

**LIA BOARD OF DIRECTORS MEETING  
MINUTES JULY 15, 2014, 11:00 A.M.  
LEA'S RESTAURANT  
LECOMPTE, LA**

The meeting began at 11:22 A.M. with President, John R. Kavanaugh welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present were; Wanda Tiblier, Jack Hopper, John R. Kavanaugh, Julie Broussard and Curt Bowman. Non-voting Board Members present were: Peter Gallagher, Julia Ann Dickerson and Severn C. Doughty, Sr. Four voting Members present represented a quorum and five were present.

John asked the Board to review the minutes of the last meeting and if acceptable, move that they be accepted. Julie Broussard moved, seconded by Curt Bowman, to accept the minutes. Motion carried.

John then asked the Board to review the Addendum to the March 11, 2014 minutes and if acceptable, move that they be accepted. Wanda Tiblier moved, seconded by Curt Bowman, to accept the Addendum to the minutes. Motion carried.

John asked Severn to report on the 1<sup>st</sup> and 2<sup>nd</sup> quarter financial statements. Severn began by stating that he had a very difficult time with the 1<sup>st</sup> quarter statement. So he involved Julia Ann Dickerson, with bookkeeping experience, to help with the report and she was able to see how the financials were computed. Consequently, Julia Ann was able to compile the 2<sup>nd</sup> quarter report. Severn then made some adjustments and the report follows. Dues up for the first and second quarters almost equaled the total dues in 2014. However, income from the June Basics Class in Ruston was ½ of what the June class in Baton Rouge produced last year. The Recertification class held in January in Ruston was 3/5 of what the January Recertification class in Baton Rouge produced in 2013. Total income for the 1<sup>st</sup> quarter was \$15,810.79 and total income for the 2<sup>nd</sup> quarter was \$5,824.03.

Overall, expenses were greater for the 1<sup>st</sup> and 2<sup>nd</sup> quarters, 2014. Office expenses were five times over what they were in the 1<sup>st</sup> quarter 2013 and 2 times over what they were for the second quarter 2013. Severn didn't realize how low he was on windowed envelopes, large white envelopes, regular envelopes, stationary, certificates, and name badges. We should not have to reorder these items for several years, however. T-shirts were another unexpected cost item as well as postage for renewal packets containing T-shirts. Severn also did not realize how low he was on books to sell. The last big ticket item was the Board approval to revamp the website costing about \$1,500.00. Consequently, expenses for the 1<sup>st</sup> quarter were \$15,137.00 leaving \$673.79 in revenues over expenses. For the 2<sup>nd</sup> quarter expenses were \$9,381.68 leaving \$3,557.65 in expenses over revenues (in the red) but if one removed the \$1,500.00 expense for revamping the website, it would reduce the expenses to approximately \$2,000.00 which was about how much we were in expenses over revenues in 2013. One last item Severn mentioned was the checking account balance as of July 10, 2014 was \$11,300.35.

There being little discussion Julie Broussard moved, seconded by Jack Hopper, to accept the financial report as presented. Motion carried. Severn indicated that Dr. Gallagher now has access to the Capital One checking and savings accounts. Severn further stated that he was very happy Julia Ann Dickerson was assisting him with LIA duties. She has been most efficient and fully able to take on any task assigned. The efficiency of the office has been greatly augmented through her diligence and eagerness to quickly complete tasks assigned to her. All in all she has been a tremendous help to Severn and a great team player.

John asked Severn to give the Membership report. Severn stated that as of today we have 126 members, the most we have ever had at this time of year. Another opportunity to enhance the membership will be at the October Annual Meeting. Severn also stated that he sent the 2014-2015 Directories out with the 2<sup>nd</sup> quarter Newsletter which saved us a considerable amount of postage. He asked the Board to check their contact information and to ask other LIA Members to do the same to be sure it was correct.

John asked Severn to discuss the 2<sup>nd</sup> quarter Newsletter. Severn asked how the Board liked the special edition emphasizing July as Smart Irrigation Month in Louisiana. The Board collectively stated that it looked really good. John indicated that he was contacted by Landscape Management magazine for an interview to discuss the Proclamation, July as Smart Irrigation Month in Louisiana. Severn then read an excerpt from the Irrigation & Green Industry, June 2014 magazine announcing 'July is Smart Irrigation Month in Louisiana' and other states. Severn then passed the Proclamation around for the Board to see. Severn stated that LIA had really gotten some excellent PR coverage. The Board then asked Dr. Gallagher if he would rewrite the Proclamation stating that July in Louisiana, starting in 2015, will forever be Smart Irrigation Month and ask Governor Jindal to sign it. Dr. Gallagher said he would work on it.

John asked Severn to report on the statistics from May through June on the new website. Severn stated that the page views for April were 1019; May, 652; and June, 886. Total visits were April, 252; May, 397; and June, 457. Daily usage for April were dates April 5-10<sup>th</sup>; May 5, 6, 12, 21, 23, 27<sup>th</sup> the highest usage, 28, 30 and 31<sup>st</sup>; June 9<sup>th</sup> was the highest usage day in June. Hours during the day of highest usage in April were 4 pm and 10 pm; in May 8, 9, 10, 11am 1, 2, 4, 5, 8, & 10 pm; and in June 1 pm, top usage, followed by 11, 12 noon and 2, 3 pm. Areas of the website visited in April and in 10<sup>th</sup> place was certification; in May in 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> place were certification, 6<sup>th</sup> & 7<sup>th</sup> place were Annual Meeting; 8<sup>th</sup> place was LDAF and 9<sup>th</sup> place was NOAA; in June in 2<sup>nd</sup> place was certification, 3<sup>rd</sup> place was news, 4<sup>th</sup> place was resources, 5<sup>th</sup> place was about LIA, 6<sup>th</sup> place was events, 7<sup>th</sup> place was join, 8<sup>th</sup> place was contact LIA, 9<sup>th</sup> place was join-renew & 10<sup>th</sup> place was advertise.

Andy Blumberg was unable to attend but sent word that; "Severn, please report from us that we realize this is a busy season for your members and we are looking to have a specialized advertising campaign for them as the busy season comes to a close."

Ansel Rankins was unable to attend as well so Jack Hopper reported on the Horticulture Commission meeting recently held in Baton Rouge, LA. He stated that of all the license categories, arborist were the ones most often cited. To read the minutes go to the LDAF link on our website [www.l-i-a.us](http://www.l-i-a.us).

John asked Dr. Gallagher to give his report. Peter stated that he had inquired into taking the IA Certification Exam in Micro-irrigation and said that he would have to go to Eldorado, AR to a testing site to take it. For the Irrigation Auditor Certification Exam, he could take it in Ruston, LA and ask Michael Pippin with Irrigation Mart to proctor it. Dr. Gallagher indicated that he would proceed with the exams later this year. He also indicated that he planned on contacting the state universities to determine if they still offered courses in horticulture. Once he determined which ones did, he would contact them and offer to the department heads a \$100.00 off of the cost for students to take an LIA training course if they became a member at the \$25.00 student rate. This would encourage students to take our training classes to gain more practical information and increase membership.

John then moved on to Old Business and asked Severn to discuss the Profit & Loss statements for the March and June Basics classes and the evaluations for both. Total revenues for the March class in Baton Rouge, LA were \$6,236.20 and expenses were \$2,919.41 leaving \$3,316.79 in revenues over expenses. For the June class in Ruston, LA total revenues were \$3,167.60 and expenses were \$1,130.10 leaving \$2,037.50 in revenues over expenses.

Julia Ann Dickerson reported on the evaluations since she compiled them. She stated that for the March Basics Class there were 7 members present and 11 non-members. One indicated that they wanted to advertise but gave no address. The Board suggested that we put 'If you would like for us to contact you, please give us your name and address' at the top of the evaluation form. Eleven stated that they visited the website and 5 said they didn't. Overall, class attendees liked the training and the instructor and most liked the location but some said have classes in North Louisiana and in New Orleans, LA.

For the June class, responses encircled were there for one day (recertification) and those not circled were there for two. Four of the two day attendees indicated that they were members and 3 were not. Two indicated that they would like to advertise and were sent advertising information. Four indicated that they visit the website and 3 said they didn't. Again, class attendees mostly liked the class and instructor and the location but some said they would like classes in Alexandria and New Orleans.

John asked Severn to report on new licensee notices sent asking them to join LIA. Severn asked Julia Ann to explain the handout. She indicated that she called all 11 new licensees' and only 2 wanted membership apps sent. This was done soon after all contacts were made. No new memberships have been realized but we saved a lot of money in postage and time by only sending two packets instead of 11.

John asked Severn to report on the Chronological Order of Educational Training. Severn indicated that the Order of Training was up to date and handed everyone a copy. He further indicated that he and Dr. Gallagher have set the dates and locations for the 2015 training which include:

January 22, 2015, Recertification Training, Lomax Hall, LA Tech, Ruston, LA - Training topics include; A.M., Irrigation Components for Residential/Light Commercial Systems, Dr Peter Gallagher, Instructor; P.M., Managing an Irrigation Service Company, John R. Kavanaugh, Instructor.

March 11, 12, 2015, Irrigation Basics, Ralph & Kacoo's Restaurant, Baton Rouge, LA, Dr. Peter Gallagher, Instructor.

June 3, 4, 2015, Irrigation Basics, Ralph & Kacoo's Restaurant, Baton Rouge, LA, Dr. Peter Gallagher, Instructor.

October 15, 2015, Annual Meeting, Recertification Training, Ralph & Kacoo's Restaurant, Baton Rouge, LA – Training topics include; A.M., Wires & Cables and Proper Splicing Methods and Protecting Control Systems from Lightening, Vince Noletti, Paige Electric Co., Instructor; P.M., Physical Properties and Water Movement in Soils, Dr. Severn C. Doughty, Sr., Instructor.

November 4, 5, 2015, Irrigation Basics, Ralph & Kacoo's Restaurant, Baton Rough, LA, Dr. Peter Gallagher, Instructor.

Severn further indicated that he had ordered the two books that Dr. Gallagher had requested and he received them in June, 2014.

John asked Severn to get the Annual Conflict of Interest Policy signatures. Severn indicated to the Board that in order to sign and date the policy statement, each person had 1) received a copy of the policy, 2) read it and understood it, 3) agreed to comply with it and 4) understood that LIA is a non-profit organization and in order to maintain federal income tax exemption, it must engage primarily in activities which accomplish one or more of its tax exempt purposes. The Board signed and dated the policy statement and a copy will be put in the permanent Conflict of Interest Policy Statement file.

John then moved on to New Business and asked Severn to discuss agenda items for the Annual Meeting, October 14, 2014. Severn indicated that he had some items and asked the Board if they had any to suggest. There being none, Severn said he would prepare the agenda and have John look over it before it was sent to the Membership.

John stated that we needed to set a nominating committee and asked Severn, who was going to roll off the Board. Severn responded by stating that the person to be considered first for President was Jack Hopper. Of course other candidates could be nominated. Those eligible for Vice President were Curt Bowman, Wes Gauthier and Marianne Joye, in that order of longevity on the Board. Board Members who will roll off the Board in October, 2014 but could be re-nominated were Marianne Joye and Wes Gauthier. Board Members to remain on the Board until October 2015 were Curt Bowman and Wanda Tiblier. Julie Mouch Broussard was to roll off the Board and John. R. Kavanaugh will ascend to Past President.

John then asked Julie to chair the Nominating Committee and those who will serve were he and Wanda Tiblier. Julie asked Severn to send her the names of those Members who had indicated an interest in serving on the Board or who would be good candidates in good standing.

John announced that Severn had LIA caps, T-shirts and shirts for sale if anyone wanted them. And finally, John asked Severn about the Workforce Coalition Letter sent to LA Congressional delegation. Severn stated that through the Nursery Executives of North America organization of which we are a member, a letter was sent to Washington asking the Louisiana delegation to support the H-2B program and to co-sponsor H.R. 4238.

There being no more business, Jack Hopper moved, seconded by Julie Broussard, to adjourn the meeting. Motion carried and the meeting concluded at 1:07 P.M.