



**BOARD MEETING**  
**Flamingo Resort, NV**

**MINUTES**  
**August 22, 2009 2:00 – 4:00 pm**

**Board and committee members present:**

Tony Caruso	Mary Golden	Carol Peterson Webber
Cheri Ratay	Bill Meade	

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

Celeste Frogner, Heddy Salerno, Saram Singh

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 2:37 pm and participants introduced themselves.

***REVIEW OF MINUTES***

Bill Meade made a motion to approve the minutes of the PIA telecon June 6, 2009 meeting and Carol Peterson Webber seconded.

***TREASURER'S REPORT***

Tony Caruso reported that as of August 17, 2009 the PIA checkbook balance was \$25,259 and CalScape checkbook balance was \$45,235. The savings account balance was \$1,088.84. Accounts receivable was \$15,612. Accounts payable was \$0. The WAMU balance is \$32,118.38

Finance Committee Report – Tony Caruso led the board in a Year-to Date review of the PIA budget. Mary would like the Finance Committee to research and establish one non-dues revenue generating process.

Tony requested 2010 committee budget needs to the PIA office by Oct. 10, 2009.

***MEMBERSHIP REPORT***

Chair Tony Caruso reported and the board reviewed the following reports: Membership Renewal Report; Allied Trade Members, Non-Renewed; and New Members.

Cheri Ratay recommended getting started on the Regional Caucus Campaign by creating a national map of the regions.

***EDUCATION REPORT – None.***

***ALLIED TRADE COMMITTEE REPORT***

Chair Saram Singh emailed a request that the board consider a sanction against an Allied Trade member who has been found in violation of CDFA regulations. The board tabled this discussion until more information could be reviewed.

***EXECUTIVE BOARD REPORT***

Executive Chair Tony Caruso reported on the board election results:

Executive Board Chair – Tony Caruso

CalScape Expo Program Chair – Carol Peterson Webber

CalScape Expo Showcase Chair - Bill Meade

Membership Chair – Tim Konig

Awards Program Chair – Cheri Ratay

Industry Association Liaison – Vicky Cate

CalPoly Endowment Chair –Joe Haslett

Several board positions are open and the sitting board members will make board member recruitment a focus in 2010 for the coming year. Tony will research association protocol regarding quorum and lack of quorum.

***OTHER REPORTS & AREAS OF DISCUSSION***

**Hall of Fame** – Tony Caruso read the 2009 inductees: Rich Parker, Plantscaping Professional; Tom Acklin, Allied Trade Professional; Todd Bachman, Posthumous.

**Awards Program Report** – Awards Chair Cheri Ratay read the Awards Program report. Current resources needed are someone to run the av on the night of the Awards Program.

**IIC** – Tony Caruso reported on his trip to Portland to attend the meeting of the Interiorscape Industry Coalition.

***OTHER BUSINESS***

Bill Meade described a concept that Paul Needleman, Green House Nursery, is developing. The program is similar to one he worked on about 12 years ago. Paul would like to offer plantscaping services to a PR firm that will in turn develop a national campaign to promote using plants in the interior environment.

Meeting Calendar for 2009 –

Oct. 30 & 31, 2009 - Northern CA

The meeting adjourned at 4.35 pm.

NEXT MEETING: Saturday, Oct. 30, in San Jose, CA.

Submitted by: Mary A. Golden

Date: Nov. 9, 2009