
- Choose a Theme
- Schedule Committee Conference Calls

Committee Members:

- See attached committee members list

Committee Report:

1. It is expected that a theme will be chosen from the list submitted at the Board Retreat.
2. TTC Committee conference calls will be scheduled and start in January 2020.
3. The Committee will be asked to have all programs and speakers set by late April, early May 2020.

Action items:

1. Ginny Sills has agreed to Chair the Silent Auction in 2020 if the Board approves to pay her as contract labor. 2019 TCC Auction - \$5,451.00 revenue, \$1,025.00 expenses for her time and expenses. Discussion needed on paying for Ginny's time and at what rate. Motion needed to approve.

2020 TTC
Committee

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

2020 TTC Theme Submissions

Texas Tree Culture - 40 years and/of growing.	Gary O'Neil
Trees Are Precious or Trees Are Gems - the 40th anniversary gift and gemstone is ruby. Could get a logo that riffs on that theme with trees in the fall.	Paul Johnson
Work with the past, present future theme...Change is Key - focus programing on honoring the past, acknowledging the present and celebrating/planning for the future.	Paul Johnson
Rooted and Growing for 40 years in Texas	Misti Perez
40 Years of Texas Tree Culture.	Emily King
Arboriculture in Texas: 40 Years of Growth	Emily King
Texas Tree Conference, 40 years of Growth.	Emily King
ISA Texas Tree Conference, Growing our vision for 40 years...now we're seeing 20/20!	Justin Krobot
Rooted in Science...Growing from Passion!	John Warner
It's a tree thing.	John Warner
Leaf on, Leaf off (image is seasons)	John Warner
Inspiring the next generation, or Growing the next generation.	John Warner
Planting the seeds for the next 40 years.	John Warner
Planting the seeds for the next generation.	John Warner
40 years of Texas Tree Culture.	Brad Hamel
40 Years established, 40 more ensured/secured.	Mark Duff
40 years young, see you in 2051.	Mark Duff
40 years and growing.	Mark Duff



Texas Tree Climbing Championship

12/09/2019 Prepared by Kirsten Schneider

Prepared for 12/11/19 meeting date

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 Members:

Kirsten Schneider (Chair)

Committee Report:

1. Progress made since last board meeting:
 - a. Location identified: Brackenridge Park, San Antonio
 - b. Site schematic requested from ITCC
 - c. Date reserved - May 14th-16th
2. Work planned between now and next board meeting:
 - a. Confirm site plan
 - b. Coordinate advertising/local outreach with Ross Hosea & Mark Bird
 - c. Update & print select event station signs
 - d. Schedule site visit w/committee members/co-chairs
 - e. Identify sponsors & vendors
3. Action items:
 - a. Decision on Arbor Fair?



Newsletter Report

December 9, 2019

Prepared by: Rebecca Johnson

Prepared for December 11, 2019 Regular Board Meeting

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

Committee Goals:

- Newsletter goes out by the 1st of the month, every other month
- Solicit articles from a wide variety of folks
- Provide educational content in each issue

Committee Members:

Rebecca Johnson - Editor

Joan Ivy – Interim Associate Editor

Committee Report:

1. As of May 30, our Associate Editor has resigned. I am working with John to prepare and release an RFP/RFQ for another Associate Editor, in the interim, Joan Ivy is filling in for \$800/issue.
 - a. Associate Editors must:
 - i. Have access to in-design or similar software (in-design is preferred)
 - ii. Have experience with preparing a professional looking newsletter
 - iii. Be able to access google drive, and
 - iv. Work to tight deadlines
2. Tentative publication schedule:
 - a.

Issue month	deadline	highlight	notes
February	January 12	board retreat	
April	March 12	??	need a teaser for TTCC to spur folks to register
June	May 12	??	too early for TTCC, but will include TXWTCW spread
August	July 12	TTCC	also need teaser for TTC
October	September 12	ISA conference	too early for TTC, but we could include a thanks to our sponsors, assuming that we have all of them by then
December	November 12	TTC & 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	TTCC	This is part of the highlight
October	September 12	Certification	Folks 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

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

- 400-500 words with two pictures fills a page, a picture with ~50 word caption is ¼ page
- 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 and if I send it to you, I can't wait a week.
- 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.
- 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.
- 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).

4. Here's a sample summary of a past issue so that you can see how the 20 pages are allocated

a.

	Estimated space	contact
cover	1	editor
President's letter	0.5	
publication info & cover caption	0.2	editor

quote	0.14	editor
ads	5.375	jpg@isatexas.com
New members	0.5	misti@isatexas.com
Editor's note	0.33	editor
Upcoming events	0.5	Gene@isatexas.com
Back page (big Idea and mailing)	1	editor
Aerial rescue	1.75	keith.babberney@austintexas.gov
Texas Tree conference	2	
Treaty oak work day	2	
Sink creek	0.5	
Texas awards	2	
Trees for Houston Roots & Shoots	0.5	
Leadership workshop	0.75	

b.

5. The last few issues have gone out late, largely because of training the interim associate editor, but also because invariably I end up having to chase folks down for crucial pieces for their articles. This isn't professional and I'd like to do better, but it requires everyone stepping up.



Membership Report

Prepared by: Misti Perez and Priscilla Files

Prepared for Board Meeting at the Retreat, 12/11/2019

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

Committee Members: Priscilla Files

Committee Report:

1. Work planned between now and next board meeting: Send out membership survey to entire membership early 2020. Continue to increase membership by recruiting and retaining members through data gathered from the survey results, membership expiration reminders sent monthly, continued membership support via newsletter content, social media posts and outreach at events.
2. Action items:
 - a) For membership, many of our members expiration dates do not match their ISA expiration date (130 members out of 1165 members have dates that do not match up.)
Is it possible to change the Chapter expiration date to match the ISA expiration date to minimize the reminder emails a member receives as well as for convenience? How much would this cost the Chapter?

Members whose date could be changed Time we could add to a member's subscription

29	Days Difference
6	2 Weeks difference
25	1-1.5 months difference
5	2-2.5 months difference
2	5 months difference
2	6 months difference
4	8 or more months difference
73 (56% of the 130 members)	

Memberships that expire *after* ISA expiration

Members	Time we would take from their membership
8	Days Difference
2	2 Weeks difference
12	1-1.5 months difference
8	2-2.5 months difference
3	5 months difference
3	6 months difference
3	8 months difference
16	10 months or more
55 (44% cannot take time off their paid Chapter membership)	

What would it cost the Chapter?

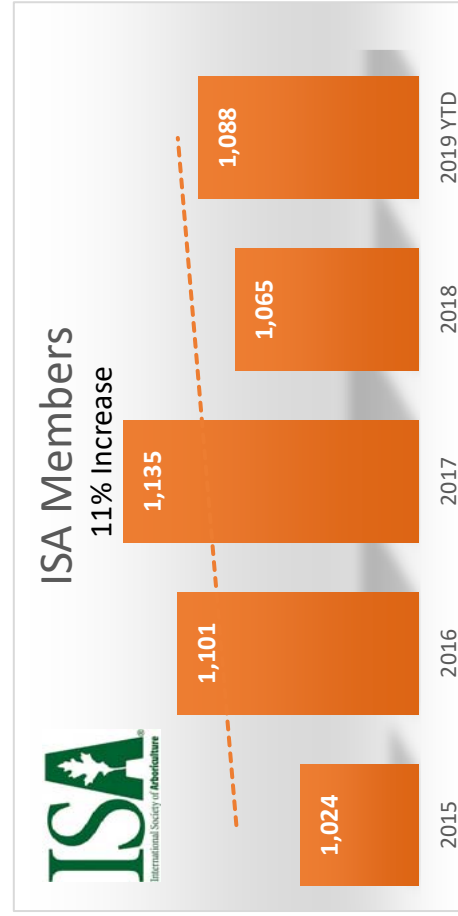
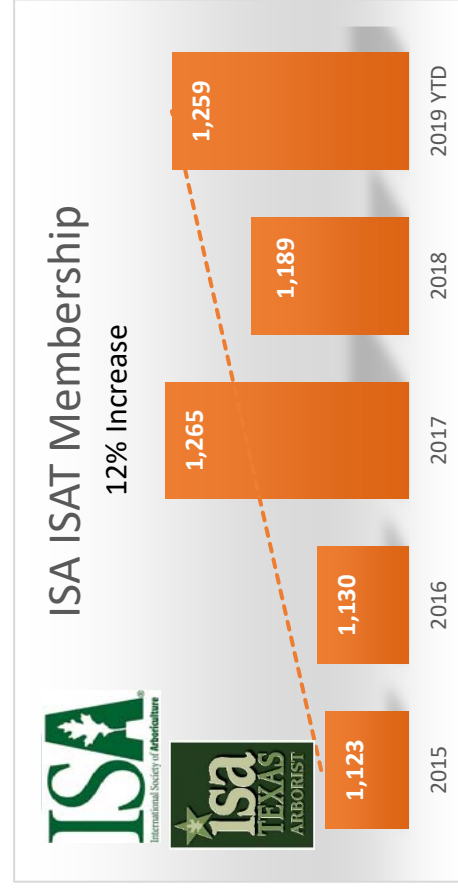
Changing all 73 members expiration dates ahead to match their ISA date is equal to 101 months, which is equivalent to 8.5 Subscriptions (\$45/yr) that would cost a total of \$379.00. Basically this would be paid ahead of when the member's subscription expires anyway.

55 Memberships that have dates that do not align with ISA's should not be changed since the member paid for 12 months of a subscription and removing time would not be favorable to the member.

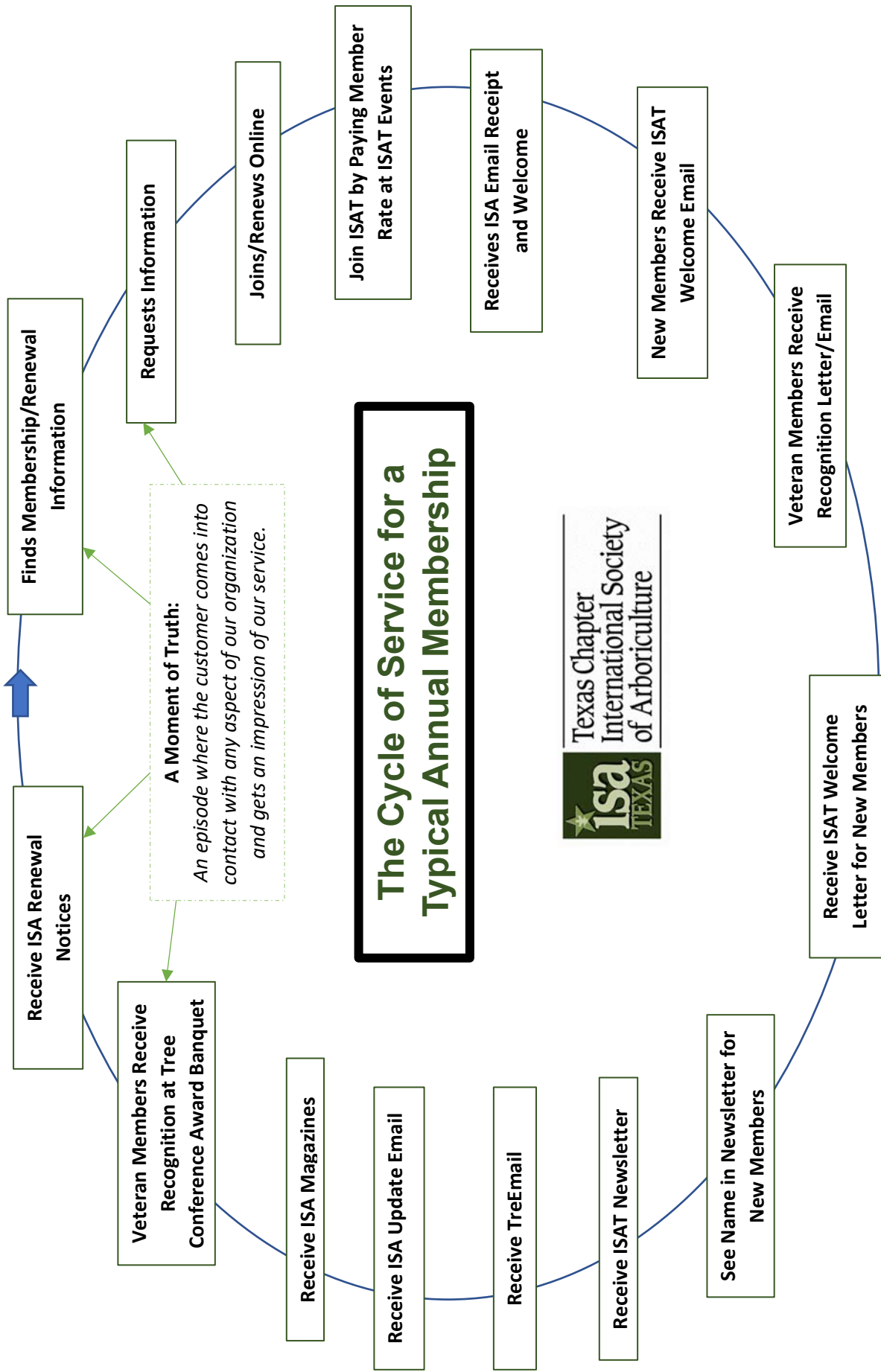
- b) Membership Survey to be sent early 2020: (feedback from board suggested, see PDF)

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

ISAT 2019 Quick Stats: Membership



12/16/2019



PROCEDURES AND STANDARDS FOR MEMBERSHIP SERVICES

It is the responsibility of the Member Services Specialist to consistently provide quality service at the moments of truth with our customers. This is achieved by completing Membership activities using the following procedures and to the following standards:

PROCEDURE	STANDARD
1. Make sure website has membership and renewal information that is easy to find	1. Review Monthly
2. Have membership brochures available at events - a) Look at other Chapter brochures b) Revise ISAT membership brochure c) Print and make sure Gene has for events	2. As they occur a) work on the first three months b) work on the first three months c) As they occur
3. Provide information to board member for posting to social media	3. Monthly on the first Monday of the month
4. Answer call/email – Answer the phone and check email regularly.	4. Return call/email within 24 hours, Daily
5. Receive new member, renewal email	5. Daily
6. Send Welcome email, new members only	6. Daily
7. Mail new member swag and note a) Decide contents of mailer for new members b) Create note c) Go to post office to mail	7. a) Flyer, window cling, stickers b) make a bunch out beforehand, as needed c) mail weekly
8. Make or delegate new welcome call	8. Weekly, download new member list and call
9. New member list to Rebecca for In the Shade a) Download member list from ISA b) Create List c) Email to Rebecca	9. Two weeks prior to print date

PROCEDURE	STANDARD
-----------	----------

10. Send John Treemail updates, blurb with statistics, member benefits lined out	10 . Monthly, a week prior to publishing
11. Recognize member at the Texas Tree Conference	11. Send to MC two weeks prior to announce at awards luncheon, Annually

12/17/19

Membership Video Session with Tip ISA

Members Data – current, prospective, new, reinstatements, renewals, former members. What are patterns? Who is choosing to come into the organization? Who isn't renewing and why?

Find out the "Who" – pinpoint strategies, helps to prioritize our resources. Might need to strategize with small measurable goals. Start with retention.

AT Risk groups – new members, demographics, Geographic (why isn't Houston joining more?), young vs experienced pros. How to get that data beyond anecdotal. How do we make it easier to stay?

- Align renewal with ISA
- Tailor events or education during TTC, or education levels (more intro? More customer service training?)

Why? Member satisfaction surveys – reasons for joining, awareness of programs, benefits, mission. Satisfaction with direction/leadership. "Is this important, and are you happy with what we're doing?" What are your challenges and how can we help?

Need Exit Survey – focus on "who", why are you leaving and how can we do better.

Education is what they want – different levels

Stop doing stuff that doesn't work, keep doing the good stuff.

Messaging – targets specific groups

Behavior change – create measurable goals that creates investment in the group (volunteerism, participation, etc) Goal is to create a relationship

Use PLAIN language to communicate. Here's three easy things you can do...

Different predictors for renewal – what are ours?

QUESTIONS/COMMENTS

We don't know our market as far as segmenting other than commercial, municipal, utility, non-profit

#! Reason people don't renew their membership is bc they forgot.

New members – discount to first workshop? Misti already sending welcome note and swag. How do we want to build the community? Consider everything we do about building community.

How do we do an exit survey?

Send a final "notice" re: TreeMail

How do we work with ISA? Build our own new on-boarding process. How do we want them to behave? Communicate with them to figure out their needs, i.e. What can we do to make certification easier?

What about stuff that members get that non-members don't get?

If you build it, make sure you (can) measure it. What do prospective members feel is valuable? Create sense of urgency – “what is the backstage pass equivalent”?

What stories do folks click on in TreeMail? Get some stats on that.

Get the free monthly
TreEmail newsletter!



Just send your email address by text message:

Text

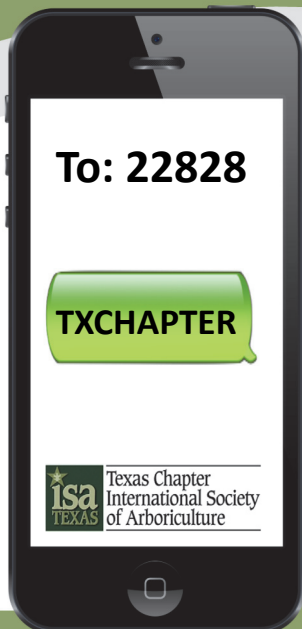
TXCHAPTER

to 22828 to get started

(We will never sell or give away your data)

It's easy to join our mailing list!

Get the free monthly
TreEmail newsletter!



Just send your email address by text message:

Text

TXCHAPTER

to 22828 to get started

(We will never sell or give away your data)

It's easy to join our mailing list!



Texas Chapter International Society of Arboriculture

Texas Chapter ISA

International Society of Arboriculture Texas Chapter empowers members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.

It's easy to join our mailing list!

Just send your email address
by text message:

Text
TXCHAPTER
to **22828** to get started.



Message and data rates may apply.



Membership dues \$45/year
(\$55 if not an ISA member)

Benefits include:

- In The Shade quarterly newsletter
- TreEmail sent monthly, with events and other information
- Texas Tree Conference held annually

Check out our website:

- Local event calendar
- Find An Arborist Tool
- Information on Oak Wilt, Wildfire Risk Reduction and other hot topics

2013 Oakwood Trail | College Station | TX 77845
www.isatexas.com | misti@isatexas.com

Email: misti@isatexas.com

THIS IS A TEST VERSION OF THIS SURVEY
Responses will NOT be recorded.



Texas Chapter International Society of Arboriculture

Texas Chapter International Society of Arboriculture Survey

*Required Question(s)

*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 Year
- ☐ 2-5 Years
- ☐ 6-10+ Years

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

350 characters left.

*4. Check all credentials you currently have and comment on which others you'd like to earn. How can the Texas Chapter help you towards that goal?

- ☐ Certified Arborist
- ☐ Certified Arborist Municipal Specialist
- ☐ Certified Arborist Utility Specialist
- ☐ Certified Tree Worker Aerial Lift Specialist
- ☐ Certified Tree Worker Climber Specialist

12/2/2019

Survey : Questions

- ☐ Board Certified Master Arborist
- ☐ Wildfire Risk Reduction Qualified
- ☐ Tree Risk Assessment Qualified

Comment:

500 characters left.

*5. Based on what you currently pay for Texas Chapter ISA membership, do you believe the value you receive is

- ☐ Less than the cost
- ☐ Equal to the cost
- ☐ Greater than the cost

*6. Check all ISAT events that you have attended within the past year, if other, please explain

- ☐ Texas Tree Conference
- ☐ Texas Tree Climbing Championship
- ☐ Oak Wilt Qualification
- ☐ Other

Comment:

500 characters left.






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

(1 = Most Important)

- Community Forestry
- Risk Assessment
- Wildfire Risk
- Disease, Insects and Diagnosis
- Pruning

survey.constantcontact.com/survey/a07egni6ts9k1grt5ch/_tmp/questions?continue=Continue+>

2/3

-  Safe Work Practices
-  Tree Appraisal
-  Preservation During Construction
-  Climbing and Rigging
-  Operating a Successful Business

*8. Which month of the year would you prefer the annual Texas Tree Conference to take place?

50 characters left.

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

- ☐ Not Satisfied
- ☐ Moderately Satisfied
- ☐ Highly Satisfied

*10. 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
- ☐ Would recommend

Finish



Outreach Committee Report

(12/4/19)

Prepared by: Evan Anderson

Prepared for Annual Retreat 2019

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

Committee Members:

- Evan Anderson (chair)

Committee Goals:

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

Committee Report:

1. The [Annual Work Plan goals](#) for this committee are:
 - a. Coordinate the annual day of service opportunity for members
 - b. Host arbor fair in conjunction with Texas Tree Climbing Championship
 - c. Explore how to promote/leverage Texas Tree Climbing Championship
 - d. Kids climb – build a framework for use and adoption globally
 - e. Partner with other allied industries to support events
 - f. Plan for additional member outreach
 - g. Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual
 - h. Explore ISAT app development, to engage members through the use of technology (TTC)
2. Progress made since the last board meeting
 - a. Houston Urban Tree Conference event and sponsorship, 73 attendees
 - b. Re-organizing Outreach Committee GDrive
3. Work planned between now and next board meeting
 - a. Recruit additional committee members
 - b. Develop the 2020 event calendar
 - c. Coordinate with TTCC for arbor fair
 - d. Research more events that ISAT can attend
 - e. Continue using volunteer management systems
 - f. Annual day of service development
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.
 - a. none



Certification Report

12/11/2019

Prepared by Daniel Cottier and Misti Perez

Prepared for Retreat Board Meeting

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

Committee Members: Daniel Cottier

Committee Report:

1. Certification Numbers

BCMA 45

CA 1252

U 103

M 59

CTWCS 28

CTWAS 7

OWQ 217

TRAQ 251

WRRQ 73

2. Exams this year included:

- 1/25 CA, CTW, U, M exam, Austin
 - 2/22 CTW skills exam, Austin
 - 3/8 CA, CTW, U, M exam, Selma
 - 5/10 CA, CTW, U, M exam, Austin
 - 9/5 CA, CTW, U, M exam, Dallas
 - 9/27 CA, CTW, U, M exam, Waco
 - 11/15 CA, CTW, U, M exam, Fort Worth
- = 7 exams

3. Exams for 2020 (placeholder dates):

- 1/17 CA, CTW, U, M Austin (scheduled)
- 3/5 CTWCS (written/Skills) Dallas
- 3/6 CA, M, U Dallas
- 3/8 CA, CTW, U, M San Antonio (scheduled)
- 6/4 CTWCS (written/Skills) Dallas
- 6/5 CA, M, U Dallas
- August CA Dallas
- 9/3 CTWCS (written/Skills) Dallas
- 9/4 CA, M, U Dallas
- 9/25 CA, CTW, M, U Waco
- 10/15 CA, CTW, U, M San Antonio (scheduled)
- November CA FT Worth
- 12/3 CTWCS (written/Skills) Dallas

- 12/4 CA, M, U Dallas

*For Climber Certification exams, ISA makes available Tree Climber Coverage for ISA Chapter events. It is not the Chapter's insurance coverage for exams.

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

5. For the first six months of the year Misti was certification liaison and the last six was Daniel. For the entire year (to date) 65 events have been coded with 181 sign-in sheets.

5. The CEU breakdown for this year is:

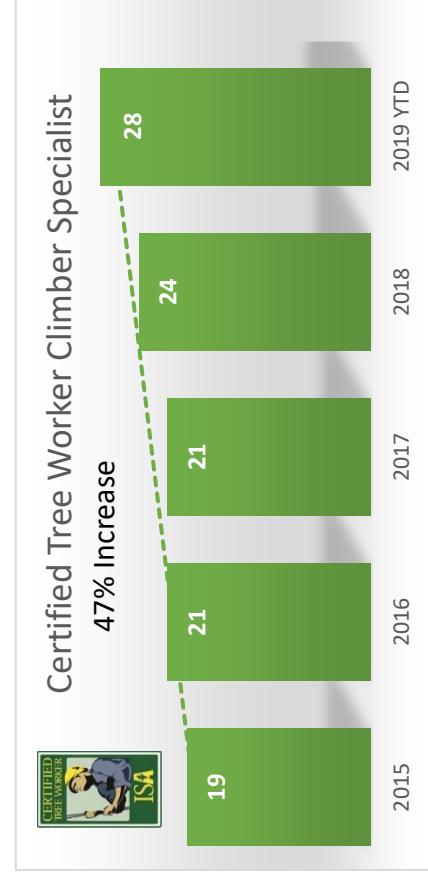
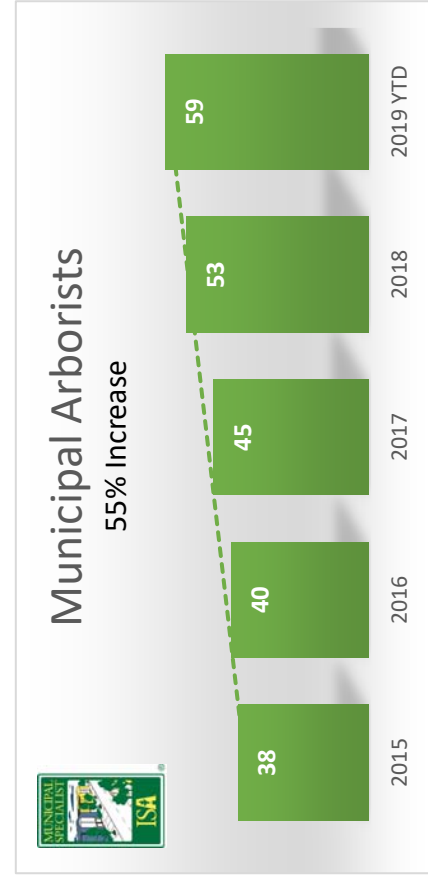
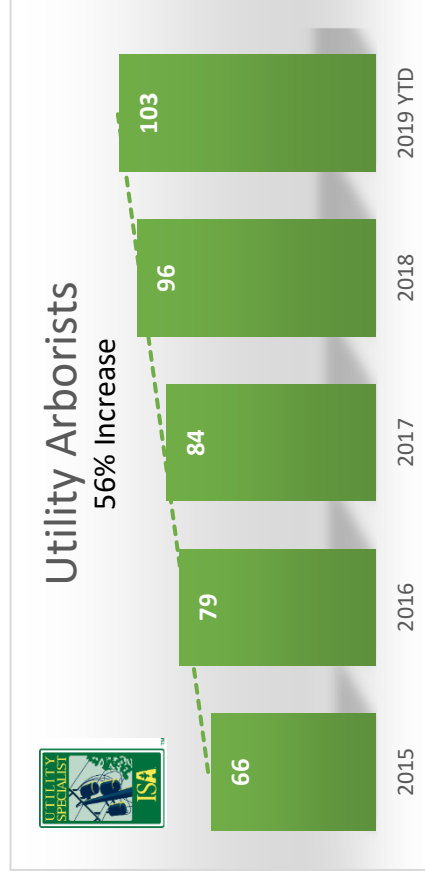
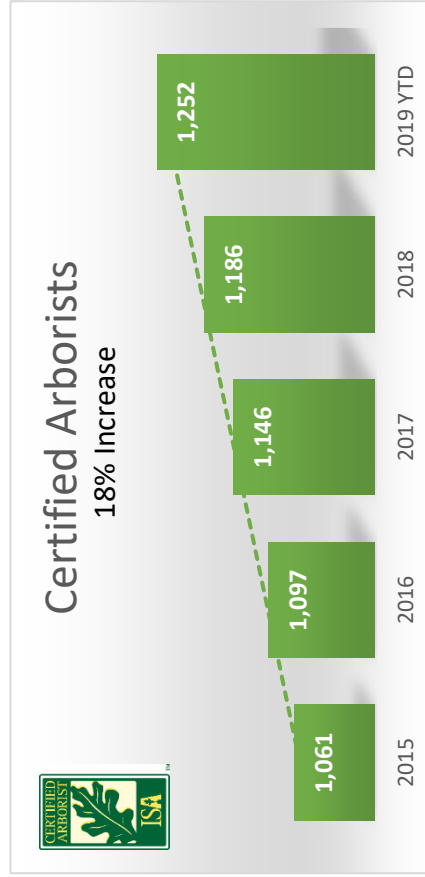
- Arborist 518.75
- Utility 202.75
- Municipal 504.75
- Tree Workers CS/ALS 213.50
- BCMA
- Science 120.50
- Practice 248.50
- Management 149.75

6. CEU History

CEU BREAKDOWN BY YEAR AND CREDENTIAL							
Year	Arborist	Utility	Municipal	Tree Worker	BCMA P	BCMA S	BCMA M
2015	473	125.5	170.25	155.75	258	144	71
2016	422.75	92.75	175.5	141.5	203.5	135.25	84
2017	431	197.75	334.75	232	258.75	90.5	81.75
2018	476.5	180	447.75	212.5	311.5	77.25	87.75
2019	518.75	202.75	504.75	213.5	248.5	120.5	149.75
500	400	300	200	100	75	50	25

ISAT 2019 Quick Stats: Certification

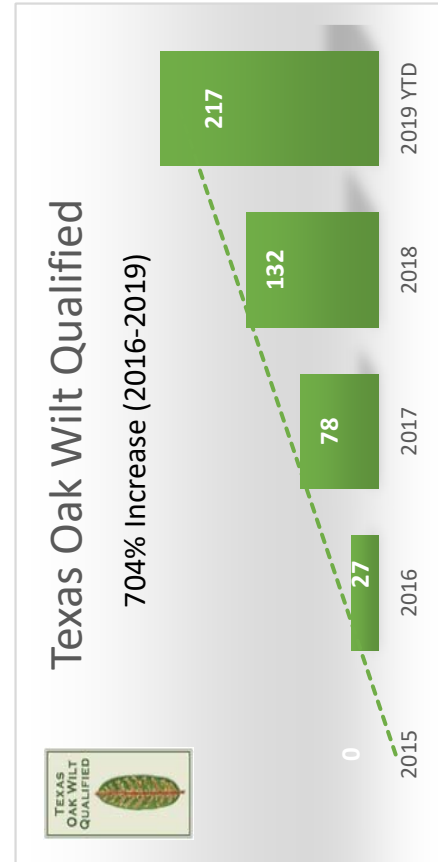
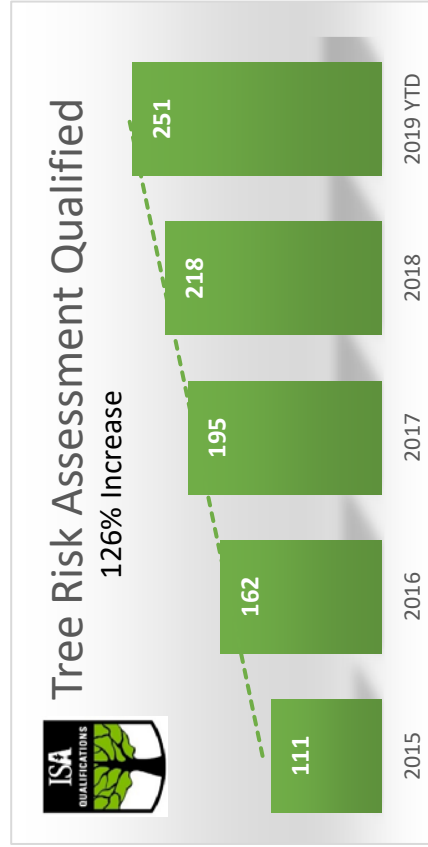
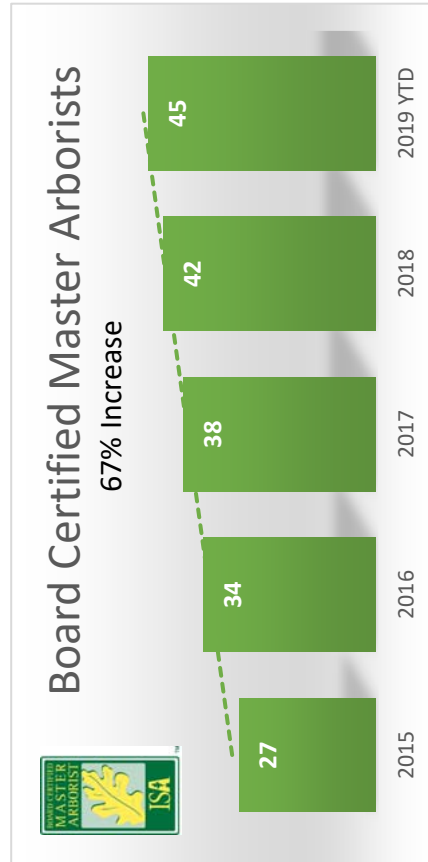
Certification:	2015	2016	2017	2018	2019 YTD
Certified Arborists	1,061	1,097	1,146	1,186	1,252
Municipal Arborists	38	40	45	53	59
Utility Arborists	66	79	84	96	103
Certified Tree Worker Climber Specialist	19	21	21	24	28
Certified Tree Worker Aerial Lift	7	7	7	7	7



12/16/2019

ISAT 2019 Quick Stats: Certification (continued)

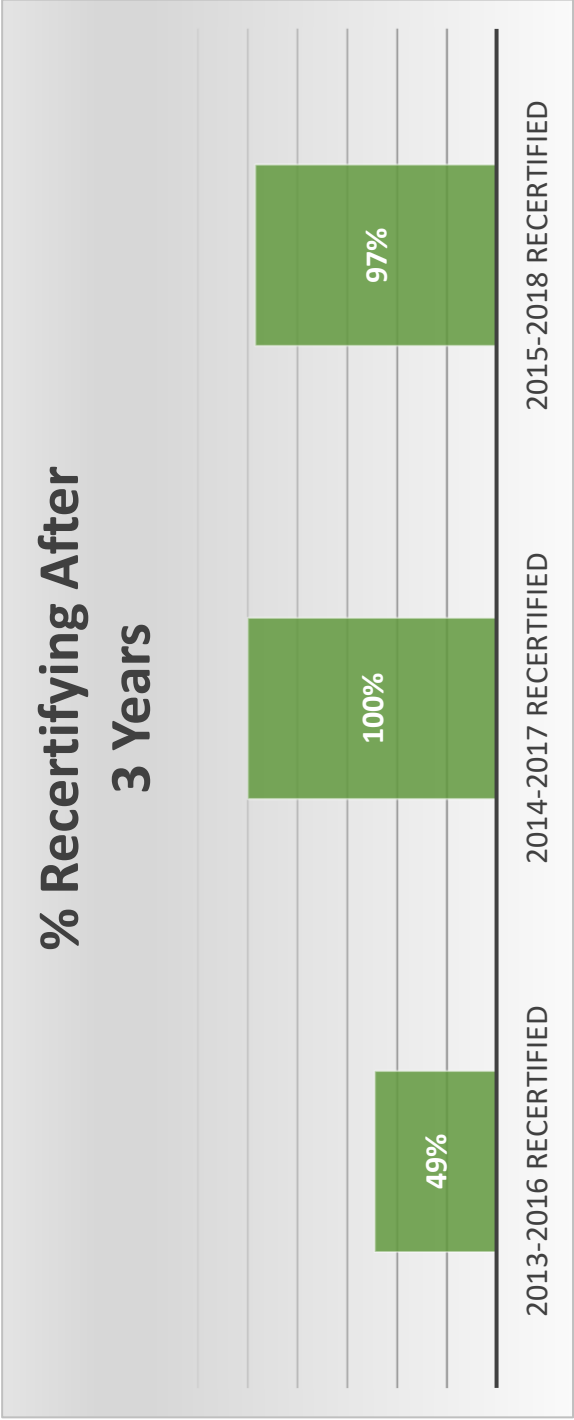
Certification:	2015	2016	2017	2018	2019 YTD
Board Certified Master Arborists	27	34	38	42	45
Tree Risk Assessment Qualified	111	162	195	218	251
Wildfire Risk Reduction Qualified	0	0	26	48	73
Texas Oak Wilt Qualified	0	27	78	132	217



12/16/2019

ISAT 2019 Quick Stats: Recertification

	Certified	Recertified	Decertified	% Recertification
2013	73			
Recertified 2016		36	24	49%
2014	71			
Recertified 2017		71	46	100%
2015	76			
Recertified 2018		74	42	97%
2016	102		24	
Total Recertified 2019		*73	*37	TBD
*2019 statistics TBD after 12/31/19				





TREE Fund Liaison Report

December 9, 2019

Prepared by Rebecca Johnson

Prepared for December 11 BOD meeting

TREE Fund Liaison Mission: to promote the TREE Fund to ISA Texas chapter members

Committee Goals:

- Facilitate effective communications and coordination between ISA Texas and TREE Fund;
- Collaboratively develop strategies to promote TREE Fund's interests within the ISA Texas;
- Assist the TREE Fund Development Committee and President/CEO with identifying and soliciting potential funding sources and donors within ISA Texas;
- Foster and encourage strategic alliances with other stakeholder groups within ISA Texas to enlist support of the TREE Fund; and
- Support TREE Fund visits to ISA Texas events throughout the year, to include making requested arrangements for trade show booth space and opportunities for the President/CEO or his or her designee to make regular presentations to Chapter members and Boards.

Committee Members: Rebecca Johnson

Committee Report:

1. A new slide show about the TREE Fund was prepared for presenting at conferences etc - <https://treefund.org/wp-content/uploads/2019/04/Chapter-Slide-Presentation-2019-1.pptx>
2. I attended the annual liaison meeting in Atlanta December 5 and 6.
3. Eric Smith resigned as CEO and President and Russell King was hired.
4. ISA Texas raised a total of \$1,520.54 through a combination of heads and tails and a Texas Hold 'em tournament at the annual conference.
5. Do we want to find a tour rider this year? Is anyone on the board interested? Tour riders must raise \$3,500, the chapter usually sponsors \$500.
6. This year's tour will be in Colorado from August 29 to September 4.
7. I'd also like to ask permission to "fill space" in the newsletter by randomly adding ads, that aren't part of the 1/3 ad space we have reserved (although we haven't been filling the full 6.67 pages of ads currently allowed) as an in-kind donation. As newsletter editor, I'll keep track of the ad rates so that we can report it as a donation to TREE Fund and be recognized.
8. I'd also like to ask the board to continue our \$5000 sponsorship from the past years.
9. Thanks so much to the organizers of the Texas Hold 'Em tournament. I heard it was fun.



Student Liaison & Scholarships

2019-12-08

Prepared by: Ronny Nelson

Prepared for 2019-12-11

Scholarships & Student Liaison

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

Strategic Plan Annual Goals for committee:

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

Committee Members:

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

Committee Report:

1. Connected with Dr. Hans Williams at SFASU to discuss scholarship opportunities. Currently, our organization has been providing a total of \$3,000 per year in scholarships to SFA. This has been dispersed to two students, in the amount of \$1,500 to be applied to their Fall tuition.
2. Texas Tree Conference
 - a. \$2,000 in budget to go toward student registration.
 - b. Working with SFASU (H. Williams) to connect more students and involve/develop Poster Boards.
 - c. Build a group of student liaisons for the 2020 Texas Tree Conference. Last year we had a great group of professionals that invested in our student attendees.
3. Connect with Tarrant County Community College to discuss future opportunities for scholarships and connecting students with ISA Texas Educational Events.
4. Action items: Consider increasing budget for scholarships to provide additional support undergraduate research projects.



Executive Committee Report

12/5/19

Prepared by: Jason Alfaro

Prepared for December 11th and 12th Retreat and Board Meeting

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

Strategic Plan Annual Goals for committee:

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

Committee Members:

Past president: Emily King

President: Jason Alfaro

President-elect: AJ Thibodeaux

Vice president: Mark Bird

Editor: Rebecca Johnson

Treasurer: Greg David

Executive director: John Giedraitis

Committee Report:

1. Things to know about this committee:
 - a. Monthly conference calls are held
 - b. Daily to weekly check-ins with members occur
 - c. We monitor committee work, events, and daily tasks
2. Progress made since last board meeting:
 - a. Recruited Misti Perez as newest staff member (through contract with Acorn Arbor)
 - b. Completed majority of goals prioritized in the 2019 work plan and will be reviewed and the upcoming retreat and meeting.
 - c. Drafted a proposed budget for discussion and adoption at the upcoming meeting.
 - d. A handful of committee members and staff attended the ISA Leadership Workshop.
3. Work planned between now and next board meeting:
 - a. Start reviewing professional services contract.
 - b. Continue monthly calls with committee members.
4. Action items: none at this time
 - a. Discuss, adjust, and/or adopt proposed 2020 budget.



Elections + Nominations Report

December 2019

Prepared by: Emily King

Prepared for December Retreat and Board Meeting

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

Committee Report: the table below shows the current board make-up and which positions will require a nomination and election during the 2020 calendar year. Calls for nominations typically occur in early summer. Until then all board members are asked to contribute potential candidates for nomination.

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



Treasurer's Report / Finance

December 1, 2019

Prepared by: Greg David

Prepared for: December 11, 2019

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

Treasurer's Report:

1. ISA-Texas currently remains on a sound financial footing, with roughly \$280,000 in cash, CD's, and US Treasury securities on-hand as of December 1, 2019.
2. The Chapter currently holds approximately \$75,000 in US Treasury Direct short-term bonds, plus \$75,000 held in two CD's, and roughly \$130,000 in the Chapter business checking account.
3. I have reviewed Texas Chapter checks and disbursements from January through November of 2019, and all seem to be proper and in order.
4. The proposed ISA-Texas Chapter budget for 2020 is attached to this report.

ISAT
Profit & Loss
January 1 through December 8, 2019

	Jan 1 - Dec 8, 19
Ordinary Income/Expense	
Income	
Online Learning Revenue Share	1,120.00
Scholarship Donation	480.00
Advertising	7,440.00
Certification	42,328.00
Conference	233,870.51
Membership	47,655.00
Misc.	1,105.23
Publication Sales	335.00
TTCC & Workshop	26,053.88
Workshops	85,211.00
Total Income	445,598.62
Gross Profit	445,598.62
Expense	
Office Supplies	866.91
Association Management Services	138,051.72
Research	5,000.00
Accountant	2,165.00
Awards	111.99
Board Expenses	5,687.80
Certification Expenses	379.50
Conference Expenses	131,506.18
Fees	8,979.99
Insurance	1,984.00
Liaison Travel	1,719.00
Member Services	882.89
Newsletter Expenses	17,613.62
Officer Travel	1,740.46
Publication Purchases	2,318.56
Publicity	8,251.14
Scholarships	5,168.37
Special Projects	729.98
TTCC and Workshop	20,332.50
Web Site	1,027.77
Workshop Expenses	51,148.69
Total Expense	405,666.07
Net Ordinary Income	39,932.55
Net Income	39,932.55

ISAT
Balance Sheet
As of December 8, 2019

	<u>Dec 8, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	119,743.37
Total Checking/Savings	<u>119,743.37</u>
Other Current Assets	
Treasury Direct	74,490.78
Wells Fargo CD #3	-12.51
Wells Fargo CD #2	25,122.04
Wells Fargo CD #1	50,081.23
Federated Gov Income Securities	-1,574.25
Total Other Current Assets	<u>148,107.29</u>
Total Current Assets	267,850.66
Fixed Assets	
Accumulated Depreciaton	-587.00
Office Equipment	604.03
Total Fixed Assets	<u>17.03</u>
TOTAL ASSETS	<u>267,867.69</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	227,935.14
Net Income	39,932.55
Total Equity	<u>267,867.69</u>
TOTAL LIABILITIES & EQUITY	<u>267,867.69</u>

2015-2019 ISAT Budget with 2020 Proposed Budget

ISA-Texas Operating Budget	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual	2020 Proposed	4 Year Avg. (Actual)
					(Dec. 3)		(omit 2016)
Income							
Online learning Rev. share	\$ 1,164	\$ 1,050	\$ 580	\$ 850	\$ 1,120	\$ 1,000	\$ 979
Advertising							
Website	\$ 50	\$ 974	\$ 1,087	\$ 1,000	\$ 500	\$ 500	\$ 653
Newsletter	\$ 10,180	\$ 6,064	\$ 17,154	\$ 9,500	\$ 4,640	\$ 8,500	\$ 9,509
Oak Wilt Vendors	\$ 2,000	\$ 1,857	\$ 1,858	\$ 1,750	\$ 2,200	\$ 2,000	\$ 1,979
Total Advertising	\$ 12,230	\$ 8,895	\$ 20,099	\$ 12,250	\$ 7,340	\$ 11,000	\$ 12,141
Certification							
Recertification	\$ 10,377	\$ 16,145	\$ 15,156	\$ 15,500	\$ 23,313	\$ 18,000	\$ 16,248
Exams	\$ 10,727	\$ 14,064	\$ 12,733	\$ 13,000	\$ 19,015	\$ 15,000	\$ 14,135
Other	\$ 5,436						\$ 1,359
Total Certification	\$ 26,540	\$ 30,209	\$ 27,889	\$ 28,500	\$ 42,328	\$ 33,000	\$ 31,742
Conference							
Deposit reimbursement	\$ 250	\$ 250			\$ 3,000		\$ 875
Auction	\$ 4,552	\$ 5,885	\$ 5,975	\$ 6,000	\$ 5,471		\$ 5,471
Bookstore	\$ 1,178	\$ 321	\$ 2,435	\$ 2,500	\$ 7,506		\$ 2,860
Sponsors	\$ 8,320	\$ 15,585	\$ 11,575	\$ 11,500	\$ 12,700		\$ 12,045
Exhibitors	\$ 31,021	\$ 30,331	\$ 36,857	\$ 35,000	\$ 31,550		\$ 32,440
Registrations	\$ 132,483	\$ 133,278	\$ 152,214	\$ 142,000	\$ 171,730		\$ 147,426
Other	\$ -	\$ -	\$ -	\$ -			
Tree Fund Donations		\$ 1,992	\$ 1,195	\$ 2,000	\$ 1,521		\$ 1,177
Total Conference	\$ 177,802	\$ 187,642	\$ 210,251	\$ 199,000	\$ 233,478	\$ 208,000	\$ 202,293
Total Conference net	\$ 50,224	\$ 59,387	\$ 50,498	\$ 76,250	\$ 102,036	\$ 78,000	\$ 65,536
ISA 2016 Ft Worth Conference	\$ 10,370						\$ 2,593
Scholarship Donation	\$ 2,080						\$ 520
Membership	\$ 47,043	\$ 41,594	\$ 35,618	\$ 40,000	\$ 47,655	\$ 43,000	\$ 42,977
Misc.	\$ 1,024	\$ 67	\$ 3,600	\$ 1,000	\$ 741	\$ 1,000	\$ 1,358
Publication Sales	\$ 315	\$ 1,224	\$ 110	\$ 500	\$ 335	\$ 500	\$ 496
TTCC & Workshop							
Misc. Sales	\$ 182						\$ 46
Exhibitors	\$ 500	\$ 500	\$ 6,286	\$ 6,300	\$ 13,025		\$ 5,078
Registrations (climbing)	\$ 2,923	\$ 3,524	\$ 4,951	\$ 4,000	\$ 3,465		\$ 3,716
Registrations (Workshop)	\$ 5,143	\$ 6,785	\$ 4,409	\$ 4,500	\$ 4,025		\$ 5,090
Sponsors	\$ 3,495	\$ 6,656	\$ 2,500	\$ 2,500	\$ 2,500		\$ 3,788
Other					\$ 3,038		\$ 760
Total TTCC & Workshop	\$ 12,243	\$ 17,464	\$ 18,146	\$ 17,300	\$ 26,053	\$ 14,000	\$ 18,477
Total TTCC & Workshop net	\$ (1,094)	\$ 4,030	\$ 3,029	\$ 1,800	\$ 5,721		\$ 2,921
ISA 2016 ITCC							
Total Workshops	\$ 60,062	\$ 75,159	\$ 80,503	\$ 80,000	\$ 83,336	\$ 95,000	\$ 74,765

2015-2019 ISAT Budget with 2020 Proposed Budget

ISA-Texas Operating Budget	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual	2020 Proposed	4 Year Avg. (Actual)
Total Workshops net	\$ 8,790	\$ 13,845	\$ 19,328	\$ 23,000	\$ 31,143		\$ 18,277
							\$ -
Total Income	\$ 350,873	\$ 363,304	\$ 396,796	\$ 379,400	\$ 442,866	\$ 406,500	\$ 388,460
							\$ -
Expenses							\$ -
Depreciation		\$ 35					\$ 9
Research	\$ 3,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000		\$ 4,625
Web email/registration	\$ 806		\$ 900			\$ 1,000	\$ 426
Accountant	\$ 2,355	\$ 2,165	\$ 2,355	\$ 2,250	\$ 2,165	\$ 2,250	\$ 2,260
Arbor Day	\$ 2,500			\$ 2,500		\$ 2,500	\$ 625
Awards	\$ 83		\$ 112	\$ 350	\$ 112	\$ 200	\$ 77
Board Expenses	\$ 14,898	\$ 17,852	\$ 22,968	\$ 15,000	\$ 5,029	\$ 15,000	\$ 15,187
Certification	\$ 101	\$ 41	\$ 112	\$ 500	\$ 380	\$ 500	\$ 158
Conference							\$ -
Awards		\$ 170	\$ 400	\$ 250	\$ 117		\$ 172
Wednesday Evening Social	\$ 2,803	\$ 1,285	\$ 1,688	\$ 2,000	\$ 8,247		\$ 3,506
Swag and t-shirts	\$ 24,946	\$ 17,655	\$ 18,503	\$ 20,000	\$ 12,476		\$ 18,395
Registration Brochure		\$ 339	\$ 570	\$ 500	\$ 1,139		\$ 512
Logo	\$ 754	\$ 353					\$ 277
Catering	\$ 50,094	\$ 52,405	\$ 58,795	\$ 50,000	\$ 53,219		\$ 53,628
Speaker	\$ 18,343	\$ 17,015	\$ 32,916	\$ 18,000	\$ 21,542		\$ 22,454
Auction		\$ 436	\$ 9	\$ 500	\$ 1,024		\$ 367
Book Store	\$ 101		\$ 2,298	\$ 500	\$ 200		\$ 650
Exhibitors	\$ 4,791	\$ 13,766	\$ 9,157	\$ 8,000	\$ 2,688		\$ 7,601
Registration	\$ 5,893	\$ 5,111	\$ 5,135	\$ 5,000	\$ 4,048		\$ 5,047
Sponsors		\$ 2,711					\$ 678
Waco Convention Center	\$ 19,504	\$ 17,009	\$ 16,284	\$ 17,000	\$ 18,442		\$ 17,810
Other	\$ 350	\$ -			\$ 659		\$ 252
Decorations			\$ 1,495	\$ 1,000	\$ 6,798		\$ 2,073
Mobile Event App			\$ 12,503		\$ 407		\$ 3,227
Total Conference expense	\$ 127,579	\$ 128,255	\$ 159,754	\$ 122,750	\$ 131,442	\$ 130,000	\$ 136,757
ISA 2016 Conference	\$ 8,610						\$ 2,153
Chapter Administration							
Acorn Arbor Svcs - Contract	\$ 48,086	\$ 49,167	\$ 81,192	\$ 141,168	\$ 133,089	\$ 141,168	\$ 77,883
Travel	\$ 6,708	\$ 5,706	\$ 6,515	\$ 6,000	\$ 4,470	\$ 6,000	\$ 5,850
Phone/internet (2)	\$ 2,185	\$ 2,300	\$ 2,420	\$ 4,000		\$ 4,000	\$ 1,726
Misc. office	\$ 3,245	\$ 917	\$ 1,261	\$ 1,000	\$ 867	\$ 1,000	\$ 1,572
Total Chapter Admin. Expenses	\$ 60,225	\$ 58,089	\$ 91,387	\$ 152,168	\$ 138,426	\$ 152,168	\$ 87,032
Fees							
Bank	\$ 467	\$ 63			\$ 62		\$ 148
Credit Card	\$ 589	\$ 446	\$ 6,504		\$ 8,856		\$ 4,099
Total fees	\$ 1,056	\$ 509	\$ 6,504	\$ 7,000	\$ 8,918	\$ 9,000	\$ 4,247
Insurance	\$ 1,907	\$ 2,086	\$ 1,897	\$ 2,000	\$ 1,984	\$ 2,200	\$ 1,969
Liaison Travel	\$ 495	\$ 375			\$ 1,719	\$ 2,000	\$ 647

2015-2019 ISAT Budget with 2020 Proposed Budget

ISA-Texas Operating Budget	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual	2020 Proposed	4 Year Avg. (Actual)
Member Services	\$ 135	\$ 1,489	\$ 186	\$ 500	\$ 883	\$ 1,000	\$ 673
Newsletter	\$ 22,029	\$ 21,843	\$ 22,636	\$ 23,700	\$ 17,614	\$ 23,500	\$ 21,030
Oak Wilt Vendor		\$ 70					\$ 18
Officer Travel	\$ -				\$ 1,740		\$ 435
Publication Purchases	\$ 1,578	\$ 1,307	\$ 554	\$ 1,000	\$ 874	\$ 1,000	\$ 1,078
Publicity	\$ 4,140	\$ 6,062	\$ 3,942	\$ 500	\$ 8,251	\$ 6,000	\$ 5,599
Scholarships	\$ 2,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,168	\$ 5,000	\$ 4,292
Special Projects	\$ 2,480	\$ 4,000	\$ 4,705	\$ 5,000	\$ 500	\$ 5,000	\$ 2,921
TTCC and Workshop							
Arbor Fair					\$ 406		\$ 102
Inter. Climbing Competition		\$ 1,386	\$ 2,752	\$ 2,600	\$ 2,192		\$ 1,583
National Tree Climbing Champ	\$ 1,242	\$ 1,367	\$ 768	\$ 1,400			\$ 844
TTCC and Workshop	\$ 12,095	\$ 10,681	\$ 11,596	\$ 11,500	\$ 17,734		\$ 13,027
TTCC and Workshop total	\$ 13,337	\$ 13,434	\$ 15,117	\$ 15,500	\$ 20,333	\$ 14,000	\$ 15,555
Website	\$ 22,030	\$ 1,401	\$ 1,751	\$ 1,000	\$ 896	\$ 1,000	\$ 6,519
Workshops	\$ 51,272	\$ 61,314	\$ 61,175	\$ 57,000	\$ 52,193	\$ 55,000	\$ 56,488
Total Expenses	\$ 343,114	\$ 330,328	\$ 406,054	\$ 418,718	\$ 403,192	\$ 428,318	\$ 370,672
Net	\$ 7,759	\$ 32,975	\$ (9,258)	\$ (39,318)	\$ 39,675	\$ (21,818)	\$ 17,788
Interest income	\$ 2,872	\$ 775					\$ 912
Total net	\$ 10,631	\$ 33,750	\$ (9,258)	\$ (39,318)	\$ 39,675	\$ (21,818)	\$ 18,699
Proposed non-budgeted capital & other outlays from reserves:							
TreeFund						\$ 5,000	
Trailer						\$ 20,000	
Portable PA system						\$ 1,000	

2019 ISAT Work Plan

Strategic Plan Goal Category	Goal number	Innovation Objective	Committee / Primary lead	Status (Dec. 3, 2019)
Educational	E.01	Create a 3 year educational event plan covering diverse content, teaching levels, and geography	Educational Events	In process
Educational	E.02	Partner with other allied industries to support events	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	Board of Directors	Hired Jan. 1, 2019
Educational	E.05	Explore structuring annual conference sessions to offer relevant material for allied professionals	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	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	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	Executive committee (Governance)	
Governance	G.03	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Executive Director	2019-2020 Committee list with Board leads and responsibilities.
Governance	G.04	Determine appropriate staffing levels to meet organizational needs	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	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	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	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	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	Educational events	Done
Public Awareness	P.06	Host arbor fair in conjunction with Texas Tree Climbing Championship	Publicity + Outreach	Done
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Publicity + Outreach	Press kit was developed and implemented by the committee.
Public Awareness	P.10	Kids climb – build framework for use and adoption globally	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	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	Research + Scholarships	Supported TREE Fund with \$5,000 donation and \$1,000 from TTC Heads and Tails game.

2020 ISAT Work Plan

2020 Work Plan - Goals set by the ISAT BOD at the December 2019 Board meeting based on the Texas Chapter ISA 2018-2021 Strategic Plan					
Strategic Plan Goal Category	Goal number	Innovation Objective	Committee / Primary lead	Secondary lead	Status (Date)
Educational	E.05	Create a 3-year educational event plan covering diverse content, teaching levels, and geography	Educational		
Educational	E.02	Explore streamlined methods for event management and operational details	Educational	Executive	
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	
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	
Member Services	M.04	Develop a three year plan to recruit, involve, and retain ISAT members.	Membership	Educational	
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	
Research	R.01	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	Executive		Invited Tom Boggus, TFS Director to attend the 2019 ISAT Board retreat to discuss.
Research	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		

2015-2019 ISAT Budget with 2020 Approved Budget

ISA-Texas Operating Budget

	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual (Dec. 3)	2020 Approved	4 Year Avg. (Actual) (omit 2016)
Income							
Online learning Rev. share	\$ 1,164	\$ 1,050	\$ 580	\$ 850	\$ 1,120	\$ 1,000	\$ 979
Advertising							
Website	\$ 50	\$ 974	\$ 1,087	\$ 1,000	\$ 500	\$ 500	\$ 653
Newsletter	\$ 10,180	\$ 6,064	\$ 17,154	\$ 9,500	\$ 4,640	\$ 8,500	\$ 9,509
Oak Wilt Vendors	\$ 2,000	\$ 1,857	\$ 1,858	\$ 1,750	\$ 2,200	\$ 2,000	\$ 1,979
Total Advertising	\$ 12,230	\$ 8,895	\$ 20,099	\$ 12,250	\$ 7,340	\$ 11,000	\$ 12,141
Certification							
Recertification	\$ 10,377	\$ 16,145	\$ 15,156	\$ 15,500	\$ 23,313	\$ 20,000	\$ 16,248
Exams	\$ 10,727	\$ 14,064	\$ 12,733	\$ 13,000	\$ 19,015	\$ 15,000	\$ 14,135
Other	\$ 5,436						\$ 1,359
Total Certification	\$ 26,540	\$ 30,209	\$ 27,889	\$ 28,500	\$ 42,328	\$ 35,000	\$ 31,742
Conference							
Deposit reimbursement	\$ 250	\$ 250			\$ 3,000		\$ 875
Auction	\$ 4,552	\$ 5,885	\$ 5,975	\$ 6,000	\$ 5,471		\$ 5,471
Bookstore	\$ 1,178	\$ 321	\$ 2,435	\$ 2,500	\$ 7,506		\$ 2,860
Sponsors	\$ 8,320	\$ 15,585	\$ 11,575	\$ 11,500	\$ 12,700		\$ 12,045
Exhibitors	\$ 31,021	\$ 30,331	\$ 36,857	\$ 35,000	\$ 31,550		\$ 32,440
Registrations	\$ 132,483	\$ 133,278	\$ 152,214	\$ 142,000	\$ 171,730		\$ 147,426
Other	\$ -	\$ -	\$ -	\$ -			
Tree Fund Donations		\$ 1,992	\$ 1,195	\$ 2,000	\$ 1,521		\$ 1,177
Total Conference	\$ 177,802	\$ 187,642	\$ 210,251	\$ 199,000	\$ 233,478	\$ 220,000	\$ 202,293
Total Conference net	\$ 50,224	\$ 59,387	\$ 50,498	\$ 76,250	\$ 102,036	\$ 90,000	\$ 65,536
ISA 2016 Ft Worth Conference	\$ 10,370						\$ 2,593
Scholarship Donation	\$ 2,080						\$ 520
Membership	\$ 47,043	\$ 41,594	\$ 35,618	\$ 40,000	\$ 47,655	\$ 45,000	\$ 42,977
Misc.	\$ 1,024	\$ 67	\$ 3,600	\$ 1,000	\$ 741	\$ 1,000	\$ 1,358
Publication Sales	\$ 315	\$ 1,224	\$ 110	\$ 500	\$ 335	\$ 500	\$ 496
TTCC & Workshop							
Misc. Sales	\$ 182						\$ 46
Exhibitors	\$ 500	\$ 500	\$ 6,286	\$ 6,300	\$ 13,025		\$ 5,078
Registrations (climbing)	\$ 2,923	\$ 3,524	\$ 4,951	\$ 4,000	\$ 3,465		\$ 3,716
Registrations (Workshop)	\$ 5,143	\$ 6,785	\$ 4,409	\$ 4,500	\$ 4,025		\$ 5,090
Sponsors	\$ 3,495	\$ 6,656	\$ 2,500	\$ 2,500	\$ 2,500		\$ 3,788
Other					\$ 3,038		\$ 760
Total TTCC & Workshop	\$ 12,243	\$ 17,464	\$ 18,146	\$ 17,300	\$ 26,053	\$ 18,500	\$ 18,477
Total TTCC & Workshop net	\$ (1,094)	\$ 4,030	\$ 3,029	\$ 1,800	\$ 5,721		\$ 2,921
ISA 2016 ITCC							
Total Workshops	\$ 60,062	\$ 75,159	\$ 80,503	\$ 80,000	\$ 83,336	\$ 95,000	\$ 74,765

2015-2019 ISAT Budget with 2020 Approved Budget

ISA-Texas Operating Budget

Total Workshops net

Total Income

Expenses

Depreciation

Research

Web email/registration

Accountant

Arbor Day

Awards

Board Expenses

Certification

Conference

Awards

Wednesday Evening Social

Swag and t-shirts

Registration Brochure

Logo

Catering

Speaker

Auction

Book Store

Exhibitors

Registration

Sponsors

Waco Convention Center

Other

Decorations

Mobile Event App

Total Conference expense

ISA 2016 Conference

Chapter Administration

Acorn Arbor Svcs - Contract

Travel

Phone/internet (2)

Misc. office

Total Chapter Admin. Expenses

Fees

Bank

Credit Card

Total fees

Insurance

Liaison Travel

	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual	2020 Approved	4 Year Avg. (Actual)
Total Workshops net	\$ 8,790	\$ 13,845	\$ 19,328	\$ 23,000	\$ 31,143		\$ 18,277
							\$ -
Total Income	\$ 350,873	\$ 363,304	\$ 396,796	\$ 379,400	\$ 442,866	\$ 427,000	\$ 388,460
							\$ -
							\$ -
Depreciation		\$ 35					\$ 9
Research	\$ 3,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 11,500	\$ 4,625
Web email/registration	\$ 806		\$ 900			\$ 1,000	\$ 426
Accountant	\$ 2,355	\$ 2,165	\$ 2,355	\$ 2,250	\$ 2,165	\$ 2,250	\$ 2,260
Arbor Day	\$ 2,500			\$ 2,500		\$ 2,500	\$ 625
Awards	\$ 83		\$ 112	\$ 350	\$ 112	\$ 200	\$ 77
Board Expenses	\$ 14,898	\$ 17,852	\$ 22,968	\$ 15,000	\$ 5,029	\$ 15,000	\$ 15,187
Certification	\$ 101	\$ 41	\$ 112	\$ 500	\$ 380	\$ 500	\$ 158
Conference							\$ -
Awards		\$ 170	\$ 400	\$ 250	\$ 117		\$ 172
Wednesday Evening Social	\$ 2,803	\$ 1,285	\$ 1,688	\$ 2,000	\$ 8,247		\$ 3,506
Swag and t-shirts	\$ 24,946	\$ 17,655	\$ 18,503	\$ 20,000	\$ 12,476		\$ 18,395
Registration Brochure		\$ 339	\$ 570	\$ 500	\$ 1,139		\$ 512
Logo	\$ 754	\$ 353					\$ 277
Catering	\$ 50,094	\$ 52,405	\$ 58,795	\$ 50,000	\$ 53,219		\$ 53,628
Speaker	\$ 18,343	\$ 17,015	\$ 32,916	\$ 18,000	\$ 21,542		\$ 22,454
Auction		\$ 436	\$ 9	\$ 500	\$ 1,024		\$ 367
Book Store	\$ 101		\$ 2,298	\$ 500	\$ 200		\$ 650
Exhibitors	\$ 4,791	\$ 13,766	\$ 9,157	\$ 8,000	\$ 2,688		\$ 7,601
Registration	\$ 5,893	\$ 5,111	\$ 5,135	\$ 5,000	\$ 4,048		\$ 5,047
Sponsors		\$ 2,711					\$ 678
Waco Convention Center	\$ 19,504	\$ 17,009	\$ 16,284	\$ 17,000	\$ 18,442		\$ 17,810
Other	\$ 350	\$ -			\$ 659		\$ 252
Decorations			\$ 1,495	\$ 1,000	\$ 6,798		\$ 2,073
Mobile Event App			\$ 12,503		\$ 407		\$ 3,227
Total Conference expense	\$ 127,579	\$ 128,255	\$ 159,754	\$ 122,750	\$ 131,442	\$ 130,000	\$ 136,757
ISA 2016 Conference	\$ 8,610						\$ 2,153
Chapter Administration							
Acorn Arbor Svcs - Contract	\$ 48,086	\$ 49,167	\$ 81,192	\$ 141,168	\$ 133,089	\$ 141,168	\$ 77,883
Travel	\$ 6,708	\$ 5,706	\$ 6,515	\$ 6,000	\$ 4,470	\$ 6,000	\$ 5,850
Phone/internet (2)	\$ 2,185	\$ 2,300	\$ 2,420	\$ 4,000		\$ 4,000	\$ 1,726
Misc. office	\$ 3,245	\$ 917	\$ 1,261	\$ 1,000	\$ 867	\$ 1,000	\$ 1,572
Total Chapter Admin. Expenses	\$ 60,225	\$ 58,089	\$ 91,387	\$ 152,168	\$ 138,426	\$ 152,168	\$ 87,032
Fees							
Bank	\$ 467	\$ 63			\$ 62		\$ 148
Credit Card	\$ 589	\$ 446	\$ 6,504		\$ 8,856		\$ 4,099
Total fees	\$ 1,056	\$ 509	\$ 6,504	\$ 7,000	\$ 8,918	\$ 9,000	\$ 4,247
Insurance	\$ 1,907	\$ 2,086	\$ 1,897	\$ 2,000	\$ 1,984	\$ 2,200	\$ 1,969
Liaison Travel	\$ 495	\$ 375			\$ 1,719	\$ 2,000	\$ 647

2015-2019 ISAT Budget with 2020 Approved Budget

ISA-Texas Operating Budget	2015 Actual	2017 Actual	2018 Actual	2019 Budget	2019 Actual	2020 Approved	4 Year Avg. (Actual)
Member Services	\$ 135	\$ 1,489	\$ 186	\$ 500	\$ 883	\$ 6,000	\$ 673
Newsletter	\$ 22,029	\$ 21,843	\$ 22,636	\$ 23,700	\$ 17,614	\$ 23,500	\$ 21,030
Oak Wilt Vendor		\$ 70					\$ 18
Officer Travel	\$ -				\$ 1,740		\$ 435
Publication Purchases	\$ 1,578	\$ 1,307	\$ 554	\$ 1,000	\$ 874	\$ 1,000	\$ 1,078
Publicity	\$ 4,140	\$ 6,062	\$ 3,942	\$ 500	\$ 8,251	\$ 1,000	\$ 5,599
Scholarships	\$ 2,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,168	\$ 5,000	\$ 4,292
Special Projects	\$ 2,480	\$ 4,000	\$ 4,705	\$ 5,000	\$ 500	\$ 5,000	\$ 2,921
TTCC and Workshop							
Arbor Fair					\$ 406		\$ 102
Inter. Climbing Competition		\$ 1,386	\$ 2,752	\$ 2,600	\$ 2,192		\$ 1,583
National Tree Climbing Champ	\$ 1,242	\$ 1,367	\$ 768	\$ 1,400			\$ 844
TTCC and Workshop	\$ 12,095	\$ 10,681	\$ 11,596	\$ 11,500	\$ 17,734		\$ 13,027
TTCC and Workshop total	\$ 13,337	\$ 13,434	\$ 15,117	\$ 15,500	\$ 20,333	\$ 14,000	\$ 15,555
Website	\$ 22,030	\$ 1,401	\$ 1,751	\$ 1,000	\$ 896	\$ 1,000	\$ 6,519
Workshops	\$ 51,272	\$ 61,314	\$ 61,175	\$ 57,000	\$ 52,193	\$ 55,000	\$ 56,488
Total Expenses	\$ 343,114	\$ 330,328	\$ 406,054	\$ 418,718	\$ 403,192	\$ 439,818	\$ 370,672
Net	\$ 7,759	\$ 32,975	\$ (9,258)	\$ (39,318)	\$ 39,675	\$ (12,818)	\$ 17,788
Interest income	\$ 2,872	\$ 775					\$ 912
Total net	\$ 10,631	\$ 33,750	\$ (9,258)	\$ (39,318)	\$ 39,675	\$ (12,818)	\$ 18,699
Proposed non-budgeted capital & other outlays from reserves:							
Trailer						\$ 20,000	
Portable PA system						\$ 1,000	