



CALSCAPE PLANNING COMMITTEE MEETING
MINUTES: June 2, 2007
The Padre Trail Inn, San Diego, CA

Committee members present:

Joan Archibald	Lee Fones	Todd Lass
Tony Caruso	Michael Fones	Bill Meade
Vicky Cate	Mary Golden	Jim Mumford
Carol Peterson Webber	Tim Konig	Saram Singh

The meeting was called to order at 8:13 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Joan Archibald motioned to approve the minutes and Tim Konig seconded.

CALSCAPE EXPO SHOWCASE 2007

Booth Sales to Date - The board reviewed the floor sign ups for 2007 and booth sales history. 86 booths of the 90 have been reserved. At this time last year 89 booths had been sold. AT board members present were asked if they could explain this trend. They responded that money is very tight, there is no new construction and there is an across-the-board slow down. It was also suggested that web-based sales might be taking a bite out of the tradeshow market. The board recommended emphasizing the weblink in our marketing literature for exhibitors and sponsors.

Sponsorship Update – The board reviewed the sponsor roster.

Exhibitor Green Product Spotlight – Jim Mumford is working on developing the criteria for the green product spotlight.

EDUCATION PROGRAM 2007

Review of Education Program – Bill Meade reported that Chris Raimondi, Ramondi Horticultural Group, will be giving a presentation on **Working Title – What's In It For Them** on Friday morning.

Design Fundamentals for Working with the Design Community – William McWhorter, ASID has been confirmed as the speaker and would like to critique some actual designs. Carol requested the board think about submitting designs of their own. If past awards winners are used, the office will need to ask permission – “Last year you won and we are wondering if you would like to....” To avoid any embarrassment, the company name need not be mentioned.

PLANET Certification & P@W training sessions – Carol reported that each of these organizations have made two registrations available to the PIA board for use.

NIN & PLANET – NIN will be holding their meeting in conjunction with CalScape Expo on Monday, Tuesday and Wednesday. The NIN hotel has not been determined. PLANET will not be offering an Interiorscape track this year.

DELEGATION & VOLUNTEERS FOR 2007

Décor Installation and Sales – Bill Meade would like the décor list from last year sent to him.

PIA Booth – Elisa Garcia, Inside Plants is confirmed but needs to have her airfare expenses paid by PIA, estimated to be \$150. The board approved this expense. Elisa will be given the goal of recouping our booth expenses of \$745. Tim would like to restrict the booth activities to membership, DVD, and PLANET publication sales.

Wynn Interiorscape tour – A behind the scenes tour has been set up for Wednesday morning.

Grand Opening Party – Gigi Cox has received the menus and has begun working with the hotel on the food. Bill would like to create a club atmosphere in the room. He would like to contact a DJ with heavy av; perhaps project Las Vegas themed films on the walls, or put a scrim lit from behind with dancers behind the scrim, and a doorman with a velvet rope. Todd Lass recommended a bar buyout option.

Round Table Lunch – Xtreme Landscaping – Lael George, Engledow Group will join Suzette Upchurch in telling a story. The office is still waiting to hear from John Mini but if we have not heard by Monday, Tony or someone from Decorative will share a story about a Macy's installation.

Color Bowl Competition – The theme for this year is "Desert Meets Rainforest". Jeff Hatch will be contacted to help.

Silent Auction – Celeste Frogner sent an email requesting Heddy's advice in pulling this together.

Massage Chair – No report.

Hall of Fame Presentation – Tony Caruso introduced the idea of using a new videographer that Tim would like to investigate. The office will send the company a RFP for the Hall of Fame DVD. Tony would like to send banquet invitations to the general membership, as well as send individual invitations to the inductees, to forward to their families and friends.

Food and Beverage, Awards Banquet Coordination – Carol Peterson Webber has been working on the hotel in regards to menus and prices. She has recently learned that there might be a 5% increase in the Awards banquet costs. The lunch and breakfast costs are locked in at the current prices.

Introducer, Greeter Coordination – The CalScape Program Chair is responsible for this activity. Tim Konig will be Carol's assistant. The office will continue to ask registrants to be greeters and disseminate/collect session surveys.

The board would like to pay special attention to the lighting in the Top of Riv – it is too bright for the audience if the stage is set up in front of the windows. This will affect the Thursday keynote and lunch.

Awards Program Presentation – Vicky Cate reported. She would like to ask Cheri Ratay to assist her with the AV portion of the event. From the décor committee she requested a vignette that can be used as a photo backdrop. The banquet will be in Grande G & H.

New Attendee Welcome Event – It will start at 6:30 and run for ½ hour before the Welcome

Party. The location is yet to be determined, perhaps in Royale Four, site of the Welcome Party.

People's Choice Booth Judging – Roel Ventura is coordinating.

PIA Cares Presentation – Deb Ringler is coordinating this PPT presentation which will be presented at the beginning of the Awards Program. She will give it to Vicky who has the authority to edit it for length.

Friday Night Activity – Cirque du Soleil Beatles “Love”. The tickets have not been purchased yet because there are some restrictions on how we can promote and resell the tickets. These questions should be resolved by next week.

Vibrant Vegas Tour – Tom Lias has pulled together a Saturday event that includes a tour of Ethel M's, the Springs Preserve (includes lunch and a guided tour), and a tour of the Plantworks facility (includes a wine and beer reception).

P@W Fundraiser – The board asked staff to contact MJ and learn if they would be interested in using the Welcome Reception venue as a fundraising opportunity after the Welcome Reception was over. CalScape would be offering them the venue and the attendees and it would be their job to come up with the idea and manpower.

MARKETING

Marketing Message d'jour – “Stay at the host hotel - in the Monte Carlo tower”. Vicky Cate suggested emailing the AT members the CalScape ad pdf so that they could forward it to their customers.

Saram was asked to ask the AT Committee to survey the AT members on what the best format for getting information on the industry. Vicky recommended sending the survey out in email form with the response emailed back to the office. Tony asked for AT Committee input on coming up with a marketing budget on getting materials to the vendor locations.

BUDGET UPDATE

The year to date P&L is \$2,928 (cash basis).

Discuss Location of CalScape 2008 – The committee selected the Wyndam/Palm Springs Convention Center in Palm Springs.

Discuss Location of CalScape 2009 – Possibly the Grant or the redeveloped Town & Country. Tony Caruso asked the committee to consider making a venue like Palm Springs the home for CalScape. Vicky Cate stated her belief that moving outside of CA at least every other year is important. One concept is to bounce every other year between Vegas and Palm Springs.

Next Meeting - The next committee meeting will be on August 25 in Las Vegas. The next board telecon will be Wednesday, June 13 at 7:30 am

The meeting adjourned at 12:01 pm.

Submitted by Mary A. Golden, June 22, 2007