



**BOARD MEETING**  
**MINUTES: March 17, 2007**  
**The Atrium Hotel, Irvine, CA**

**Board and committee members present:**

Joan Archibald  
Tony Caruso  
Vicky Cate  
Lee Fones  
Celeste Frogner  
Matthew Gardner  
Mary Golden

Jeff Hatch  
Tim Konig  
Bill Meade  
Jim Mumford  
Debra Ringler  
Carol Peterson Webber

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 1:11 pm.

***REVIEW OF MINUTES***

Carol Peterson Webber moved to approve the minutes of the Feb. 3, 2007 board meeting and Lee Fones seconded.

***TREASURER'S REPORT***

Acting Treasurer Tony Caruso reported that, as of March 12, 2007 the combined PIA and CalScape checkbook balance was \$100,998.85. The savings account balance was \$1,084.22. Accounts receivable was \$43,058.45 (\$42,148.45 of which was CalScape Expo 2007 revenue). Accounts payable was \$0. The board reviewed the PIA and CalScape year-to-date P & L with an accrued balance of \$42,800.95.

Tony reported on the Finance Committee activities. The format for financial reports has been adopted, the paperwork for the high interest WAMU account has been signed. Tony has also been investigating two additional revenue streams for PIA.

Deb Ringler joined the meeting at 1:22 pm.

***MEMBERSHIP REPORT***

Membership Chair Tim Konig read the membership renewal report and the board reviewed the membership chair report. Tim reported that the office has been making follow up calls to non-member CalScape attendees regarding their CalScape experience and interest in membership. Joan Archibald is continuing to call new members with a welcome call. The next set of calls will be to people who have not renewed their membership.

Tim would like his committee to focus on working with the allied trade and get their assistance in meeting PIA's membership goal, which is a 20% increase in membership revenue over 2006. The board discussed methods in which our allied trade members can help PIA make this goal. Ideas included asking our AT partners to include postcards in their mailings and having point-of-sale promotional pieces available at AT member sites.

The board reviewed the letter to the membership. Celeste Frogner suggested using bullet points as opposed to paragraphs. She also recommended substituting more direct language, for example "save money" for "reduced admission". Celeste offered to revise the letter by March 24. The board will be asked to review the letter in time for the April 12 telecon. The letter should include an application and mention that the application is online. A PIA static cling decal will be sent to every company who participates.

### ***EDUCATION REPORT***

Committee member Celeste Frogner reported on the current status of the education programs. A number of questions were asked regarding upcoming education programs. The ed committee will meet via telecon to resolve some of these programming questions. Deb Ringler volunteered to participate on the education committee.

### ***NEWSLETTER REPORT***

The board reviewed the current newsletter sponsors. Articles for the next issue are due 4.17.07. PIA board members are encouraged to respond to Dan's article to get the ball rolling for the second article.

***ALLIED TRADE REPRESENTATIVE REPORT*** – Joan Archibald reported. After this committee has established the phone tree for calls to fellow allied trade members, Joan would like to extend these calls to include calls to landscapers.

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

**Bylaws** – Tony reported that he has received only two responses to the bylaws. He asked staff to email the draft out to the board on Monday, March 19. The board needs to get their feedback to the office by March 23. The comments will be summarized and sent back out to board members on March 30 so that the revisions can be discussed at the April 12 telecon. Tony would like to vote on the final draft of the bylaws during a telecon on May 10.

**Board Telecon** – The next meeting is scheduled for 4.12.07 at 7:30 am.

### ***Roberts Rules of Order*** –

Carol Peterson Webber, Matthew Gardner, Celeste Frogner, and Debra Ringler reported on their assigned chapters of RROO. The board endorsed the idea of submitting motions in writing. A section for submitting motions has been added to each chair's reporting form.

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

**PIA Cares** – Deb Ringler reported that the PIA Cares website is almost ready to be integrated into the PIA website. The pages they have been working on include a photo album and quotes from the site managers.

Deb also reported that Marv Witzenhoffer would like to retire from coordinating the plant booth at the Special Olympics event, June 15 -16 at Long Beach College and asked that PIA members think about getting involved. Debra was asked to make a PIA Cares presentation at the Awards Banquet. Tony Caruso would like to enter PIA Cares for the PLANET community awards program.

Deb reported that she has been approved by Orange Coast College to teach a horticulture curriculum that will culminate with students taking the PLANET CLT certification exam.

**Hall of Fame** – The selection committee will meet next Monday, March 19.

**Awards Program report** – Vicky Cate reported that the process has changed this year in that the awards entries will go to the PIA office. The deadline is June 11, with the drop deadline June 15. The budget goal for the program is a 7% increase over 2005 revenue (38% increase over 2006 revenue). Vicky and some assistants will be calling past entrants to remind them about the program deadlines.

**Industry Association Liaisons** – Tim Konig reported on the USGBC administered LEED program, which promotes a whole building approach reducing the building's carbon footprint. There are five key areas in which the building is evaluated: materials selection, indoor environmental quality, sustainable site development, water savings, and energy efficiency

“Authentically Green Building” is the name of the P@W program. Vicky Cate and Deb Ringler have taken this training. Deb has made presentations and highly recommends the experience as a way to make a stronger impression on building managers and architects.

**Vision Chair Report** – Matthew Gardner read the Vision Chair report which included the following 2007 financial goals:

- 20% Membership revenue increase over 2006
- 21% Education program revenue over 2006
- 7% Awards program revenue increase over 2005 (38% increase over 2006)
- 15% CalScape Sponsorship revenue increase over 2006
- 25% CalScape registration revenue increase over 2006

For the next meeting he would like to review the 2004 goals from the Vision Meeting for their relevance.

### **Review 2007 Fiscal Goals**

Joan Archibald led the discussion of identifying one or two activities per goal that Allied Trade members can perform that will help ensure PIA accomplish these financial goals.

GOAL: 20% Membership revenue increase over 2006

1. The board needs to come up with the answer to the question “What will it do for me?” Tell stories that hit on the tangibles.
2. Give the answer and stories to the allied trade committee.

Joan will contact her AT colleagues who are hosting ed programs and ask them to send the PIA office the names of 5-10 PS in the area. The PIA office will send these companies a copy of Joan's letter inviting them to come to a free ed program and meet the board and instructor. "PERSONAL INVITATION" could be printed on the envelop exterior.

GOAL: 21% Education program revenue over 2006  
Addressed in the paragraphs above.

GOAL: 7% Awards program revenue increase over 2005 (38% increase over 2006)

1. Create point of sale brochure for companies with counter
2. email companies with no counter a flyer
3. Joan's committee will ask the AT if they can use the awards program info in email or brochure form.

To be discussed at the next meeting:  
15% CalScape sponsorship revenue over 2006  
25% CalScape registration revenue over 2006

#### **OTHER BUSINESS**

**EFIG – Euro Federation of Interiorscape-Landscape Groups** – Tony Caruso shared with the board the website pages of this British based interiorscape association.

Lee Fones read the list of board action items from the CalScape and PIA board meetings.

The meeting adjourned at 4:29 pm.

NEXT MEETING: Saturday, June 2, 2007. The meeting location will depend upon the CalScape 2008 hotel negotiations.

Submitted by: Mary A. Golden

Date: April 16, 2007