



Present:

Ronny Nelson, President
Kirsten Schneider, President Elect
Gary O'Neil, Past President
Kenney Shook, Vice President
AJ Thibodeaux, Treasurer
Dr. David Appel, Editor

Sarah Campbell, Credentialing
Liaison
Courtney Blevins, CC Liaison
Amy Heath, Director
Jamie Thibodeaux, Director
Bill Green, Director
Gareth Harrier, Director

Haywood Morgan, Director
Rachel McGregor, Director
Ed Dolphin, Director
Natalie Roberts, Director

Gene Gehring, Executive Director
Megan Wood, Director of Ops.

Absent:

Meaggan Reid

I. Call to order

- a. President Nelson called to order the ISAT Board of Directors at 10:50 AM on December 11, 2024. A quorum was declared present.

II. Approval of Minutes

- a. **A. Thibodeaux made a motion to accept the minutes from the April, July, August, September, and October 2024 meetings as presented, K. Shook seconded and the motion passed.**

III. Executive Director Report

- a. Gehring highlighted the Quick Stats and discussed the change in leadership over the year while noting the success of the transition regarding servicing the association management contract.

IV. Committee Reports

- a. **Educational events.** Shook and Gehring reviewed the 2024 Calendar of Events that ISAT completed, noting the Masters Series on soil, the scheduled WRRQ Renewal virtually, and the proposed AR/CPR/First Aid workshop. The 2025 Calendar of Events was reviewed. **E. Dolphin made a motion to accept the 2025 Calendar of Events as presented, J. Thibodeaux seconded and the motion passed.**
- b. **Texas Tree Conference.** M. Wood presented attendance numbers and provided the survey results from attendees, exhibitors, and speakers. K. Schneider shared that meetings for TTC25 will begin in January and is looking forward to another successful conference.
- c. **Texas Tree Climbing Championship.** Schneider shared that the committee has been looking for a site for the 2025 event. NATCC will be in Texas in 2025 and a site and dates are being finalized within the week.
- d. **Member Services**
 - i. **Newsletter.** Dr. Appel presented the ad space that was utilized in 2024, presented the new CEU opportunity for members' only, and asked for article submissions. **D. Appel made a motion to remove the quarter-page ads from optional ad size and replace with half-page ads (resulting in no more than nine half-page ads per issue), A. Thibodeaux seconded and the motion passed.**
 - ii. **Digital and Social Media.** McGregor reported there are regular postings to 1,773 Facebook, 730 Twitter, 472 Instagram and 47 LinkedIn followers. She noted that a social media calendar will be implemented in 2025
 - iii. **Membership.** J. Thibodeaux submitted a report that noted that there 1,294 ISAT members. She noted that in 2025, ISAT will begin using Constant Contact to send text messages to members only and will implement a mailed renewal letter. **J. Thibodeaux made a motion to replace the current \$45/\$55 membership fee model with a flat rate \$50 model effective January 1, 2025, E. Dolphin seconded and the motion passed.**
 - iv. **Outreach.** H. Morgan presented a report that ISAT will have exhibitor space at The Texas Counselor Association Conference, Texas Recreation and Parks Society, Texas County Agricultural Agents Association Annual Meeting, American Consulting Arborists Association Conference, and TNLA in 2025.

- v. **Credentialing.** Campbell presented that there are 1,513 Certified Arborists, 86 BCMA, 150 Utility Specialists, 77 Municipal Specialists, 28 Certified Tree Climbers, 3 Aerial Specialists, 462 TRAQ, 454 TOWQ, and 186 WRRQ. She presented the calendar of exams for 2025.
- e. **Research + Scholarships**
 - i. **TREE Fund Liaison.** A. Heath made a motion fund Dr. Stephanie Adams' "Eastern Red Cedar Decline Survey" proposal for \$5,000, C. Blevins seconded and the motion passed.
 - ii. **Students & Scholarships.** K. Shook provided a report that student representation at the Tree Conference was positive and will continue working to steward the relationships.
 - iii. **Financial Assistance.** K. Shook made a motion to adopt the "Climbing to the Top" application as presented, A. Thibodeaux seconded and the motion passed.
- f. **Advocacy.** No report provided.
- g. **Executive**
 - i. **Governance.** R. Nelson provided a report that the Executive Committee is continuing their work and will look forward to continued progress in 2025.
 - ii. **Nominations & Elections.** G. O'Neil provided a report that nominations and elections in 2024 went well, all Board positions are currently filled. He discussed the continued need for a succession plan to fill the upcoming two Director positions that will be available for election. He stressed the importance for effective succession planning in 2025 through stewarding and clear communication with members and candidates.
 - iii. **Awards.** G. O'Neil provided a report that awards in 2024 went well and there were a sufficient number of applications to select from.
 - iv. **Treasurer.** A. Thibodeaux provided a report that as of December 4, 2024 the Chapter has \$316,668.37 in Liabilities and Equities and a net income of \$24,781.17. He presented the 2025 Budget for the Board's review.
 - v. **Component Council.** C. Blevins provided a report that ISA will meet in January 2025.
- V. **Old Business.**
 - a. G. Harrier made a motion to adopt the ISA Leadership Workshop & Conference Attendance Policy as presented, K. Shook seconded and the motion passed.
- VI. **New Business**
 - a. **Adoption of work plan.** K. Shook made a motion to accept the 2025 Work Plan, J. Thibodeaux seconded and the motion passed.
 - b. **Adoption of budget.** A. Thibodeaux made a motion to accept the 2025 Budget, G. O'Neil seconded and the motion passed.
- VII. **Executive Session.** R. Nelson requested Executive Session. K. Shook made a motion to allocate thirty percent of the net income, up to \$10,000, to TeAM as a bonus for a successful 2024 year, E. Dolphin seconded and the motion passed.
- VIII. **Next Board Meeting: March 2025 (exact date and location to be determined)**
- IX. **Adjourn.** R. Nelson made a motion to adjourn the meeting at 1:36am, A. Thibodeaux seconded and the motion passed.

Minutes submitted by Wood