



DRAFT

BOARD MEETING
MINUTES: August 16, 2008
1:30 – 4:00 pm
Wyndham Hotel, Palm Springs, CA

Board and committee members present:

Tony Caruso
Greg Eberly
Mary Golden
Lee Fones

Bill Meade
Saram Singh
Carol Peterson Webber

Executive Board members absent:

Celeste Frogner
Heddy Salerno

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 1:36 pm and participants introduced themselves.

REVIEW OF MINUTES

Lee Fones motioned to approve the minutes of the June 6 meeting and Bill Meade seconded.

TREASURER'S REPORT

Tony Caruso reported that as of August 6, 2008 the combined PIA and CalScape checkbook balance was \$59,841.53. The savings account balance was \$1087.87. Accounts receivable was \$20,320.00. Accounts payable was \$0.

Tony reviewed the 2008 fiscal goals for the association:

1. 20% Membership revenue increase over 2007 (YTD = 88% of goal)
2. 34% Education program registration revenue over 2007 (YTD = 74% of goal)
3. 37% Education program sponsor revenue over 2007 (YTD = 80% of goal)
4. 100% of 2007 Awards Program revenue (YTD = 55% of goal)

MEMBERSHIP REPORT

Tony Caruso read the Membership Chair report and the board reviewed the membership reports; Membership Renewal Report, Allied Trade Members, Non-Renewed, and New Members. The committee reviewed the newly redesigned Membership Brochure.

FNGLA has offered PIA a table at TPIE. They have also offered a room for PIA/CalScape in which to conduct a meeting. Saram suggested that Linda Milark might like to invite some of her Florida contacts to meet the PIA/CalScape committee. Mary asked that she be allowed to go and represent PIA at the table.

The PIA board also discussed participating in the NIN coordinated TPIE roundtable.

The board discussed an approach to automating membership dues renewals.

EDUCATION REPORT

Tony Caruso read the Education Committee report.

Saram Singh tested the Spanish language translation software. It is accurate 80% of the time and 20% it translates inaccurately. The translated material would need to be edited before being made available at the seminars and on the website.

Deb Ringler and Tony Caruso stated their desire to see PIA get involved with PLANET to improve the exam and make it more relevant to the interiorscape industry.

The board also discussed working with PLANET to co-marketing the plant species which we are offering in preparation for taking the certification exam.

Lee Fones has volunteered to contact potential sponsors for the 2009 education programs. She would like to start doing this at CalScape and requested that the office send her the information of which companies are sponsoring which PIA/CalScape programs or events.

Proposal from Robert Leonaggio – Celeste sent Robert an email requesting that he submit a written proposal for the two horticulture courses for which he would like PIA to provide a “certificate of completion”. The course venues are the College of Southern Nevada, College of Special Studies, at which he will teach an eight-week plant identification course in Spring 2009 and a plant identification course at UNLV, Department of Horticulture, in the Fall 2009.

ALLIED TRADE COMMITTEE REPORT

Saram Singh distributed the Allied Trade Committee report. The committee’s current goal is to promote attendance at CalScape Expo.

Cheri Ratay would like the AT committee to develop a program by which they are able to report to the PIA plantscaper membership their new products or green product developments. The information might be collected from allied trade members via a survey, and then posted on the PIA website. A link to this webpage could then be emailed to plantscaping members. This webpage might host an interactive forum about these products. Additionally, this information could be made a standing column in ***PIA News*** with a link to the New Products webpage.

EXECUTIVE BOARD REPORT

Board Election Results – Tony read the results of the election of non-executive officers. The incoming board members are Membership Chair, Tim Konig; Awards Program Chair, Cheri Ratay; CalPoly Endowment Chair, Joe Haslett; Industry Assoc. Liaison, MJ Gilhooley; Vision Chair, Jim Mumford; Education Liaison, Deb Ringler. The position of PIA Cares Chair is vacant.

Structure Book Positions – Due to the difficulty in drafting these, Tony Caruso has reserved a block of time in the upcoming Oct. board meeting for the group to work on drafting these position descriptions.

Review of Survey Questions – The discussion of the survey questions was tabled until the next meeting.

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares – No report.

Hall of Fame – No report.

Awards Program Report – Tony Caruso read the report submitted by Chair Cheri Ratay. Her motions for consideration: Create an Award Category for Allied Trade projects. The board discussed this and decided to focus on making sure that the AT companies know that they too can enter projects in the existing awards categories.

Cheri would also like to create an easy to follow checklist for entrants to follow in the preparation of their award entry. Bill Meade suggested creating a folder with about 10 pages of photos; do this, do that. He has downloaded a file with he will email the office.

The board decided not to create a PIA Cares Award but rather to have a PIA Cares project recognized. Each project done in the past 12 months should be recognized. Pot A Plant might be included and the recognition be that of “community service” project.

Greg described the decision that Greg and Joan Archibald have made to take the Pot-a-Plant program national. Because of the level of administration required by the Special Olympics organization, Joan and Greg have decided to disassociate the program from PIA Cares and reduce the bureaucracy they deal with by one.

Vision Chair Report – No report. Mary suggested that two Vision goals for 2009 be 1. the development of a board retreat focusing on board member recruitment training and 2. board member recruitment.

Industry Association Liaison Report – Tony asked the board members to review this impressive report.

CalPoly Endowment Report – No report.

Media Watch – The board reviewed the media watch report.

PIA News – The board reviewed the production calendar.

OTHER BUSINESS - None.

Meeting Close: Lee Fones read the list of items board and committee have volunteered to do.

The meeting adjourned at 4:34 pm.

NEXT MEETINGS: Friday, October 31, 2008 in San Jose, CA

Submitted by: Mary A. Golden

Date: October 20, 2008