

**MINUTES LIA BOARD OF DIRECTORS
MEETING, JULY 16, 2013
LEA'S RESTAURANT
LECOMPTE, LA**

The meeting began at 11:30 A.M. with President Julie M. Broussard welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present were Curt Bowman, Julie M. Broussard, Wes Gauthier, Wayne Orton and John R. Kavanaugh. Non-voting Member, Severn C. Doughty, Sr. and guest, Ansel Rankins were also present. Four voting Members present represented a quorum and five were present.

Julie asked the Board to review the Minutes of the last Meeting and if acceptable, move that they be accepted. Wayne Orton moved, seconded by John R. Kavanaugh, that the minutes be accepted. Motion carried.

Julie asked Severn to provide the Second Quarter Financial Report. Severn stated that dues were down in the second quarter from \$1,285.00 in 2012 to \$928.97 this year and the Basics Class training was down from \$6,496.30 in 2012 to \$4,769.50. Book sales were up \$508.58 this year and meal sponsorship was down by \$100.00. Total revenues were \$6,264.83 and total expenses were \$8,339.45 making expenses over revenues equal to -\$2,074.62. There being few questions, Wes Gauthier moved, seconded by John R. Kavanaugh to accept the financial report as presented. Motion passed.

Julie asked Severn to provide the Membership Report. Severn stated that our Membership so far this year was 108 Members down from 144 in 2012. Severn encouraged the Board to look at the Membership roster and contact those whom they knew in their area – especially the members who were members from 2009 through 2012 and impress upon them the importance of their Membership. Julie asked Severn to send to her the roster and that she would reformat it to areas of the state to make it easier for Board Members to contact the non-paying members in their region.

A great discussion ensued pertaining to enticing new members to join LIA. It was discussed that we provide T-shirts to all Members and New Members as they join – large LIA logo on the front and smaller LIA logo and “*Committed to a Better Irrigation Industry for Louisiana*” 318-872-4677 scd357@cmaaccess.com on the back. Another idea was to purchase ball caps with the LIA logo and sell them on the website. It too was discussed that when we reprint the Membership Application forms that we add the quality of LIA training as an additional membership benefit.

Finally, we discussed that during the Basics Class we could offer to those persons who take the Landscape Irrigation Contractors license exam that if they become members first, pass the exam and get their license, which through a lottery the winner would receive a \$50.00 reimbursement for their cost to take the license exam. Consequently, Wes Gauthier moved, seconded by Wayne Orton that we offer to those individuals who take the license exam during the Basics Class a \$50.00 reimbursement through a lottery if they become members first, pass the exam and get their license. Motion passed.

Julie asked Severn to report on the Newsletter. Severn passed a copy around to everyone and asked if there were any comments, suggestions or ideas to better the newsletter. Everyone agreed that it looked good.

Julie asked Severn to report on the Website stats. They were about the same as was reported at the last Board Meeting. From March 1 to June 30, 2013 we had a total of 54,871 page views, most of which occurred between March 21 and April 10, 2013.

Julie asked Ansel Rankins to give an update on LDAF. Ansel began with stating that Citrus Canker has been reported in Orleans Parish, Louisiana. LDAF surveyed the area for six weeks and then brought in six experts from Florida to inspect the nine trees found – 5 residential and 4 in City Park. The trees were destroyed and the soil 1 inch deep was removed where the trees were growing. Dr. Raj Singh, plant pathologist with the LSU AgCenter has published a flyer on Citrus Canker which can help to identify the disease. Ansel further stated that Dr. Mike Strain has issued a press release, ‘Sanitation of Landscape Maintenance Equipment’ asking Landscape Maintenance Contractors to sanitize their equipment used around citrus trees, be aware of the disease and notify LDAF if they suspect they see evidence of it.

Further, Ansel handed everyone a copy of the LDAF Market Bulletin and stated that on page 18 there is a section called *Coming Your Way*, where Education & Workshop dates were listed. He indicated that it would be a great opportunity for LIA to list their educational offerings at no charge. The readership is around 12,000. Severn sent in information on the dates for the Annual Meeting, October 15 and Basics Class, November 6, 7, on July 27, 2013 to Ansel.

Ansel stated that currently we had 408 licensed Landscape Irrigation Contractors – 394 in Louisiana and 14 out-of-state. Of those 48 were new contractors this year. Concerning pass rates at the last two Basics Classes, in March the % pass rate was 64 and the June pass rate was 100%.

Julie moved on to Old Business and asked Severn to present the Profit & Loss Statement for the March 13, 14, 2013 Basics Class. Total revenues collected were \$4,607.60 and total expenses were \$2,924.63 leaving \$1,682.97 in revenues over expenses. There being few questions Curt Bowman moved, seconded by Wayne Orton, to accept the report as presented. Motion carried.

Julie then asked Severn to present the Profit & Loss Statement for the June 5, 6, 2013 Basics Class. Total revenues were \$4,894.50 and total expenses were \$2,672.78 leaving \$2,221.78 in revenues over expenses. There being no questions John R. Kavanaugh moved, seconded by Wayne Orton, to accept the report as presented. Motion passed.

Julie asked Severn to review the evaluations for the two Basics Classes held so far this year. In the March class there were 14 out of 23 who returned evaluations and for the June class 17 out of 23. Of the total attendance there were 7 members present, probably there for recertification and 24 non-members. No one cared to advertise in the newsletter and 12 said they did not visit the website while 18 said they did. When asked 'Have you found it easier or more difficult to operate a profitable business in the past 10 years, 2 said they were new to the business, 12 said more difficult, one said no difference and one said easier.

As far as liking the training 15 said they liked it and 3 said they did not. Most of the respondents liked Dr. Gallagher's presentation - great course, good, very knowledgeable, very informative, very good teacher, etc. and only a few commented that it was fast paced or difficult to understand or needed to organize the course better. Twenty four respondents said the times and location were good while only 7 said they were not – folks from North Louisiana wished it were held up there. Finally, when asked how they liked the food and refreshments, 26 said good while 5 said OK.

Julie moved on to the Membership Committee and stated that according to the By-Laws the Vice President was the chair and John said he would be glad to chair it. Julie asked the entire Board if they would serve on the Membership Committee. Some of the discussion presented earlier under the Membership Report was discussed here.

Severn stated that 54 letters will be sent to the new license holders asking them to join LIA this summer and the 2013-2014 Directories are at the printers and will be mailed as soon as they are ready.

Julie asked Severn about the Chronological Order of Education Training and Severn handed everyone an updated copy.

Julie asked Severn about Cabela's shirts. Severn asked the Board if he could order Peter another shirt since he was teaching the Basics Class two days in a row. The Board agreed and in addition suggested that we order one for Ansel Rankins. John and Wayne wanted to order a short sleeve shirt each and they would pay for them. Severn ordered the shirts and caps on July 25, 2013.

Julie asked Severn to discuss the Annual Conflict of Interest Policy. Severn stated to the Board that they should read a copy of the Conflict of Interest Policy, that they should understand it, that they agree and comply with it, and that LIA is a non-profit organization and in order to maintain federal tax exemption, it must engage primarily in activities which accomplish one or more of its tax exempt purposes. All members present agreed and signed the Annual Conflict of Interest Policy Statement. A copy of the statement was placed in the permanent file.

Julie asked Severn to discuss the Administrative Assistant Invoices and prefaced his comments by stating that she had received copies of each invoice and approved such. Severn handed invoices 1-5 for the Board to see and asked for any comments or questions. There were none.

Julie moved on to New Business and asked the Board if they wanted to make a donation to the Louisiana Nursery Landscape Foundation for Scholarship and Research (LNLFSR). There were a few questions and comments and afterwards John R. Kavanaugh moved, seconded by Wayne Orton, to donate \$250.00 to the Foundation. Motion passed. The letter and check was mailed on July 25, 2013.

Julie asked Severn about the purchase of Irrigation Components for Residential/light Commercial Systems course from IA. Severn indicated the Dr. Bob von Bernuth, Education Director with IA, recommended we purchase it for \$200.00 as it was just written and updates will be provided free when updates were needed. Wayne asked if we plan to use it this year and Severn said that training had already been planned for this year and next but perhaps we will use it in 2015.

Julie asked the Board if they had any suggestions for agenda items for the Annual Meeting. There were none and Severn stated that he would work up the agenda and send it to Julie for comments.

Julie stated that we needed a Nominating Committee. Severn said that it would be best if the committee were made up of persons who would not be running for office. Consequently, Julie asked if Wayne would serve as chair and she would assist. Therefore, the Nominating Committee will consist of Wayne Orton, Chair and Julie M. Broussard.

Severn asked Julie if he could add an add-on agenda items. Severn said he had received information about the IA Show and thought that since it was close, Austin, TX, that it would be ideal to send Peter Gallagher and Curt Bowman, if they wished to go, to take several classes and be better prepared to teach some of its contents. Curt stated that he had already made plans to go but thought it would be great if Peter went. Severn said that some years ago Mike Goree committed that he would love to see Severn go; however, Severn stated that there was a conflict. The show dates were November 4, through the 8, 2013 and our Basics Class was scheduled on November 6, 7, 2013. The only way Peter and Severn could go would be to ask Mike Goree if he could teach the Basics Class. Severn called Mike after the Board Meeting and Mike said he would teach the class. Severn will contact Peter and ask if he would like to go. If so, Julie and Wayne said they would be at the Basics Class to take registrations and to recertify those who needed it. The Board also wanted to know the cost of both Peter and Severn going. Severn said he would get back with the Board with the details.

There being no more business, Wayne Orton moved, seconded by John R. Kavanaugh, to adjourn the Meeting. Motion passed and the Meeting ended at 2:55 P.M.