



**BOARD MEETING
MINUTES: July 29, 2006
The Orleans Hotel & Casino, Las Vegas, NV**

Board and committee members present:

Tony Caruso
Lee Fones
Michael Fones
Mary Golden

Peter Herrera
Tim Konig
Bill Meade

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 2:15 pm.

REVIEW OF MINUTES

Tim Konig moved to approve the minutes of the March 18, 2006 meeting and Bill Meade seconded.

TREASURER'S REPORT

Acting Treasurer Tony Caruso reported on the checking and savings account balances.

Mid-year budget report –

Members reviewed the mid-year budget report and tried to identify areas in which expenses could be cut. On the income side, we are expecting a drop in Awards Program revenue.

MEMBERSHIP REPORT

Membership Chair Tim Konig read the membership report. We are at 81% of the 2006 membership goal (25% increase in membership dollars over 2005). At the same time, year-to-date, we have already exceeded our membership revenue at the end of 2005.

The committee discussed modifying the script for contacting non-renewed companies to begin with "Are you planning on coming to CalScape?"

The next board telecom with Larry Bangs will focus on how to have new member recruitment conversations in the PIA booth.

EDUCATION REPORT

In the absence of Chair Heddy Salerno, Tony Caruso reported. He reviewed the budget and determined that about \$1400 in silent auction and décor sales would make up the shortfall on the revenue side of the education program.

College student outreach campaign – In the absence of chair Roel Ventura there was no report.

Tech Orientation DVD – no report. PIA still needs to compensate Trisha for her DVD production expenses. Mary and Trisha have been playing phone tag since last week but have not been able to connect directly.

NEWSLETTER REPORT

The board reviewed the editorial calendar for the coming issue. Most of the articles have been received and the newsletter is currently in production.

ALLIED TRADE REPRESENTATIVE REPORT – No report.

EXECUTIVE BOARD POSITIONS

Tony Caruso announced the 2007 Executive Board and Chair officers

Executive Chair – Tony Caruso

Executive Vice Chair – Tim Konig

Secretary – Lee Fones

Treasurer – Vicky Cate

CalScape Expo Chair – Carol Peterson Webber

Immediate Past Chair – Jim Mumford

Membership Chair – Tim Konig

Education Chair – Heddy Salerno

Allied Trade N. CA – Saram Singh

Allied Trade S. CA – Joan Archibald

CalPoly Endowment Chair – Suzette Upchurch

Industry Liason Chair – Vicky Cate

Vision Chair – Matthew Gardner

Tradeshaw Chair – Bill Meade

PIA Cares Chair – Debra Ringler

Board Coaching Review – Tony reported that he has asked Larry to refocus the board coaching conversations on board member skills building.

Board and Committee Member Recruitment - Lee would like to recruit Bill Kovach to a committee position. Tony has recruited Dick Ott and Steve Decker to attend meetings. By nomination time next year, there will probably be more allied trade committee positions.

OTHER REPORTS & AREAS OF DISCUSSION

Hall of Fame – no report. Marge McConnell will be asked to put together a Hall of Fame nomination for Don Horowitz.

Awards Program report – Tony Caruso read Vicky Cate's report. Lee and Michael Fones requested that the board review the submission requirements for images. They thought that the specification might be made less cumbersome to comply with, thereby increasing the program's accessibility.

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Vision Chair Report – Tony Caruso read Matthew Gardner’s report, including our progress on association goals and Matthew’s plans for the future.

Industry Association Liaisons – Tony Caruso read Vicky Cate’s report. Dick Ott will be coming to the November meeting, and the correspondence from the Green Industry Education organization was discussed.

PIA Cares – The board and committee reviewed the PIA Cares Mission Statement, criteria, policies and procedures. For lack of a quorum, a vote for approval was postponed until the next meeting.

Matthew Gardner is coordinating a PIA Cares installation at the Commonweal Center Heal Program in Bolinas. He has been using the criteria, guidelines and procedure Debra and Greg Eberly developed and has circulated a “wish list” for the Palm Springs installation. Dan Goldman of Sunborne has already responded with several plant donations.

Media Watch – The board and committee reviewed the Media Watch report.

Bill Meade made a motion to adjourn the meeting, which was seconded by Peter Herrera. The meeting adjourned at 4:25 pm.

NEXT MEETING: Saturday, September 9, 2006 in Palm Springs, CA

Submitted by: Mary A. Golden

Date: August 9, 2006