



BOARD MEETING
Hotel Frank, San Francisco, CA
MINUTES
February 12, 2011
8:00 – 2:00 pm

Board members present:	Mary Golden	Linda Milark
Joan Archibald	Eli Goldman	Mariel Moore
Rich Batcho	Dan Goldman	Kim Parker
Elliott Bennett – via phone	Peter Herrera	Cheri Ratay
Tony Caruso	Tim Konig – via phone	Karin Senneff
Robin Connell – via phone	Bill Meade	

Executive board members absent: None.

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 8:12 am.

REVIEW OF MINUTES

Bill Meade to approve the minutes of the both Executive and general PIA board meetings of November 5, 2010 and Eli Goldman seconded.

INSTALLATION OF OFFICERS

Tony Caruso welcomed the incoming 2011 board members and thanked the board members continuing on the second year of their 2 year term. Suzette Upchurch was welcomed as the incoming Membership Chair.

TREASURER'S REPORT

Tony Caruso reported that as of February 12, 2011 the PIA checkbook balance was \$14,923 and PIE checkbook balance was -\$1,617.60. The savings account balance was \$1,089.11. Accounts receivable was \$11,358.20. Accounts payable was \$28,196.00. The Chase Savings balance is \$12,143.81.

The board discussed solutions to the financial consequences CalScape Expo is creating for PIA. Part of this discussion included determining what the value of the CalScape experience is to the allied trade (the under-performing sector of the CalScape budget). Comments included: EG & DG: What is the value of the Showcase? Being associated with a creative industry; Being part of the industry – want it to succeed, so going to participate in the industry tradeshow; Connecting and succeeding; The ed sessions need to be all about growing a successful company; This is a great show for a new vendor. For a mature vendor it is more about keeping the relationship fresh. A mature vendor, wants to see new people they haven't seen before.

KS: Exhibitor selling points include; This is a whole new concept- no overlap of Showcase and education hours; We're doing it differently, come do it with us; Would you like to have more companies like ours? Come to the Expo; Easy load in and out; We need the cash flow now and you would really be helping us out.

Linda Milark joined the meeting at 10:15 am.

The board committed to contact current and past exhibitors, plus companies who had not yet signed up and tell them about the exhibiting and/or prepaying opportunities. The office will upload the list of companies, plus sales taking points to PIA's Google documents site and the board will work in a coordinated fashion on contacting these companies. A revised floorplan and prospectus will be uploaded to the website and links to these can be forwarded by board members to the companies they are contacting.

To address the cash flow crisis, the board discussed incentives to motivated exhibitors to pay in full now:
Pre pay incentive structure:

Phase 1: Two nights Free hotel room with full payment of a booth by Feb. 28, 2011.

Phase 2: Logo link on the next broadcast email.

Phase 3: Drawing for free booth in 2012.

Expo Chair Bill Meade will call the existing exhibitors with the offer. Mariel Moore offered to contact companies who specialize in events and floral.

Robin C. joined the meeting at 10:15 am.

EDUCATION REPORT

Bricks & Mortar Classes – Chair Robin Connell reported. Classes lined up with speakers and locations. Sponsorship is being sought. The need is for 8 sponsorships at \$350. We will market the classes digitally and not direct mail fliers.

Webinar series – Scripts are being developed for four videos due for review by ed committee by Feb. 28. The topics are Pointsettias, Gnats, Pruning, Sub-irrigation and will be taught by Vicky Cate and Hedly Salerno. Sponsorship needs are four sponsorships at the \$2500 level.

Opportunity Drawing to Benefit education programs: Bill Lyon of Waterboy, Tropical Computers, and GPGB have offered raffle items. The committee discussed putting all these items into one master raffle.

Opposites Attract! Inside and Out Botanicals - With a focus on design, this will happen on Memorial Day weekend. Karin Senneff distributed a tentative schedule for the 2-day event in San Francisco which included reception the night before, a tour of the green roof and walls at the Academy of Sciences and Drew High School, plus Davis Dalbok's and Flora Grubb's facilities. The second day would be a visit to the Golden Eagle showroom with workshops and seminars. Karin would like to begin marketing this program right now. She has arranged for the speakers at no cost and is looking for sponsors.

The meeting broke for lunch at 12:00 pm and reconvened at 1:45 pm.

Allied Association Liaison Report – Rich Batcho reported. Sally Harvey from LO is the incoming Chair. Canada is in the process of adopting a green building code that includes plants. Tony and Rich reported on the presentation Mike Lewis made to the International Green Construction Code which resulted in the inclusion of plants in the new drafts. There will be two more meetings that require Mike's attendance. Costa has offered to sponsor the travel costs for one of these meetings. The IIC has requested \$125 from its member organizations.

KS made a motion to fund the IIC request and Eli Goldman seconded.

There will be a IIC strategic planning meeting in July in conjunction with OFA. Art Campbell has been approached to lead the facilitation.

MEMBERSHIP REPORT – Tabled to the next meeting.

ALLIED TRADE COMMITTEE REPORT

Chair Eli Goldman reported on his goal to create three teams to assist in strengthening PIA's allied trade companies.

Team 1 - a small team of allied trade companies to give continued feedback on the programs PIA develops to add value to the membership.

Team 2 - will coach allied trade members on how to deepen their relationships with the interiorscape companies. Some of these will be web-based strategies from the website redesign project.

Team 3 -tasked with the goal of recruiting more allied trade members.

EXECUTIVE BOARD REPORT - Tabled to the next meeting.

OTHER REPORTS & AREAS OF DISCUSSION

Hall of Fame Report – Tabled to the next meeting.

Awards Program Report – Chair Cheri Ratay read her Awards Program report. Cheri shared the awards category specific broadcast fliers she designed. She has met with companies who did not win awards in the past and given them coaching on how to create an award winning entry. Joan Archibald suggested a webinar or You Tube video on the topic. Judges include Fran Scriebman. Cheri is updating the PIA Structure Book's Awards Program guidelines to include the mention that the judges should be interiorscape peers.

The new entry deadlines are;

Early Bird Entry Deadline: Monday, April 11, 2011

Regular Entry Deadline: Wednesday, May 11, 2011

Pot-a-Plant – Joan Archibald reported on the dates of the Special Olympics events held in states of committee members who mentioned that they were interested in developing a "Pot-A-Plant" booth. Joan also described the support materials that Pot-A-Plant will provide. The committee would like Joan to investigate a Las Vegas opportunity for a PIA Cares installation.

PIA News – Mariel Moore reported on the series of columns she is developing for PIA News. The first is an interview with Joe Zazzera profiling his newsletter.

Website Redesign Project – Eli Goldman reported that the website committee is ready to present their design ideas. They will meet via telecom by March 5 to present the report.

The meeting adjourned at 4:00 pm.

NEXT MEETING: Saturday, April 16 at the South Point, Las Vegas.

Submitted by: Mary A. Golden

Date: March 18, 2011