



**EXECUTIVE BOARD MEETING**  
**Santa Clara Hyatt Regency, Santa Clara, CA**

**MINUTES**  
**November 13, 2009**  
**9:00 – 12:00 pm**

**Board and committee members present:**

Tony Caruso	Eli Goldman	Carol Peterson Webber
Celeste Frogner	Tim Konig	Heddy Salerno
Mary Golden		

**Executive Board member(s) absent:**

Lee Fones, Bill Meade, Saram Singh

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 9:19 am and participants introduced Eli Goldman, incoming Allied Trade Chair. The board was 2 members shy of an executive board quorum.

***CHAIR'S STATEMENT OF ORGANIZATIONAL GOALS FOR 2009***

Tony Caruso goals for the organization.

- A. Meet association's fiscal goals.
- B. Identify and execute one non-due revenue program.
- C. Resolve lack of quorum issues
- D. Maintain regular contact with board members and their progress via phone calls

***REVIEW DRAFT FOR 2010 PIA BUDGET TREASURER'S REPORT***

The board made adjustments to the 2010 budget .

**Membership Committee budget:** A 5% increase in dues was adopted for most membership categories. Membership Chair Tim Konig will approach Jerry Shipe, David Lemel, and Suzette Upchurch about joining the Membership Committee. The membership committee will be asked to adopt the education programs as one of their 2010 goals and take on the responsibility of selling the ed program sponsorships.

The Membership Committee will also work on developing ways to promote the Find an Interiorscaper webpages to members and non-members alike.

Eli Goldman suggest that AT companies become a focus of web option B sales calls.

**PIA News budget:** PIA News advertising will be sold as three digital e-zine issues and one advertising slot (link) on the PIA-CalScape Facebook page.

**Education Committee budget:** The board reduced the ed program registration fee to \$39 per session for members. Free registration will continue to be offered to the 6<sup>th</sup> person from the same company. The webinars were priced at \$50. The “slide deck” from the webinars will be offered for sale to people who can not register for the webinar. The “slide deck set” for the 2010 webinars will be offered at a greater price.

### **Vision Work**

The board approved an allocation of \$4000 for expenses related to a facilitated meeting to

1. develop a vision for how our industry will look in 25 years
2. begin to nurture the next generation of industry leaders.

### **OTHER BUSINESS**

Regarding the lack of a board quorum, Tony Caruso has researched how other associations deal with this circumstance. He has found that other organizations change the bylaws to allow for the lack of quorum. Notification of any proposed bylaw changes must go out to board members and the vote needs to pass before the end of the year.

The meeting adjourned for lunch at 12:11 pm and reconvened at 1:41 pm. Tony Caruso called Allied Trade Chair Saram Singh so that a board quorum was present.

Heddy Salerno moved to approve the 2010 budget as proposed and Carol Peterson Webber seconded. The budget was approved unanimously.

The meeting adjourned at 2:05 pm.

NEXT MEETINGS: To be determined at PM meeting.

Submitted by: Mary A. Golden

Date: December 8, 2009