



**DRAFT**

**BOARD MEETING**  
**Sheraton Hotel & Marina, San Diego, CA**

**MINUTES**  
**January 23, 2010**  
**2:00 – 4:00 pm**

**Board and committee members present:**

Tony Caruso	Mary Golden	Jim Mumford
Celeste Frogner	Tim Konig	Carol Peterson Webber

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

Bill Meade, Eli Goldman

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 1:55 pm.

***REVIEW OF MINUTES***

Tim Konig motioned to approve the minutes of the PIA meetings of November 13, 2009 and Celeste Frogner seconded.

***TREASURER'S REPORT***

Tony Caruso reported that as of January 20, 2010 the PIA checkbook balance was \$15,421.03 and CalScape checkbook balance was -\$4,582.58. The savings account balance was \$1,089.07. Accounts receivable was \$35,424.51. Accounts payable was \$0. The WAMU balance is \$12,139.14.

***MEMBERSHIP REPORT***

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

Celeste Frogner is joining Joan Archibald and Suzette Upchurch on the membership committee. Topics the committee will address include adding value to membership, and drafting a plan for increased membership recruitment and retention rate. The association industry norm for a good membership retention rate is 91%. The Membership Committee will continue to make follow up calls to new members.

The board brainstormed ideas including; developing a set of metrics that members could use to establish profitability (for example: the number of plants per hour a tech can service); find gems on members-only pages and repackage them into a pay-per-download; develop cloud computing for business tools - we host the site, maintain the tool, members can go online and use the tool (this would be an interactive form where we own the tool); create marketing pieces for downloads; send out a monthly email: "welcome to these new members" and perhaps include a click-through to their web;

Celeste Frogner volunteered to help create the online catalog that can offer these tools to members.

**EDUCATION REPORT**

The board reviewed Rick Segel's webinar series proposal and made recommendation regarding pricing and access to member through the PIA website.

Celeste volunteered to contact Lori Ann Asmus about teaching bricks and mortar classes in Norcal & Socal. Suzanne Wainwright Evans was suggested as an instructor in Boston. Tim Konig recommended a topic of watering & replacements for a Texas venue.

**ALLIED TRADE COMMITTEE REPORT**

The board reviewed Chair Eli Goldman's report.

**EXECUTIVE BOARD REPORT**

Executive Chair Tony Caruso reported his 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

Two voting items on the Executive Chair's agenda were tabled until a vote via telecon could be conducted. These included adopting Heartland as a "preferred provider" of merchant card services to PIA members; and the funding of the GPGB request for \$1200 in support of the LEED pilot project.

**OTHER REPORTS & AREAS OF DISCUSSION**

**Hall of Fame Report** – None.

**Awards Program Report** – The board reviewed Awards Chair Cheri Ratay's report. Cherie will continue create opportunities for allied trade involvement in the program. Resources needed include ideas for 2010 judges and an allied trade database.

**PIA News Report** – None.

**"Next Generation" Workshop** – Karin Senneff has welcomed the initiative and has offered to take attendees on a tour of the Plant Interscapes facility and coordinate dinner together. Her sons Josh and Jon will be participating in the workshop.

**OTHER BUSINESS**

None discussed.

The meeting adjourned at 4:20 pm.

NEXT MEETING: Saturday, March 6, 2010 in San Antonio, TX.

Submitted by: Mary A. Golden

Date: March 1, 2010.