

WCIECA Board of Directors Meeting

Location: Kings Beach, CA & Conference Call

Date: November 10, 2010

Time: 9:30 a.m. – 1:40 p.m.



Draft Meeting Minutes

Minutes Prepared: 11/10/10

Distributed: 11/16/10

Revised: 02/16/11

Final Issue: 02/16/11

1. Call to Order/Attendance

President called the meeting of the WC-IECA Board to order at 9:38 a.m. with a quorum of Directors present. The Board welcomed Bobby Lall. Bobby agreed to be part of the Chapter Communications Committee.

Present:

Craig Benson	President & Director
Peter McRae	Vice President & Director
Jane Ledford	Treasurer & Director (left meeting ~12:15)
Chris Marr	Secretary and Director
Michael Broadwater	Director (left meeting ~11:13)
Bobby Lall	Director (left meeting ~11:53)
Cyndi Brinkhurst	Administrative Assistant

Directors Not Present:

Patrick Higgins	Director
Michael Alberson	Director
Cameron Flower	Director

Note: After Mike Broadwater left the call, a quorum was no longer present. Discussion continued that did not require approval.

2. Public Comment

No public comment.

3. Minutes Approval

Craig made a motion to approve the 08.18.10 executive minutes. Peter seconded the motion and it was carried. Bobby abstained.

4. Tahoe Revegetation Workshop Debrief

Peter and Cyndi summarized the advanced native revegetation workshop had good attendance and received 75% feedback. All attendees agreed the workshop was worth their time and expenses and they would recommend it to others. 36 out of 53 non-member participants including 5 vendors and 4 new member signups. They were thanked for their hard work on this event.

5. CICES Panama Debrief

Julie Etra called in at 1 p.m. and gave a positive debriefing on a well organized professional Panamanian Conference including tours of projects. 18 countries were represented with 250 attendees. She reports the Iberoamerican Chapter has a new Board of Directors and ~50 members with expected growth. They are looking at diversifying, creating a website and providing more publications in Spanish.

Due to lack of attendance, her training was cancelled and she will try to get the 4 registrants her presentation and information. Dr. Pablo Garcia-Chevesich University of Arizona – Reforestation of Easter Island, keynote speaker at Panama was well received and a good advocate. Julie is working with him on translation of documents. Dr. Chevesich is also an Iberoamerican Director. Julie ended her report with thanks to the Board for the support and the great experience.

Action: Julie and Dr. Garcia-Chevesich will submit an article on the conference and work being done on the Panama Canal and perhaps Easter Island. As our sister chapter liaison, Julie will know more of what their needs are and how we can support our sister chapter, once she sees the minutes from the latest Iberoamerican Chapter meeting. Julie will investigate the Iberoamerican bank account, its standing and ensure the dues from IECA are funneled to their account at the Bank of America in Reno.

WCIECA Board of Directors Meeting

Location: Kings Beach, CA & Conference Call

Date: November 10, 2010

Time: 9:30 a.m. – 1:40 p.m.



Draft Meeting Minutes

Minutes Prepared: 11/10/10

Distributed: 11/16/10

Revised: 02/16/11

Final Issue: 02/16/11

6. Budget Report

Craig thanked Mike Broadwater for years of support as treasurer and for completing duties like filing taxes. Peter made a motion to remove all previous signees and substitute Jane, Peter and Craig with signing authority. Jane has authorization to manage the account electronically and to receive new checks. Craig seconded; motion carried.

Action: Jane will proceed with setting up the account with her local branch of Mutual of Omaha Bank and commence entry of statements in QuickBooks. Peter will go to the bank with Jane next week.

Action: Mike will send the latest statement to the Board to approve and confirm the account at time of transfer. He will also send scans to Jane, so she has the info needed for QuickBooks entry.

In an email dated 11/12/2010, Craig moved that the Western Chapter IECA Board of Directors affirm that effective November 1, 2010 Jane Ledford assumed fiduciary duties of the Western Chapter IECA checking account in the amount of \$73,993.21 and the money market account in the amount of \$15,449.05. Motion seconded by Mike Broadwater, outgoing Treasurer. Motion carried.

Mike has received insurance updates and reports the premium is due by Dec. 2. General liability premiums have remained the same. Mike Broadwater made a motion for the Board to reopen general liability insurance with the current carrier for 2011, Peter seconded the motion and it was carried. **Action:** The Board is to make an email motion for Board liability after Mike sends out the details.

7. Chapter Communications

Peter reported Diego would send the draft website (converted to Joomla) in the next few weeks. This conversion will allow for more flexible and timely website updates; conversion cost was fixed at \$2400. Diego reports the website conversion is more challenging than anticipated but should be ready for a preview next week. **Action:** Peter and Cyndi to get initial training from Diego on website updates, Cyndi will be the main website updater. Peter, Jane and Bobby will be the educated on making updates so they can step in when needed.

The next newsletter deadline was set for early Feb. with article submissions due to Peter by Jan. 17 to continue to deliver quarterly newsletters. Craig proposed a newsletter schedule of Feb., May, Aug. and Nov. The Board discussed potential topics and submitters.

Article Controversy/Protocol - President Craig Benson received a letter addressed to the Board from member Bruce Berlin of S&S Seeds (as shared with the Board) and two other letter addressed to him from Profile Products and Pacific Coast Seeds, in response to the Fall 2010 WCIECA newsletter article authored by Peter McRae entitled "Can This Land Be Saved", claiming a code of ethics breach and unfair treatment. Craig reviewed his actions taken to diffuse/respond to concerns and mediate the conflict as follows. Craig responded to the parties with a letter. This letter was reviewed with the Board. A retraction was attached to the reminder notice for the workshop and was added to the website to give an immediate response. **Action:** Mike Broadwater volunteered to proof articles as quality control before a newsletter. The addition of a statement ""this is the opinion of the writer and not the Chapter" will be considered on any contentious articles.

8. Upholding Industry Standards

The Code of Ethics and Code of Conduct for Conferences was provided by Craig to all Board Members as a reminder and he reviewed pertinent sections during the meeting. He relayed his thoughts about how the letter writers upheld the standards and that all parties were acting by the Code of Ethics.

Discussion continued on the status and role of IECA on QPL's and product specifications. Chris gave an update on State of Washington materials letter regarding supplier concerns on questionable biodegradable netting. Craig

WCIECA Board of Directors Meeting

Location: Kings Beach, CA & Conference Call

Date: November 10, 2010

Time: 9:30 a.m. – 1:40 p.m.



Draft Meeting Minutes

Minutes Prepared: 11/10/10

Distributed: 11/16/10

Revised: 02/16/11

Final Issue: 02/16/11

thanked Chris for his efforts to help establish the specification issue and suggested the IECA takes this on as a trial case as there is a need to have an organization like the IECA to help with specifications. **Action:** Chris to get this topic on the IECA Board Meeting in Orlando, EC11 and address it in the newsletter. Chris and Mike Alberson will continue to work on this issue as a joint committee effort.

9. Membership

Cyndi reported the monthly Chapter Membership Statistics as given below.

Total Members: 466

Current Members Expired at End of the Month: 38

Members Expired Last Month: 8

Members Expired Between 2 and 4 Months Ago: 16

New Members This Month: 1 from CO

Cyndi summarized the member retention efforts of September as follows. Four board members completed their calls and Cyndi made the remaining calls. It took approximately 15 minutes for three or four calls depending of course on how much you talk. Three renewed out of the 38 members called. 55% were left messages. 37% were no longer working in the business or at the company called.

The Board is encouraged to look at ways to help maintain and build membership. Focused member marketing with income based on members gained, co-joining memberships, potential members who do not want to be IECA members but who want to support the WC, were some ideas examined. **Action:** Cyndi will continue to make new member welcome calls. Cyndi to make 1 hour of expired member calls each month. The Board is to do another round of calls in March/April.

10. Conferences/Workshops

When	What	Where	Why/Needs Fulfilled	Lead Deadline
Current				
Feb. 20-23, 2011	EC11	Orlando, FL	Annual IECA Conference-Bobby and Chris attending; asked to represent the Board and meet with members to fulfill annual member meeting.	Chris Feb. 2011
Potential Workshops				
Jan. Feb.	QSP QSD Training	S. CA	3 Day workshop and exam to comply with CA CGP. Offer one workshop in three regions of CA and advertise them at the same time.	Peter Dec. 1
		C. Cal		Craig Dec. 1
		N. Cal		Craig Dec. 1
Feb. Winter May 2011	Technical	AZ	Reveg That Works For Arid Environments; take on as a prequel to N. Lake Tahoe, best use of presenters. ACG/ADOT/Homebuilders Association/IDEQ Implementation to follow. Other ideas: MS4, Dust control/polymer education. Tag-on to or co-sponsor AGC “Refresher Courses” in Phoenix?	Cameron Pat Nov. 29

WCIECA Board of Directors Meeting

Location: Kings Beach, CA & Conference Call

Date: November 10, 2010

Time: 9:30 a.m. – 1:40 p.m.



Draft Meeting Minutes

Minutes Prepared: 11/10/10

Distributed: 11/16/10

Revised: 02/16/11

Final Issue: 02/16/11

When	What	Where	Why/Needs Fulfilled	Lead Deadline
Mixers				
Dec.?			San Diego mixer in the works.	Jane/Peter
EC Conference				
2013	EC 2013 Regional Conference		Mike Harding sent request for information from IECA Conference Planning Committee re: EC 2013 location on the West Coast.	Jane/Peter

11. Committee and Liaison Status Reports

No report given unless topics were covered above or accounted as follows:

- IECA HQ Liaison/Chapter Advisory Committee (CAC) - Chris reported Road Trip Educational Seminar with Jimmy Eanes was a success. **Action:** Chris to send a short report to the Board.

12. Funding Request

Four students from Cal-Poly have asked informally for WCIECA help to attend EC11. Board will typically send students to the conference when it is within our area, as costs are more reasonable. **Action:** Chris will encourage University Partners/IECA to support this request.

13. Partners for Excellence

Annual report is due December 13, 2010. **Action:** Craig will submit report with support from the Board.

14. Education Award of Excellence

Peter submitted a recommendation letter to nominate the California Tahoe Conservancy/AECOM Revegetation Guidance Document for Erosion Control Projects in the Tahoe Basin for the IECA Environmental Excellence Award for Educational Achievement.

15. Young Professional of the Year Nomination

Craig regrets he was not able to meet the deadline and fulfill all the requirements to submit Kent Stevenson's nomination and apologies were sent to Kent.

16. Board Meeting Schedule

Next board meeting scheduled for Wednesday, February 16, 2011 from 10:00 a.m.-1:00 p.m.

17. Adjourn

Meeting adjourned at 1:40 p.m.

Respectfully submitted,
Cyndi Brinkhurst, Administrative Assistant