



3.2	Confidential item	
3.3	AD viewed David Evan's tree assessment 'VALID' presentation which, once launched, may provide a new single, recognised system. Add to May's Agenda.	
3.4	Confidential Item	
3.5	Trustee Vacancy - Lisa Sanderson's vacancy will not be filled as there are enough Trustees remaining (9 Trustees and 3 Co-opts) to run a forum. SW to contact members who have not attended a Board meeting the last two meetings to see if they still plan to attend.	
3.6	Financial Reserve's Policy - Hazlewoods are auditing early March and will review the Policy; feedback will be given to the Board at the May meeting. Tiff has been working with Louisa to identify and rectify OOMI/NetSuite migration errors completing a month per week, which is much quicker than waiting for OOMI to rectify issues. However, they have identified that the predicted NET profit is now not as much as expected - <i>see 4.1 below.</i> Business Risk Register - the updated register identifies primary strategic risks (a design that Hazlewoods are used to from SW's previous involvement with them).	SW
4 4.1 4.2 4.3	Finance: Performance to 2016 - the predicted November forecast of £34k has now reduced to £12k following the recently identified errors in OOMI/NetSuite. The Board approved the objective to build up cash reserves with the aim for a minimum of 4%; this target Net margin to be budgeted for 2018. SW's focus will be on developing income streams and promoting events in plenty of time to maximise knowledge and engagement. Balance Sheet - SW to provide headings on the Balance Sheet areas to identify what sits under each heading. Aged Debt - no significant bad debts identified. Jane Stuart from HQ has produced a publications report identifying areas of financial shortfall on book purchases, sales and postage costs. A new pricelist for books will be published in March/April 2017.	LC/SW



<p>5.</p> <p>5.1</p> <p>5.2</p> <p>5.3</p>	<p>Committee Reports:</p> <p>Education & Training - in addition to RJ's report (<i>attached</i>), SW announced that of the 1,484 AA member's applications to use CSCS card scheme, BALI are only accepting Lantra or FISA cards. SW has a meeting with BALI to discuss options for a clear mandate. E&T requested if the Research Grant could be used to commission research via another organisation (fund for trees) or to allocate to applications which support research, training or educational opportunities. The board debated the matter and agreed the grant is not to be allocated for 2017, funds to be retained by the AA.</p> <p>Professional Committee - in addition to SH's report (<i>attached</i>), a short paragraph will be drafted into the Complaint's Procedure to include a "Whistleblowing Policy" for members who are seen to be doing something they shouldn't. This will then be <i>submitted to the Board for approval</i>. MS to review Code of Ethics and Code of Conduct for the next PC meeting.</p> <p>A paper advising the Board of a pre-approved Contractor (Affiliate) membership level to keep members engaged for a 2-year period will be available shortly.</p> <p>Media & Communications - in addition to the report circulated with the agenda, at yesterday's M&C meeting it was evident that Stephen Hodsman has been doing a lot of work and promotion using Social Media to boost training and events to thousands for a low cost. A Digital Arb Mag is being investigated and work will continue. SW presented a lesson plan to introduce the values of trees into schools, allowing children to have a go at climbing trees safely. A new account Manager has been appointed at Taylor & Francis, SW is meeting them in April to discuss cost, module, scientific research and citation from their publication - agenda item for May.</p>	<p></p> <p>MS/SW</p> <p></p> <p>SW</p>
<p>6.1</p>	<p>Chief Executive's Report December/January - Meeting Room notice board - detailing weekly up-to-date figure of everything going on at HQ from Membership stats to Arb Show bookings.</p> <ul style="list-style-type: none"> ➢ The Malthouse is still experiencing broadband issues affecting access to files and phone calls. SW is in contact with Neil Carmichael to see what can be done and is reviewing numerous other options ahead of the next BRG meeting ➢ BRG meetings will be distributed to the Board for info and the register will be listed further up the agenda in future. ➢ The main emphasis this month will be chasing membership renewal payments. ➢ Emma Hall, the new member of staff, is picking up the role well and has events experience, which will be very beneficial to the AA in the long term. ➢ Over 700 people voted on the 140 photos entered in the photo competition, which is a great success and will be repeated. ➢ Spare copies of the Arb Mag to be sent to STIHL and colleges to promote AA awareness to the public. ➢ Conference planning is going well, with 19 confirmed Speakers due to attend. ➢ Invitations for the AA attendees at the APPGHG will go out earlier and to a wider audience e.g. William Rolph for students, etc. ➢ Griff Rhys Jones has been approached to do a video for conference and 53 celebrities and famous people will be contacted inviting attendance at the ARB Show. 	<p></p>



<p>6.2</p> <p>6.3</p>	<p>Patron Activity - SW wrote to Michael Heseltine in December and is awaiting a response before considering offering to others.</p> <p>TPBE3 – The Chairman advised that the Trees, People and the Built Environment 3 Conference (TPBE3) had advertised that the AA was a partner , however the AA had not been involved with the planning or process. There was a lack of correspondence with Simon Richmond or KS. Therefore, SW wrote to them asking them to remove the AA’s name from their listing. SW is due to meet Shireen Chambers to re-build bridges with ICF in March.</p> <p>Branching Out Event - the Branching Out event will take place on the evening of Sunday 5th March to Monday 6th March at Stonehouse Court Hotel with all Branches attendance confirmed (<i>agenda circulated</i>).</p> <p>Ambassadors - no progress to report at present.</p>	
<p>7.</p>	<p>Any other business: R2 - the Board consensus was that whilst the project has obvious merit it lacks the vitally required “demand” to ensure the necessary take up volume thus no real financial viability over the short or medium term. JB/SW to ensure the AA retains intellectual property rights.</p> <p>NHS Forests: http://nhsforest.org/ promotes the use of trees by improving the health and wellbeing of staff, patients and communities by increasing access to green space on or near to NHS land, and is thought to have therapeutic properties for patients. This story to be promoted by the AA.</p> <p>SW has requested stories about trees from Arborists or members of the public, which will be published in Arb Mag and on website.</p> <p>Dates for the diary:</p> <ul style="list-style-type: none"> ➤ Arb Mag Spring release date: 6th March ➤ Arb Show, 12th - 13th May 2017, Westonbirt Arboretum ➤ Conference, 10th - 13th September 2017, University of Exeter 	<p>AD SW</p>
<p>8.</p>	<p>Determination of items to remain confidential KS confirmed – CAS engagement and NATO strategy are confidential items.</p>	
<p>9.</p>	<p>Dates and venues of 2017 meetings</p> <ul style="list-style-type: none"> ➤ Wednesday 10th May - Boardroom 1, IoM³ London, 297 Euston Road, NW1 3AQ (<i>note change of date from proposed 11th May</i>) ➤ Thursday 13th July - Boardroom 1, IoM³ London, 297 Euston Road, NW1 3AQ (<i>note change of date from proposed 20th July</i>) ➤ Monday 11th September (AGM) - Alumni Auditorium, The Forum, Streatham Campus, University of Exeter, EX4 4QD ➤ Thursday 16th November - AA HQ, The Malthouse, Stonehouse, GL10 3DL 	