



BOARD MEETING

Via telecon

MINUTES

June 5, 2009 7:30 – 9:00 am

Board and committee members present:

Tony Caruso	Celeste Frogner	Carol Peterson Webber	Deb Ringler
Mary Golden	Tim Konig	Cheri Ratay	Saram Singh
Lee Fones	Bill Meade		

Executive Board member(s) absent:

Heddy Salerno

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 7:37 am and participants introduced themselves.

REVIEW OF MINUTES

Lee Fones made a motion to approve the minutes of the March 28 board meeting and Bill Meade seconded.

TREASURER'S REPORT

Lee Fones reported that as of June 1, 2009 the combined PIA and CalScape checkbook balance was \$31,981.42. The savings account balance was \$1088.70. Accounts receivable was \$30,973.60. Accounts payable was \$13,340. (100% of this is CalScape Coordinator fees.) The WAMU balance is \$32,098.15. At the next meeting Tony Caruso would like the board to perform a mid-year budget review and establish timeframes for the committees to have drafted their 2010 program budgets. Tony also reported on the weekly Thursday afternoon telecons the PIA and CalScape chairs have been conducting with an eye to providing good financial oversight of CalScape. Called the "Twenty into 20" Campaign, the focus is for each chair to recruit and lead a five member posse, each of whom will recruit one exhibitor. With twenty new booths, CalScape will be on secure financial footing.

MEMBERSHIP REPORT

Tim Konig read the Membership Chair report and the board reviewed the following reports: Membership Renewal Report.

Tony Caruso has reviewed the First National Bank offer to provide merchant card services to PIA members and requested some changes to the contract.

EDUCATION REPORT

Celeste Frogner read the Education Committee report and the board reviewed the attendance summaries. She also requested help with the CalScape Silent Auction.

ALLIED TRADE COMMITTEE REPORT

Chair Saram Singh reported that the allied trade community in general is very concerned about the future of the industry and of their companies in particular. Cheri Ratay, Awards Chair, voiced her appreciation for what her vendors are helping her accomplish in terms of great design and customer service. She stressed the importance of landscapers sharing photos with vendors of the vendor's products being used in actual installations.

Tim Konig, Membership Chair, planned to coordinate a meeting with Saram and the allied trade committee so that he could gain insight helpful to the membership committee. Cheri Ratay will assist with developing the dialog points. Carol Peterson Weber suggested developing broadcast emails that will promote one new product for each PIA allied trade member. To promote CalScape and get the buzz going, a CalScape "Sneak Peek" preview teleseminar could be broadcast and then posted on the PIA forum. CalScape attendees from the last three years would receive an invitation. The working name for this project is the "Vendor Value Package".

EXECUTIVE BOARD REPORT

PIA Forum

Tony Caruso reported on the work that Greg Eberly has done with the PIA Forum and requested that board members visit, register, start making posts and give Greg feedback on their experience.

Review of Election Calendar

The board reviewed the election calendar. Celeste Frogner announced that she will not accept a nomination for the Education Chair position.

OTHER REPORTS & AREAS OF DISCUSSION

Hall of Fame – Tony Caruso reported that Rich Parker has volunteered to put the power point together.

Awards Program Report – Chair Cheri Ratay read her report and requested the contact information for the judge recommendations.

Education Liaison Report – Deb Ringler asked for clarification on the board's directions from the last meeting. It was the board's recommendation that Deb's research focus on finding the existing databases of interior horticulture education programs (post high school) and have the PIA website link to those databases and search engines.

IIC – The board reviewed the minutes from the IIC meeting. Tony will be traveling to the June meeting in Portland, OR.

OTHER BUSINESS

Meeting Calendar for 2009

NEXT MEETING: August 22, 2009 – Flamingo, Las Vegas

Oct. 30 & 31, 2009 - Northern CA

The meeting adjourned at 9:04 am.

Submitted by: Mary A. Golden

Date: June 9, 2009