

LIA BOARD MEETING MINUTES
MARCH 3, 2010
CRACKER BARREL RESTAURANT
ALEXANDRIA, LA

The meeting began at 11:10 A.M. with President, Wayne Orton welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present included: Gary Joye, Danny Mobley, Mike Goree, Wayne Orton and Julie Mouch Broussard. Non-voting Board members present were: Peter Gallagher, Ron Sheffield and Severn C. Doughty, Sr. Four voting members present represent a quorum and five attended.

Wayne asked everyone to review the Minutes of the last Board Meeting and if acceptable move that they be accepted. Peter Gallagher moved, seconded by Mike Goree to accept the minutes. Motion carried.

Wayne then asked everyone to review the Minutes of the Annual Meeting held October 7, 2009 and if acceptable move that they be accepted as presented. Julie Mouch Broussard, moved, seconded by Danny Mobley to accept the minutes. Motion carried.

Wayne asked Severn to present the financial report. Revenues from October 6, 2009 to January 31, 2010 were \$6,274.00. Expenses for the same period were \$8,684.37. Expenses over revenues totaled \$2,410.37 and the checking account balance as of January 31, 2010 was \$15,713.60. The checking account balance as of March 1, 2010 was \$20,586.22. There being no questions Mike Goree moved, seconded by Julie Mouch Broussard to accept the financial report as presented. Motion carried.

Severn then apologized to the Board and wanted them to be aware that he had inadvertently and mistakably written two checks on the LIA account, one in the amount of \$600.00 and the other in the amount of \$13.97. He intended to write personal checks but mistakably wrote them on LIA checks. Both check books were together in the same folder but after the incident the check books were separated into two folders. When he attempted to reconcile the check book he found the error.

The next day he deposited his personal funds of \$614.00 back into the LIA account and then immediately called Wayne Orton and Mike Goree to apologize and to make them aware of the mistake. Severn showed a copy of the reimbursed check, deposit slip and copy of the bank statement to the Board and asked each member to initial and date that they saw the paperwork. It will be filled in the Capitol One Bank statement folder for anyone's inspection.

Wayne asked Severn to give a report on the membership. Severn stated that as of February 27, 2010 there were 51 paid memberships. The Board then asked Severn to send a copy of the Excel spread sheet and the mail label lists to all the Board members and that was done on March 4, 2010.

Wayne Orton asked Severn to report on the LIA Website. Severn had indicated that he requested a copy of the page view statistics from Lisa Frederick, but for some reason never received them. Wayne asked if we could put the same calendar of events that appears on the LNLA website and the events that Allen Owings sends out weekly on to the LIA website. Severn indicated that he would do it.

In addition Mike Goree asked if we could link the LDAF complaint form and link the LDAF Horticulture Commission minutes to our website and Severn indicated that he would ask Richard Reising to do it.

Wayne asked Severn to report on 'The Louisiana Irrigator' newsletter. Severn indicated that Allen was doing a great job of editing the Newsletter and he asked the Board members if they would submit information to include in there. Also, Severn stated that he would write a column and Allen had asked Wayne for a presidential column. Everyone complemented Allen for his efforts.

Barry Blumberg was unable to attend the meeting but Severn stated that we received \$150.00 service fee from Blumberg and Associates and that the Board should try to encourage LIA members to seek quotes from them. The more business they write from LIA members the longer the endorsed arrangement will last.

Wayne moved on to Old Business by asking Mike Goree to report on irrigation training provided to LA Chapter of ASLA. Mike indicated that he hadn't made contact yet but would try to do so before the next Board Meeting.

Wayne asked Severn to review the evaluations of the Landscape Irrigation Auditor Class held on October 7, 8, 2009 in Mansura, LA. Only six evaluations were completed. When asked, "What services do you expect from LIA?" the top response was continuing education. The least responses were scholarships, industry promotions and industry economic survey. About half stated that they visited the LIA website. Three persons/companies indicated that they would be interested in advertising in the newsletter. When asked about the class, all six that responded were very positive in their comments i.e. very satisfied. All six liked the food and indicated that the location was OK.

Next, Wayne asked Severn to review the evaluations of the Bidding and Estimating class held on February 18, 2010 at the Hammond Research Station. Fourteen evaluations were completed. When asked "What services do you expect from LIA?" the top response was continuing education. The least responses were industry economic survey and scholarships. Again half stated that they visited the LIA website. When asked about the class, half indicated that they were very satisfied. No negative comments were received. Most everyone was OK with the food and one stated that they did not like it. Everyone that responded stated that the location was either OK (10) or good (3).

Wayne Orton asked Severn to discuss our tax exempt status. Severn indicated that he called the IRS to inquire about our status. He finally reached Mr. Thorfinnsson, Jr. who was assigned to our request and found out that there were some activities listed in the document, "Why Membership in LIA, Here Are the Reasons" that were inappropriate. The two activities: a.) Advertising opportunities by advertising in the Newsletter and on the website; and b.) News updates on the LIA website and Membership directory for members only in the opinion of the IRS "serve to provide a direct private benefit to our members rather than serving to improving the conditions of the industry as a whole".

We were given a deadline date of March 5, 2010 to respond to the IRS with a resolution stating that "Be it resolved that Louisiana Irrigation Association, Inc. (LIA) agrees to Immediately Discontinue listing on its website or in any membership solicitation material or communication of any kind the following wording describing the benefits of joining LIA: A) Advertising opportunities by advertising in the newsletter and on the website and B) News updates on the LIA website and membership directory for members only."

After Severn stated what was necessary, Mike Goree moved, seconded by Danny Mobley, to accept the opinion of the IRS, sign and date the Resolution. Motion carried.

All officers signed and dated the Resolution on March 3, 2010 and it was sent on March 3, 2010 to the IRS by certified mail with return receipt requested.

Wayne asked Ron Sheffield to report on the Irrigation Basics for Landscape Irrigation Contractors class. Ron stated that the booklet with some information was posted on the LSU AgCenter website and asked if the LIA website could have a link to it. Severn indicated that if Ron would send him the link, he would have it put on the site. Severn further indicated that he had about seven individuals interested in taking the class and asked if anyone else knew of interested persons. Ron stated the Jeff Beasley, Turf Specialist at LSU had members of his class indicate an interest in taking the class. Everyone decided that we should set a tentative date of April 7, 8, 2010 at a location convenient to the class participants.

Wayne discussed future training that LIA could provide and he also indicated that we needed to decide a date and training for the LIA Annual Meeting. Several one day IA courses were suggested such as; SMART Technologies for Irrigation Management (either an IA Instructor or Mike Goree could teach the course), Landscape Drainage Design, Electrical Trouble Shooting Part II, Irrigation System Installation and Maintenance, Drip Design in the Landscape and Controller Trouble Shooting. Several IA ½ day courses that could be offered included; Field Hydraulics and Predicting and Estimating Landscape Water Use.

Everyone agreed that the Annual Meeting date would be on October 6, 2010 at a location TBA. It would be a recertification training and the Annual Meeting would be over the lunch hour. Severn asked the group to give him some potential speakers to use as recertification training instructors in the future. They included: Peter Gallagher, Ron Sheffield, Dan Thomas, Mike Goree, Bill Branch, Tom Shannon and Bill Seville. Ron also suggested that there were instructors from other states associated with universities that could come and provide a one day recertification training. He suggested that we could provide them with a \$500.00 honorarium to teach a course. Severn asked Ron to provide him with a list of those individuals and Ron stated that he would.

Wayne asked Severn to provide the Profit and Loss Statement for the Landscape Irrigation Auditor class. Severn stated that revenues collected were \$3,965.00. Expenses incurred were \$3,742.92 and the revenues over expenses totaled \$222.08. Severn stated that it was an expensive class. Wayne thanked Mike Goree, Curt Bowman and Harry Halleck for coming a day early to set up the irrigation system so the class could audit it. It was a lot of extra work on all of them and it was most appreciated.

Wayne asked Severn to report on the Annual Report sent to the LA Secretary of State. Severn stated that each year the Secretary of State sends a Domestic Corporation Annual Report for period ending 2/10/2010 to LIA to determine our active status. Five dollars was remitted on January 15, 2010 to keep LIA in active and current status with the Secretary of State through 2/10/2011.

Wayne then moved on to New Business with a discussion about Distance Learning through the LSU AgCenter. He learned about it through Regina Bracy at the Hammond Research Station when we were faced with having to change the location for the Bidding and Estimating Class. He asked if it were a possibility in the future. Ron Sheffield stated that there were a lot of glitches in the system and most participants did not like the venue. Severn agreed and indicated that the instructor needed to have live TV experience in order to make it work well.

Wayne asked Severn to discuss the New Irrigation Contractors License holders. Severn indicated that he had asked Ansel Rankins to provide LNLA with a quarterly list of new license holders so LNLA could solicit new members for LNLA. He sent a list to Severn and it included 12 new Landscape Irrigation Contractor names. Severn said he would send a letter and an LIA membership application form to the 12 individuals in hopes that they would join LIA. Mike Goree asked if he could have a copy of the list so he could make a pdf of the names and send it to each Board Member for them to contact those on the list as an additional push for new members.

Wayne then discussed the possibility of having a fund raiser/raffle/crawfish boil some time during the year. There was considerable discussion and it was pointed out that having another event would be too difficult on the membership to attend. We were having a hard enough time getting the membership to attend the Annual Meeting and it was felt that we should concentrate on that. Perhaps in the future we could have a one day trade show/training/raffle where most of the membership and guests could attend.

Wayne led a discussion on LIA taking a portion of the money in the checking account and putting it in a Money Market fund or savings account where it would draw interest. Severn indicated that LNLA keeps a one year operating budget in savings and it draws interest but the principal is not touched. He indicated too that since he had been Executive Secretary for LIA, the operating budget had ranged from \$5,000.00 to \$7,000.00 dollars a year. Severn suggested that we take \$6,000.00 out of checking and put it into a saving account at Capitol One Bank which was giving a 1.45% interest several weeks ago. Mike Goree moved, seconded by Danny Mobley, to transfer \$6,000.00 out of the Checking Account at Capitol One Bank and open up a \$6,000.00 Savings Account at the same Bank. Motion carried.

Wayne asked if there were any more business and Mike Goree mentioned that he had spoken with Ansel Rankins and was asked by LDAF to help rewrite the Irrigation Contractors license exam. Mike indicated that he would be glad to. Mike also mentioned that LDAF hopefully will have the recertification expiration date on the Louisiana Irrigation License by next year. Wayne indicated that LDAF would have their meeting of the Horticulture Commission on March 4, 2010 and felt it would be in the best interest to LIA to have a Board Member present at each meeting throughout the year.

There being no more business, Danny Mobley moved, seconded by Julie Mouch Broussard to adjourn the meeting. Motion carried and the meeting concluded at 2:05 P.M.