



**DRAFT**

**BOARD MEETING  
MINUTES: November 2, 2007  
The Techmart, Santa Clara, CA**

**Board and committee members present:**

Tony Caruso  
Vicky Cate  
Mary Golden  
Celeste Frogner

Tim Konig  
Bill Meade  
Heddy Salerno  
Saram Singh  
Carol Peterson Webber

***WELCOME***

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

***REVIEW OF MINUTES***

Heddy Salerno moved to approve the minutes of the Aug. 25, 2007 board meeting and Carol Peterson Webber seconded.

***TREASURER'S REPORT***

Acting Treasurer Tony Caruso reported that as of Oct. 22, 2007 the combined PIA and CalScape checkbook balance was \$70,689.61. The savings account balance was \$1086.38. Accounts receivable was \$37,733. Accounts payable was \$0.

Vicky Cate motioned to accept the 2008 budget, Tim Konig seconded and the motion passed unanimously.

***MEMBERSHIP REPORT***

Membership Chair Tim Konig read the Membership Committee report and the board reviewed the lists of the "First Choice" Allied Trade members, new members and non-renewed members from 2006-2005.

***EDUCATION REPORT***

Chair Heddy Salerno read the Education Committee report. Regarding the Dallas Market program, the flier will be going to the printer next week. Tim Konig will be the PIA host and representative for this seminar.

The board discussed ideas for programs, speakers and locations for the 2008 Technical Seminars.

Christmas University – Tony Caruso would like to approach the Horowitz family regarding PIA working with them to get the valuable program information back into industry circulation.

English Garden Show – Heddy Salerno would like to use the survey process to determine the interest level in this tour. She didn't feel there was sufficient interest last year.

### ***NEWSLETTER REPORT***

The board discussed the feature articles for 2008 and a general change of direction in content. The board decided to renew the agreement with Kathy Fediw and to pursue other guest columnists such as Rick Segel.

Celeste Frogner voiced concern regarding her perception of a limited readership. Saram Singh stated that content is not one of the three things that drives people to read a newsletter or use a webpage. Two of the motivators are

1. Interactivity
2. Humor

The board brainstormed about how to accomplish this. Ideas included:

1. Run a column that is interactive, for example "take the quiz" with three questions that focus on human resources/insurance (or other management issues), or name the plant/pest
2. A humor column written by an guest columnist using a pseudonym (A Plant, Cal Scaper) Readers would be encouraged to "Send us your funniest work-related experience and if we run it we will send you a PIA decal. We've hired a new columnist and we would like you to send in your stories for his/her column."

### ***ALLIED TRADE COMMITTEE REPORT***

Saram Singh reported on committee activities. The office faxed the survey to the allied trade committee to use in contacting their fellow AT members with phone calls. Saram is getting feedback from AT companies who have been members for a long time regarding their feeling that the association had not done anything for them lately. It was suggested that raising the supplier profile in the Awards program might be appreciated.

### ***EXECUTIVE BOARD REPORT***

**Chair's Organizational Goals for 2008** – Tony Caruso read his 2008 goals for the association.

1. To meet the organization's fiscal goals for 2008.
2. Update the Structure Book Position Descriptions
3. Maintain regular contact with board members and their progress via phone calls.
4. Develop a survey committee.

**Review proposal for board meeting travel reimbursement** – After reviewing two proposals, the board voted to approve one proposal for board meeting travel reimbursement which specified which board positions and which board meetings qualified for the travel reimbursement stipend of \$150. Heddy Salerno motioned to approve the Scenario 1. Vicky Cate seconded. The motioned passed with all in favor.

**Allied Trade Committee** – The board discussed changing the allied trade north and south representative positions to allied trade committee members. This will affect Jeff Hatch who participated in a telecom in which he approved of this change. Heddy Salerno motioned to approve the change and Vicky Cate seconded. The motion passed with all in favor.

**Update of Position Descriptions** – Celeste Frogner described a process used at INTEL to capture position descriptions from people transitioning in and out of those positions. The approach involves a survey from both parties, and having the incoming and outgoing chairs collaborate on the description. Several outgoing chairs stated their opinion that the programs were going to change dramatically so that these documents would shortly become obsolete, but that they would always be available by phone to answer questions. Also, Christmas time is an awkward time for to give any board or association member a deadline. Tony restated his goal to have the Structure Book, including the Position Descriptions, updated by the end of 2008.

Tim suggested that after each election new board members be given a copy of the Structure Book. Celeste recommended that the nominees be given this prior to being asked if they would like to accept their nominations.

**CalPoly Endowment Status** - The board reviewed the Endowment report forwarded to the board by Joe Haslett. The Endowment has reached \$50,090.97 as of 12.31.06. Joe has indicated that he is interested in getting re-involved with the Endowment and Advisory Council. Joe is living part-time in an area near CalPoly SLO.

Since the correspondence from CalPoly is going to Joe, the board requested that Joe be contacted and asked to find out how, in the absence of an interiorscape course being taught on campus, the money is being spent. The board is also interested in having CIPA changed to PIA in the title of the Endowment.

Tony stated his desire to see the Quasi-Endowment continue in general. This could be done by making CalPoly alums aware of the program. Creating a PIA fundraising event for the Endowment is problematic given the fact that interiorscape is not being taught but we can still let CalPoly alums in the industry know that this is a gifting option. Additionally, if Joe is willing to get involved with the Industry Advisory Council it will give PIA's investment a voice.

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

**PIA Cares** – Chair Deb Ringler reported that PIA Cares has won PLANET's Community Recognition Award. Carol Peterson Webber suggested that all the vendors who contributed to the PIA Cares projects be sent an additional thank you and be informed of the award that they helped PIA achieve. Deb a read request from Greg Eberly that board members respond to Greg's post on Interiorscape Magazine.

Deb forwarded the suggestion that a PIA Cares award be given to a PIA Cares project on the evening of the Awards Banquet. The award would be a recognition award and not a project related award.

**Hall of Fame** – Tony Caruso reported that he found making phone calls the best way to increase the number of Hall of Fame nominations.

**Awards Program report** – Chair Vicky Cate reviewed the proposal for adding a Green Roof category. The criteria needs to be developed by people who have installed and maintained these types of projects. Vicky will contact Jim Mumford for his input.

Vicky proposed that the Urban Gardens category be separated from Patioscaping and stand alone as a category. Bill Meade made the motion, Carol Peterson Webber seconded and the motion passed unanimously.

Bill Meade made a motion to create a Green Roof category and attendant criteria and Carol Peterson Webber seconded. The motion passed unanimously.

Bill Meade made a motion to create a Rooftop Gardens category and the attendant criteria, Carol Peterson Webber seconded. The motion passed unanimously.

**Vision Chair Report** – Tony Caruso read the Vision Chair report.

**Industry Association Liaison Report** – No report.

## **OTHER BUSINESS**

**2008 Meeting Calendar** - The 2008 meeting calendar is as follows:

Feb. 2  
March 15  
June 7  
Aug. 16  
Oct. 31 and Nov. 1

The meeting adjourned at 6:12 pm.

**NEXT MEETING:** Saturday, Feb. 2, 2007 in location yet to be determined.

Submitted by: Mary A. Golden

Date: November 7, 2007