Arboricultural Association

Minutes of the Trustees Meeting
May 7th 2015
at The Friends House, 173 Euston Road, London, NW1 2BJ

Present   Jago Keen (JK) Chair
Mike Sankus (MS) Vice Chair
Laurence Vine-Chatterton (LVC) Treasurer

Ann Currell (AC)	Jo Ryan (JR)
Simon Holmes (SH)	Keith Sacre (KS)
Nick Beardmore (NB)	Mark Hemming (MH)
Jaime Bray (JB)	Jon Heuch (JH)

Staff and guests   Karen Martin (KM) Chief Executive Officer
Agenda item 5: Jess Palfreyman, Clive Davison (Contract Business Analyst) Imran Khan, Subhan Ahmad (CentrePoint) Chris Cains (Kentico)

Apologies   Jim Quaife (JQ), Robin Jackson (RJ), Alan Parker (AP), Peter Wharton (PW)

1	**Apologies for Absence** As above.	
2	**Declarations of Interest** With reference to the paper circulated prior to the Board "Conflicts of Interest" the Trustees: • Agreed to retain a Trustee Register at HQ • Act in accordance with the Charity Commission guidelines https://www.gov.uk/manage-a-conflict-of-interest-in-your-charity • Declared, with reference to the agenda, no conflicts of interest at the meeting • Requested via Chairs of Committee that any Conflicts of Interest at Committee level be identified at the start of each meeting , action taken and details captured in the minutes.	HQ Chairs of Committees
3	**Minutes of Board Meeting held on March 23rd 2015 To approve as a correct record** • The minutes were approved as a correct record following three changes. [1] **Actions outstanding as follows** • JH questioned if it was possible to have a Balance Sheet on a more regular basis? LVC confirmed that a full set of audited accounts had been presented and a summary unaudited balance sheet would be available for the next meeting. LVC would speak with Louisa Coley to provide information to Trustees on a regular basis re debtors. • VAT implications if the Malthouse property was sold – form needs to be completed.	LVC LVC

• [1] The revised minutes were circulated to the Trustees 22nd May 2015

	• Committee Elections - Process to be reviewed in line with governance changes in readiness for 2015/16 elections.
	• ARB magazine articles from Trustees:
	    o Trees in the Planning System (with guidance on Ancient Woodlands) – AC article part done – will be completed.
	    o Tree ID – MH article part done – will be completed.
	• Planting trees near boundaries and the implications – JB will have it completed in readiness for the next magazine
	• Website - Trustee photos and details still needed.
	• The Registered Consultant Scheme will be promoted during 2015; Chris Martin is creating a marketing plan for KM to review. The CWG (Consultants Working Group) were also working on a competency framework for Consultants leading to RC level.
	• Use of and rebranding of logo
	• Bio security - Need to establish who are the key players and have a communication plan. Who will deal with this on behalf of the Association?
	
	All other actions from the March meeting and minutes have been implemented
		KM
		
		AC
		
		MH
		JB
		
		PW
		KM
		
		PW
		
		KS/JR

4	•	
5	**System Review** Following negotiation to ensure the AA was properly protected the contract now agreed – to be signed on 8th May 2015. Thanks to AP for his support and guidance. • Imran and Subhan presented the oomi CRM solution to the Board. • Cloud based system accessible via Cloud anywhere on any device. • Outline customer facing products and modules • Website – Self-service modules, CMS, APIs, oomi • Outlined back-end products • Oomigility – Freedom to change requirements without reliance on supplier to have amendments actioned. No coding so easy to maintain. • OomiFlow – Business Process Management and automation. Can build Visio style workflows for any business process. • OomiSocial- Interacts with public and private social networks. Records Twitter IDs and can count mentions and hashtags. Allows admin to track how active members are and who is championing the organisation. • OomiCloud – Access anywhere from any device- lower IT costs than a hosted solution. • An example was given of membership renewal via new system. **Q&A Trustees asked the following questions [2]** Q- Does the training cover workflows and templates? A - Yes Q- Will we need any hardware updates to use oomi? A - No Q- Is data transfer factored into the oomi proposal?	KM

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[2] Given the scale of the change these questions have been captured in the minutes

A - Yes, oomi will transfer all data.

Q- What sort of challenges have they faced in the past/anticipate during the implementation process?
A - Most problems are can be negated by the following factors already considered/implemented by AA.
- Dedicated team at AA to support implementation
- Rigorous and regular User Acceptance testing
- List all critical function for three months following planned implementation date so these are considered from the start of the project.
- Dedicated team at Oomi post-go-live to offer support.

Q- How many members can oomi support/serve?
A - No limit on members who can log in or use self service.

Q- How safe is our data? Which servers are used?
A- The cloud servers are owned by CenterPoint but managed by Amazon. Two back-ups taken per day on other Amazon servers. One back-up per day to other secure server.

Q-What if there are continuous problems? How will these be serviced?
A - Scenario training via the Train the Trainer sessions should prepare the team for the environment and there should not be any continuous problems

Q- What about NetSuite Integration?
A - Have investigated whether Oomi can connect with NetSuite and the required APIs are available. Have discussed this with NetSuite are confident a good and stable integration can be achieved.

Q- What about security- does the AA need to do anything else?
A - No need for additional security measures.

Q- How many members do your current clients have and how active are they?
A - From 2000-8000 with varying levels of interaction.

Q- How long will oomi be capable of supporting the AA? Is it future proofed?
A - Oomi should be able to support the AA for approx. 10 years. CentrePoint launch a new product/upgrade every ten years, which the AA would have the option to upgrade to if they chose.

Q- What about staffing at CentrePoint? Can they support the AA?
A - Yes, Oomi has fairly small teams but they are very experienced and staff turnover is relatively low. Support is available 9:00-5:30 Monday to Friday with additional 'crisis' support out of hours to ensure that in the event of system failure either in Oomi or the web, nothing is down any longer than it needs to be.
- Chris introduced the Kentico CM platform which will power the new website and provide the link between Oomi and the website.
- Kentico support is available 24/7 and there is a 7 day bug fixing policy.
- There is a wide range of customers who have stayed with Kentico for a very long time.

- Can support very high traffic sites e.g. Irish National Lottery.

Q - Why did Oomi decide to partner with Kentico?

A - Excellent user experience- customer tailored content and easy integration

Q-Which key functionalities can be achieved with examples of other customers using them.

A - Members only area – Kentico website, RHS Website

- E-Commerce, menus, tailored by preferences – Carluccios, Twinings
- Social media, can tweet from Kentico, display twitter feeds, share pages via Facebook and Twitter – Oxfordshire Business Network
- Responsive web pages – all sites.
- Kentico presentation layer passes interactions to WorldPay passes payment confirmations back to Kentico , which sends the info to oomi for reconciliation.

Q- Who deals with Kentico problems?

A-   Centrepoint. They refer to Kentico.

Q- Why work with Kentico?

A - APIs, Flexibility, scability, Security. Regular penetration testing is carried out by ethical hackers.

Q- Are fixes/patches applied automatically?

A – No, but they are available as needed and can be applied by CenterPoint as not every fix is required by every customer.

Q- Could members contact contractors via the website?

A – Yes, this could be done. You would also be able to record how many people had done so to demonstrate value of ArbAC membership.

Q- Does Kentico publish pages direct to Google?

A - Yes

Q- Can we create multiple members areas?

A - Yes based on security groups and roles.

KM provided a resume re the "journey" so far and introduced Clive Davison and Jess Palfreyman

- Background on current situation – NetSuite implemented in 2008. Very resource hungry with a lot of manual intervention. Lack of retrospective reporting. Oomi streamlines reporting so more information can go the Board.
- The timeline:
  - June 2014 – High Level Specification document created with staff at AA.
  - Jan 2015 – Low Level/Detailed specification document pulled together with BA (Clive). 460 specific requirements identified, assigned to owners and prioritised. This created the basis of the Requirements Traceability Matrix.
  - Feb 2015 – Requirements sent out to potential suppliers with 11 invited to present their product to Clive and Jess. These eleven where evaluated based on their response to the RTM, draft quote, proposal and various soft-factors.

	o March 2015- Final three selected and final presentations made. o April 2015 – Oomi selected. o Clive Davison the Business Analyst recruited Jan 2015 to support the project introduced himself and provided a synopsis of his background. The Trustees used the opportunity to ask further questions Q- It's called Project Simplicity but are we actually simplifying the system or just trying to satisfy everyone with fancy gadgets? A – The new system will take away the manual aspects of processing membership interactions. Adds an element of automation. Oomi is the most flexible system we were presented with and it can do almost anything, which will of course be taken under advisement. Q- Have we stripped the processes we don't need? A - We have the current processes down on paper and we are now designing new customer journeys that will be the basis for the new processes. Q-Have we asked the members what they want from a new system/website? A - No, not at this stage as we have looked at it from an administration viewpoint but we will seek feedback at a later date. Q- How will technology affect the personal contact the AA has with its members and customers? A - We will be looking at taking a lot of the admin away to free up time to increase interaction. Introduction of a new CRM will ensure that we know our members and allow continuity. All customer interaction can be logged.	
8	**Proposal to introduce pension provision for staff at the Malthouse not in receipt of such** • Trustees considered the options in the paper noting that w.e. f. Nov 2016 it will become a requirement that the Association makes pension provision for all qualifying staff. • Having considered and discussed the options contained in the paper the Trustees agreed to introduce pension provision from June 2015.	KM
11	**Committee Chair Reports - reports on progress against Business Plan and other activities** • Education and Training Committee – o RJ sent a report to the Trustees identifying that the most	

		significant matter on the agenda for the Committee at present relates to qualifications re development work being undertaken by City & Guilds[3]. There is much more of a focus on qualifications which receive government funding being specifically targeted at 14-19 year olds. Collectively, Awarding Organisations are trying to make sure the new qualifications also accommodate 19+ students.	
		o Two of the qualification redevelopment team from City & Guilds attended the last E&T meeting and briefed on the process. Helpfully they were able to share the first draft of the new Level 3 Forestry & Arboriculture qualification structure and units with us; RJ had circulated these to the Trustees May 6th	
		o The draft had been put together by a small group of technical writers. Prior to the meeting E&T had given some initial feedback on unit combinations, particularly as they related to mandatory units. The writing team were keen to have three 'pathways' available (Forestry, Arboriculture [ground] and arboriculture [aerial]); it is worth noting that these pathways are not set in stone and are only suggested optional unit combinations. This will allow individual centres/colleges etc. the flexibility to tailor the units to meet their local requirements.	
		o RJ was satisfied that the timing of the briefing was just about right as the draft is going out for wider consultation in the next couple of weeks, enabling the AA become involved right at the start.	
		o Following the meeting, everyone from E&T took two units away to review the technical content in more detail. RJ is collating the feedback to forward to C&G in the next day or so. RJ to copy Trustees into the collective response for information	RJ
		• **Professional Committee -** No meeting since the last Board, next meeting July 11th	
		o SH briefed the Trustees on the recent work on a revised Complaints Procedure which was now nearing completion and would be put to the Board for ratification at the next meeting in July	SH
		o JB spoke to the paper he had presented to the Trustees re	
		▪ the work of the AWG and the agreed workshops they were running at the next Arb Show in June	
		▪ the mentoring scheme	JB
		▪ Toolbox talks	JB
		▪ A set of template letters for Contractors to use when working on trees adjacent to properties to mitigate issues	JB
		o 3 ATC - NB advised that a possible award in memory of Bill Kew-Winder was v being discussed with Nick Pott	NB
		• **Media and Communications Committee** – nothing to report no meeting since the last Board, next meeting May 25th.	

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[3] .Qualifications structures are changing and Awarding Organisations are being forced by government to move away from the QCF

12	**External Liaison**	
	• Arb Australia – JP to attendance at Conference May /June 2015	
	• All Parliamentary Horticultural Working Party. KM and JP provided Trustees with an update on the event to be hosted by the AA probably in July as part of the membership of this group, an event which will focus on careers in Arboriculture biodiversity and urban green infrastructures. Details are being finalised	KM
	• Keith Sacre in response to questions relating to TDAG, shared the structure of TDAG across the UK and provided an update on current activities. He was able to assure the Board when questioned that as a trustee of both organisations and with KM attending TDAG meetings we were au fait with TDAG activities.	
	• Biosecurity (JH)	
	• No Trustees had anything else to report	
	• I-Tree , a meeting is to be held at the Malthouse to look at the release of Version 6 and discuss promotion and training opportunities	
13	**Any Other Business**	
	1. **Conference**	
	JB provided some ideas in respect of future conferences.	
	It was agreed he be part of the 2016 Conference Team.	
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16	**Dates of next meeting**	
	• Thursday 9 July 2015 – Friends House	
	• Monday 21 September 2015 – Warwick University (early evening meeting)	
	• Thursday 19 November 2015 – Friends House	