

Arboricultural Association
Minutes of the Trustees Meeting
Held on Thursday 18th February 2016
at the Institute of Materials, Minerals and Mining (IoM3), Boardroom 1,
297 Euston Road, London NW1 3AQ

Present:

Jago Keen (JK) Chair	Jon Heuch (JH)
Keith Sacre (KS) Vice Chair	Robin Jackson (RJ)- co-opt
Laurence Vine-Chatterton (LVC) Treasurer	Alan Parker (AP) –co-opt
Jaime Bray (JB)	Jim Quaife (JQ)
Ged M Collins (GC)	Mike Sankus (MS)
Alastair Durkin (AD)	Lisa Sanderson (LS)
Jonathan Cocking (JC)	Simon Holmes (SH)

Staff: Karen Martin (KM) Chief Executive Officer
Sharon Osborne (SO) Minutes

Apologies: Peter Wharton (PW)

	ITEMS	ACTION
1	Apologies for Absence As above.	
2	Signing of attendance sheet and declarations of interest Signed by all relevant parties. No conflict of interest identified.	
3	Minutes of Board Meeting held on the 19th November 2015	
a.	To approve as a correct record. Clarification sought re what was decided with ISA at the previous Board meeting? JK confirmed we voted and agreed as per the minutes. In relation to item about article on plant identification JH has forwarded a picture key for conifers to Simon Richmond. Good to link with provider and see if we can publish and perhaps develop similar for other plants. No other comments so minutes were approved as a correct record.	HQ
b.	To check status of action points To provide a list of allied organisations list to CM to supplement the existing. This will help us build market intelligence. LV suggested market update/report page – who’s doing what and when - might be helpful. This can be linked to our reports on External Liaison.	HQ
c.	Matters arising not on the current agenda None	

5	<p>Verbal report on the 2015 Business Plan</p> <ul style="list-style-type: none"> • Member retention and growth – didn't achieve what we planned. 16% attrition but a significant number, approximately 388, new members taken on. In 2016 energy and effort needs to be made to retain them. Retention and member engagement a key focus for the year ahead. • The lack of progress was attributable to the person responsible for memberships being seconded to work on the system. • Losses seen in Corporates. Technician and Professional see virtually no attrition. Students very fluid. <p>KS asked if Prof Comm can look at the level people can join the AA at. Task Force brief to be prepared.</p> <p>AD raised concern of others about benefits of membership. Look at website and ensure it conveys full benefits.</p> <p>Comparison of attrition rates with prior years was considered but KM advised only has figures from 2013. Attrition did go down but went up last year and not sure why.</p> <p>In summary however most of the 2015 Business plan was achieved with special reference to governance and the new articles and memorandum of Association which enable the AA to meet its regulatory requirements at a time when charities are coming under increased scrutiny. The Board gave thanks to MS for all his work on this</p>	<p>AD/HQ</p> <p>KS</p> <p>KM</p>
7.	<p>Simplicity verbal update and Web</p> <p>Phase 1 (switch website on and Netsuite CRM off) went live on 23rd, there were glitches now mostly been resolved</p> <p>Phase 2 (membership renewal on-line), due to go live tomorrow</p> <p>Phase 3 all other areas re training, events, members own area, and joining on line scheduled for end of March 2016</p> <ul style="list-style-type: none"> • In the meantime Customers can view on-line booking of training but not actually working in the background at the moment – all being done in Excel manually. Should be on-line by end of April properly. • The impact of the change has been significant on resources in particular Finance and administration where long hours and work arounds together with flexibility has been essential. • KM and AP acknowledged the hard work from the team whilst implementing the new system and website. • It was reported that an incident where the server went down was due to Microsoft server operating system problem. AP happy with backup arrangement in place for our systems. • Data security – further work is needed to identify our level of security. • Process mapping is now being implemented. 	

	<ul style="list-style-type: none"> The Netsuite Finance module has been retained for the present - may look at moving to one of the more common financial systems, i.e. Sage, in next 12 to 18 months. <p>All proposed that we should thank staff at AA for all their efforts with a gesture.</p> <p>JK thanked AP for his help.</p>	KM
8.	<p>CEO Report of activities from November 2015 to present for information and questions to include Pensions update</p> <p>KM ran through the report (not repeated in these minutes so refer to document)</p> <ul style="list-style-type: none"> Conference – collaborative day with Landscape Institute Opened up Arb show and already 50 of 120 plots sold within 24 hours – new attractions climbing wall, trial bikes etc Pensions – already meeting the statutory contribution. Need to check if the 3 pension providers are willing to accept our current level of contribution. Hazelwoods are looking in to it. Decision to outsource this work to Hazlewoods 	KM
9.	<p>Succession planning – how should we retain skills and experience as well as knowledge transfer?</p> <ul style="list-style-type: none"> KM draft of role of chairman circulated. The current plan is that KS will be taking over from JK. Role details there to give people an idea of what is required, although it may evolve. Would like to see role of vice chair documented. Trustees to reflect on if they would be willing to stand as the Vice Chair , discuss the role with KS and JK and advise KM <p>KS – to put together role of vice chair</p>	All KS
10.	<p>Agreed in principle to utilise the skills and expertise and experience of members not on the Board to further the Strategy and business plan of the Association.</p> <ul style="list-style-type: none"> KS reported on the biosecurity task force – little has happened but KS will draft a position statement that other members of the task force will review KS explained how the task force format came about and why, and reported that it worked very well for Jago when putting together the Biosecurity task force. Using task forces enables us to identify others outside the board with skills and links with matter of succession planning. GC asked KS to confirm organisations he would like to contact and he would provide information if he can CWG task force has drafted a paper on progress with communications on web to promote the RC scheme CWG drafting paper on Arboricultural Consultants, to create a recognised group which precedes RCs Project sponsors limited to the board and Committee chairs (essentially the board) in first instance to get concept off the ground. 	KS KS SH /N Bolton

	<ul style="list-style-type: none"> • All current task forces and proposed task forces to complete a task force brief. All briefs to be entered on the register. • Need to make these projects visible so members can see our activity. • KS/JK to circulate completed task force format for Biosecurity and GN7 so examples can be seen 	KS/JK
11.	<p>Committee Reports</p> <p>PC</p> <ul style="list-style-type: none"> - SH supplemented PC report to advise that the first application for fellowship under the new procedure has been processed and fellowship awarded. - That identified a number of minor issues in content of application form to be dealt with. - 2 complaints deal with and concluded. - code of ethics is being worked on by MS. - Lead Assessor – existing panel member being approached. <p>JH – could minutes be made available to members to improve profile of committees. KM confirmed that this would be done.</p> <p>E&T</p> <ul style="list-style-type: none"> - RJ written to Adviza and awaits their response - JK good to see research grant being used <p>M&C</p> <ul style="list-style-type: none"> - Tree management publication slowly making progress, various volunteers. Format being looked at during the next meeting. - Main focus this year is engagement with the public, mainstream media more often, more engagement with LA tree officers. <p>KS idea on reaching wider media? AD suggested a president to follow this up with an invite to a named person. JH –suggested a short course on how to write press release would be useful.</p> <p>Journal - KM read out latest communication. AD feels there has been a problem for a long time that now needs addressing. KM to follow up with editor and production.</p>	MS JQ KM KM KM
13.	<p>Risk Register</p> <p>KM reviewed</p> <ul style="list-style-type: none"> • Add journal as an item – to resolve delay in on-line and paper delivery of journal • Following a question of do we call for papers for the journal it was felt there is no specific call but conference generates papers and AD advised there is not a shortage 	

15.	<p>Any other business</p> <p>JB gave AWG update:</p> <ul style="list-style-type: none"> - Poisonous plants paper being prepared - Arb show presence of AWG - Training needs to be identified, including social media course, business management course - Tree officer questionnaire being prepared - Info for schools - R2 update given - LANTRA - AWG format <p>KM will approach named individuals for the president role.</p>	KM
17.	<p>Dates of 2016 Meetings</p> <p>Thursday 5th May</p> <p>Thursday 28th July</p> <p>Monday 5th September (evening - at Conference)</p> <p>Thursday 17th November</p>	