



BOARD MEETING
Santa Clara Hyatt Regency, Santa Clara, CA

MINUTES
November 13, 2009
2:00 – 5:00 pm

Board and committee members present:

Tony Caruso	Eli Goldman	Carol Peterson Webber
Celeste Frogner	Tim Konig	Deb Ringler
Mary Golden	Linda Milark	Heddy Salerno

Executive Board member(s) absent:

Lee Fones, Bill Meade, Saram Singh

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 2:10 pm and incoming Allied Trade Chair Eli Goldman introduced himself.

REVIEW OF MINUTES

Carol Peterson Webber made a motion to approve the minutes of the PIA meeting of August 22, 2009 meeting and Tony Caruso seconded.

TREASURER'S REPORT

Tony Caruso reported that as of November 11, 2009 the PIA checkbook balance was \$18,874.33 and CalScape checkbook balance was \$3,087.88. The savings account balance was \$1,088.97. Accounts receivable was \$41,616.93. Accounts payable was \$26,680. The WAMU balance is \$32,136.99.

Heddy Salerno moved to approve the 2010 PIA budget, Tim Konig seconded and the motion passed unanimously.

Review of the status of the outstanding CalScape Director and Coordination fees; Mary was directed to use the existing funds in the CalScape checking account, supplemented with funds from the CalScape WAMU savings account.

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 the membership, plan for increased membership recruitment and retention rate. The association industry norm for a good membership retention rate is 91%.

EDUCATION REPORT

Chair Celeste Frogner read the Education Committee report and reported on the plans for 2010 programs. In the absence of an education program chair, the PIA office and volunteers will assume responsibility for developing and executing the 2010 seminars. The Membership Committee will adopt the success of the ed programs as one of their committee goals.

NEWSLETTER REPORT

The board changed **PIA News** to a publication issued three times a year. The fourth publication will be on Facebook or You Tube and will support the advertisers with a link to their websites.

Suggestions for **PIA News** feature articles include:

- Webinars.
- When the going gets tough, the tough get going.
- Triple bottom line follow up – sustainability is not just about “green”
- Bidding process and the problem with underbidding.
- New vendor writing their experience at CalScape, for example Morningside Gardens.

ALLIED TRADE COMMITTEE REPORT

Chair Saram Singh emailed a letter from San Diego County and Flower Plant (SDCFP) regarding their plans to

1. Not participate in the CANGC show in Orange County
2. Conduct their own event June 2-3, 2010 which will include workshops, networking, (and tradeshow?) and be held at the South Coast Winery.

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-dues revenue program.
- C. Resolve lack of quorum issues
- D. Maintain regular contact with board members and their progress via phone calls

Ideas for non-dues revenue programs included:

1. Merchant card services for members
2. Group rates on health insurance.
3. Offer preferred supplier sponsorships.

Lack of quorum issues Chair Caruso recommended the following changes to the PIA bylaws:

In PIA Bylaws Article 4, Section II Board and Executive Board Powers, Quorum, Failure of Duty, B:

Strike the language (5 or more of the voting board members) and replace with two thirds (2/3) of the filled executive board positions.

Strike the language (5 or more of the voting board members) and replace with one half (1/2) or more members of the filled board positions.

A motion was drafted and the board will be polled via email and fax.

OTHER REPORTS & AREAS OF DISCUSSION

Education Liaison report – Deb Ringler reported on her frustration related to a perceived lack of direction from the board and a lack of response to her requests. Tony restated his desire to see this project focus on

determining where in the US interior horticulture education programs are being offered. He would like to know where the next generation of trained interiorscapers are being educated.

Carol Peterson Webber offered to record the to-do items at each meeting and she will email them to board members within two weeks of the meeting.

To assist Eli and Deb in recruiting committee members we will have a telecon in January and create a short list of people to approach regarding getting involved in the PIA Allied Trade Committee and the interiorscape education database project.

Awards Program Report – The board reviewed Awards Chair Cheri Ratay’s report. In addition to the general execution of the program, Cheri will continue to create opportunities for allied trade involvement. Her “resources needed” include suggestions for 2010 judges and an allied trade database.

Industry Association Liaison Report – PIA has received a request from National Foliage Foundation to ask PIA members to participate in a pest management survey. A link to the NFF interiorscape pest survey will be added to the next issue of *PIA News*.

OTHER BUSINESS

Meeting Calendar for 2010 – Tabled until the CalScape the following day.

The meeting adjourned at 5:17 pm.

NEXT MEETING: TBA

Submitted by: Mary A. Golden

Date: December 8, 2009