

**MINUTES LIA BOARD OF DIRECTORS  
MEETING, OCTOBER 14, 2013, 5:00 P.M.  
RALPH & KACOO'S RESTAURANT  
BATON ROUGE, LA**

The Meeting began at 5:14 P.M. with President, Julie Mouch Broussard welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present were John R. Kavanaugh, Wes Gauthier, Julie Broussard, Jack Hopper, Wayne Orton and Marianne Joye. Non-voting Board Members were Dr. Peter Gallagher, and Severn C. Doughty, Sr. Guest's presents were Ansel Rankins, Richard Reising and Barry Blumberg. Four voting Members present represented a quorum and six were present.

Julie indicated that Ansel Rankins had to attend class at 6:00 P.M. and asked to be first on the agenda. Julie asked Ansel to give an update on LDAF. Ansel started by stating that the Horticulture Commission was heavily involved in the Citrus Canker outbreak and it was now confirmed in four parishes, Orleans, Jefferson, Plaquemines, and St. Charles. The trees found in Plaquemines were only one mile from the citrus industry. There were a total of 383 trees found to be infected in the four parishes.

Currently, there were 420 licensed Landscape Irrigation Contractors in Louisiana and 405 resided in Louisiana. Sixty four licenses exams were administered in 2013 and there was a 73% pass rate overall. In the March Irrigation Basics for Landscape Irrigation Contractors class there was a 64% pass rate and in June it was 100%. Ansel indicated that the Commission was working on providing the test online in the future and more details will be forthcoming as the project completion nears.

Ansel concluded by stating that through Act 399 in the legislature, outstanding fines will now be brought to the Attorney Generals' office for collections. In the most recent Horticulture Commission hearing a person was fined \$14,000 which was his 3<sup>rd</sup> offense. To date the Commission has processed 39 violations worth \$13,500.00 in collected fines and of the 39 only 2 were Landscape Irrigation Contractors.

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 Jack Hopper, to accept the minutes. Motion carried.

Julie asked Severn to provide the third Quarter Financial Report. Severn indicated that he had a computer glitch and had to have the Excel Financial Statement sheet redone. When it was finished it did not automatically add and subtract rows and columns. Consequently, Severn had to do the math by hand and there were some math errors. The 3<sup>rd</sup> Quarter revenues were correct at \$2,665.53. The 3<sup>rd</sup> Quarter Expenses were correct at \$7,412.80. However, the Change in Net Assets was incorrect as presented and should have been \$4,474.27. The Change in Net Assets 2013 year to date was incorrect as well and should have been \$2,118.82. The Excel spread sheet will be corrected so that it will add and subtract the rows and columns. When it is completed, the figures will be accurate. Severn apologized to the Board for the errors. There being little discussion, Wes Gauthier moved, seconded by John R. Kavanaugh to accept the financial report. Motion carried.

Julie asked Severn to provide the Membership report. Severn indicated that currently we had 120 members but that would change tomorrow with new memberships anticipated.

Julie asked Severn to provide the Newsletter Report. Severn stated that we needed more Newsletter ads and asked if anyone knew of potential advertisers. Barry Blumberg said he would like to advertise in there and Severn stated that he would send him the necessary information.

Julie asked Richard Reising, LIA's Webmaster, to present the website update. Richard stated that from Jan. 1, 2013 to Sept. 30, 2013 there were a total of 113,610 page views, 28,844 visits and 227,505 hits on our website. From the period of June 1<sup>st</sup> to Sept. 30<sup>th</sup> we had 44,243 page views and 12,116 visits. The average visit time was 4 minutes 23 seconds. Top pages visited were 1) home page, 2) Resources, 3) News, 4) Member login, 5) Link click, 6) Board Minutes, 7) Meet the Board and 8) Events. The top three search engines were Google (75%), Bing (12.8%), and Yahoo (9.48%). Several Board Members stated that they had difficulty advancing the events months and asked Richard if there was a problem. They also asked if he would put the IA Show dates in the calendar. Richard said he would make the necessary adjustments.

Julie asked Barry Blumberg to give an update on Blumberg and Associates. Barry said that several LIA Members expressed interest in insurance quotes and he asked Severn if Meadowbrook was associated with LIA. Severn stated that they were not.

Barry further stated that he was getting questions from his employees about the Affordable Care Act and how should the employees handle the mandates. Barry indicated that Michael Bertaud with Blue Cross was an excellent speaker and would come and speak about the new changes in the health care law at no charge. Julie thought this would be great information to provide to the LIA Membership and stated that she would ask the Membership at the Annual Meeting if they were interested.

Julie asked Dr. Gallagher to give an update on Education. Peter indicated that he had collected quite an array of equipment and supplies (training aids) to show students in various classes to enhance the lectures. He also stated that he was going to the IA Show to take several classes so he could teach them in the future.

Julie moved to Old Business and asked John R. Kavanaugh to give a Membership Committee report. John stated that there was no formal report but asked Severn if there was a student Membership category on the Membership Application form. Severn stated that there was and it was included with faculty at the \$25.00 rate. John then indicated that it would be good to offer college students a scholarship of perhaps \$100.00 off of the Member registration price if they become LIA members. It could be promoted at Louisiana colleges that still have horticulture related curricular and it would encourage students to take our training classes for more practical information. The Board felt that it would be good to try.

Julie asked Wayne to report on the Nominating Committee's recommendations. Wayne reviewed the names of the proposed Officers and Board Members for 2014 which included: President, John R. Kavanaugh; Vice-President, Jack Hopper; Past President, Julie Mouch Broussard; Director 2013, 2014 Marianne Joye; Director 2013, 2014 Wes Gauthier; Director 2014, 2015 Wanda Tiblier; and Director 2014, 2015 Curt Bowman. Severn indicated that he had polled the Board via email on October 2, 2013 asking the Board to vote on the above mentioned recommended slate of Officers and Board Members for 2014. In addition Severn asked the Board Members to vote on the proposed Articles of Incorporation amendment change which stated in Article V, 3<sup>rd</sup> sentence, "An Executive Secretary shall be *contracted* (not employed) by the Board of Directors and shall be solely responsible to the Board." Affirmative responses of both motions were received via email from: Curt Bowman, Wayne Orton, Julie Broussard, and Wes Gauthier. Severn received a fax from John R. Kavanaugh voting 'Yes' to both. Julie indicated that since there was a quorum vote, both motions passed.

Julie asked Severn to report on the tee shirts to be given to new and renewing Members next year. Severn indicated that he had gotten estimates on one color and two color tee shirts with LIA logo in front and back and with contact information on the back only. One color prices were \$5.60/shirt and two color prices were \$6.30/shirt. The Board decided to have the logo on the left side of the front and nothing on the back. It said to check prices for one color verses two colors and check prices for 150 shirts. Once estimates have been acquired, email the Board for a vote on what to order. It was suggested that LIA could get sponsors to pay for the tee shirts and perhaps the ball caps. Julie suggested that we form a Publicity Committee to investigate potential sponsors for sponsored tee shirts and ball caps. Members on the committee would be; chair, Wayne Orton, Wes Gauthier and Curt Bowman.

Julie asked Severn to show the Cabela's ball caps with LIA logo on sale for \$12.00. Most of the Board wanted to purchase a cap but they decided to wait until after the Annual Meeting to see if any of the Members wanted to purchase them.

Julie asked Severn to report on the IA Show in November. Severn said that registrations and hotel accommodations were made for Peter and him. They will leave on Sunday, November 3<sup>rd</sup> and return on Saturday, November 9<sup>th</sup>.

Julie asked Severn to discuss the Administrative Assistant Invoice 6. Severn handed a copy of the invoice to the Board and everyone approved of the way it was written. Julie stated that she received a copy of each invoice so she would know when and how much each invoice was for and she had the option of approving or disapproving it.

Julie asked Severn about the \$250.00 donation to LNLFSR. Severn stated that he made the donation on July 25, 2013.

Finally, Julie asked about the 54 letters and Membership Applications sent around the end of August. Severn stated that the letters were sent to those individuals who took and passed the Landscape Irrigation Contractors license exam this year. The Board then asked how many individuals joined. Severn indicated that only one joined.

Julie moved on to New Business and asked the Board if they had any last minute agenda items for the Annual Meeting. The only one was to ask the Membership if they would like for Michael Bertaud from Blue Cross to provide a seminar to the Membership on the Affordable Care Act.

Julie asked Severn about the letters written to Senator Landrieu and Representative Scalise. Severn stated that as part of the ongoing legislative lobbying effort he and others were involved, he felt writing a letter to the two Congressional leaders would enhance support for comprehensive immigration reform. Since most of the LIA Membership was made up of small business owners, some members rely on seasonal workers to get their jobs done. Immigration Reform has been sorely needed and the letters were intended to hasten support for passage of a final bill before the end of the year.

There being no more business, Wayne Orton moved, seconded by Wes Gauthier to adjourn the meeting. Motion passed and the meeting concluded at 8:45 P.M.