

**LIA BOARD OF DIRECTORS MEETING
MINUTES, JULY 21, 2015
CAJUN LANDING RESTAURANT
ALEXANDRIA, LA**

The meeting began at 11:00 A.M. with President, Jack Hopper welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present were: Jack Hopper, John R. Kavanaugh, Christopher Friedman, Wes Gauthier, and Wanda Tiblier. Non-voting Board Members present were Dr. Peter Gallagher and Severn C. Doughty, Sr. Guest present was Ansel Rankins. Four voting Members present constituted a quorum and five were present.

Jack asked that the Board review the minutes of the last meeting and if acceptable, move that they be accepted. Wes Gauthier moved, seconded by John R. Kavanaugh that they be accepted. Motion carried.

Jack asked Severn to present the financial report. Severn stated that the 1st Quarter revenues were \$21,613.97 and the 2nd Quarter revenues were \$4,289.62. Conversely, the 1st Quarter expenditures were \$11,991.24 and the 2nd Quarter expenditures were \$7,777.06. Considering the total revenues for both 1st and 2nd Quarters, we received \$25,903.59 minus expenditures for both 1st and 2nd Quarters which amounted to \$19,768.83. Consequently, the net receipts were \$6,135.29 for both Quarters. Severn then compared last years' 1st and 2nd Quarters receipts and expenditures with this year's and stated that financially we were in better shape this year than last. Wes asked that in the future could the Board receive last years' financial statement to compare with the current years' statement. Severn stated that he will send both the previous years' statement and the current years' statement for comparison in the future. Wes Gauthier moved, seconded by Christopher Friedman to accept the financial report as presented. Motion passed.

Severn then reported on the net revenues for classes from last October's Annual Meeting/Training to June, 2015 Basics class. Revenues for October, 2014 Recertification Training at Ralph & Kacoo's was \$4,983.10 (about 54 in attendance); November, 2014 Basics class at Ralph and Kacoo's (17 in attendance) was \$1,030.88; January, 2015 Recertification training in Ruston, LA (27 in attendance) was \$4,748.83; March, 2015 Basics Class at Don's Seafood Hut in Denham Springs, LA (about 29 in attendance) was \$3,796.90; and the June, 2015 Basics class at Don's Seafood Hut in Denham Springs, LA (limited to 21 in attendance) was \$2,874.02.

Jack asked Severn to present the Membership report. Severn stated that as of June 11, 2015 we had 128 paid members which were about the same number of paid Memberships as we had last year at that time.

Jack asked Severn to give the Newsletter report. Severn asked the Board to please give him some feed back on the Newsletter. He stated that he never hears anything good or bad about it and was seeking to ever improve on it and its content. John stated that he felt

it was an excellent means of promoting LIA and he felt like it was an investment seed for our organization even though it costs more to produce than we receive in ads. Ansel stated that he would be glad to provide a column each quarter updating LDAF. Wes, Wanda, Christopher and John asked that they be sent extra Newsletters/membership application forms so they could show them to potential new Members or newsletter advertisers. Severn prepared them for mailing on July 22, 2015. In addition the Board asked Severn to send extra copies of the newsletter to dealers. Severn prepared extra newsletters and membership application forms to mail to Wes (Rain Bird), Curt (Polydrip), Christopher (Irrigation Mart), and Wayne Orton (Keeling).

The Board asked Severn to include a Calendar in the Newsletter of upcoming training dates and other pertinent information to Landscape Irrigation Contractors. In addition Wanda suggested to add on the front page or else where that: If You'd Like to Receive This Newsletter, Please Join LIA www.l-i-a.us. She also suggested that we add our website address on multiple pages. Dr. Gallagher suggested that we put the IA webinar dates in the Newsletter and on the website. Severn thanked the Board for their suggestions and will update the newsletters in the future.

Jack asked Severn to report on the website. Jack asked if Bill Prudhomme would still be LIA's webmaster because he sold his business and was not taking any more clients. Severn stated that he will continue to be LIA's webmaster and that he enjoyed working with us. Bill said that he was unable to attend this meeting due to prior commitments but he sent the website stats to Severn to report. The monthly visits (people who visit the site) for April were 906, for May, 881 and for June, 860. The page views for April were 1806, May, 1668 and June, 1608. The top 10 areas on the site visited for April were: 1) LDAF District Map; 2) Ornamental Update; 3) Tax Law Update; 4) Hort. Com. Hort. Law; 5) Latest Landscape Design Trends; 6) Chapter 1 Hort. Law; 7) Easy Digs –News; 8) Deadly Virus Killing Rose Bushes in TX; 9) Rose Rosette Disease, and 10) Homeownership Rate Fall.

The top 10 areas on the site for May were: 1) LDAF District Map; 2) Water Softener Could Be the Blame for Palmetto Death; 3) Tax Law Update; 4) Mike Strain Press Release; 5) Road to Immigration Reform; 6) Anti-WOTUS Bill; 7) El Nino Still Here; 8) H2-B Receives Extension; 9) Chapter 1 Hort. Law; and 10) Rose Rosette Disease.

The top 10 areas on the site for June were: 1) LDAF District Map; 2) Ornamental Update; 3) Hort. Com. Hort. Law; 4) Water Softener Could Be the Blame for Palmetto Death; 5) Chapter 1 Hort. Law; 6) Ornamental Update; 7) EPA Releases Clean Water Rule; 8) Well Maintained Yard; 9) Bill to Stop EPA Water Rule; and 10) El Nino Still Here.

Jack asked Ansel for an LDAF Update. Ansel stated that there have been two Horticulture Commission Meetings this year and 30 violators were brought forth with over \$11,000.00 in fines levied in which two cases involved Landscape Irrigation Contractors. Currently, Ansel stated that there were 371 licensed holders, down from 410 last year. So far this year there were 21 new licensees and of the Basics classes offered, there have been an 80% pass rate. Ansel passed around preserved larvae and adult

Emerald Ash Borer insects and wood damage done by them. They were first discovered recently in Webster Parish and have now been found in several other surrounding parishes.

Jack asked Dr. Gallagher for an update on Education and Research. Dr. Gallagher stated that he had written a draft letter to send to colleges and universities in Louisiana and one school in Texas to offer \$100.00 LIA scholarships to college students. The Board reviewed the letter and Dr. Gallagher was to refine the list of schools it will be sent to and mail it in September. Severn stated that if he wanted to make the offer clearer, that he could refer to the last meeting minutes to elaborate. Dr. Gallagher handed Severn a list of upcoming IA Webinars and suggested they be placed in the calendar for the next newsletter. Severn said he would put it in the calendar and he also requested that Bill Prudhomme put a calendar section on the website and gave him the webinar dates. Dr. Gallagher stated that some Board Members met in Baton Rouge recently to officially receive the Proclamation signed by Gov. Bobby Jindal proclaiming July as Smart Irrigation Month In Louisiana. He passed the Proclamation around for the Board Members to see.

Jack moved on to Old Business and asked Severn to give the Profit & Loss Statement for the June 3rd & 4th Basics Class. Severn indicated that we made a total of \$4,579.50 in registration revenues, no dues collected and made \$271.00 in book sales of the total. Expenditures totaled \$1,705.48 which left \$2,874.02 in revenues over expenses. Wes Gauthier moved, seconded by John R. Kavanaugh to accept the statement. Motion carried.

Jack asked Severn to discuss the Certification survey given to those in the Basics Class. When asked “Would you be interested in participating in the Certification Program, four said Yes and two said No. Would a two day class be appropriate? Six said Yes and no one said No. Would \$200.00 be an appropriate fee? Six said Yes and no one said No. When asked if they would like to re-certify every several years, five said Yes and one said No.

Some confusion surrounded the Future Educational Opportunities questionnaire totals. Severn later looked up the original returned questionnaires for clarification. Considering future educational opportunities, which topics are most important, where 1 is least important and 5 is most important; hydraulics received 2 votes at #4 and 4 votes at #5; design, 2 @ #4 and 4 @ #5; system components, 1 @ #3, 2 @ #4 and 3 @ #5; soil/water relationships, 2 @ #3, 1 @ #4 and 3 @ #5; cross connections, 1 @ #3, 2 @ #4 and 3 @ #5; electrical, 2 @ #4 and 4 @ #5; pumps, 1 @ #3, 1 @ #4 and 4 @ #5; troubleshooting, 2 @ #4 and 4 @ #5; laws and regs., 2 @ #4 and 4 @ #5; smart technologies, 3 @ #5.

When asked how do they prefer to learn topics in question #1, where 1 is least important and 5 is most important, the responses were as follows: Classroom training, one voted #1, another one voted #3 and four voted #5; Pre-recorded webinars, accessed anytime, 2 @ #2, 1 @ #3, 1 @ #4 and 2 @ #5; Interactive webinars, scheduled at convenient times, 1 @ #1, 3 @ #2, 1 @ #4 and 1 @ #5; Irrigation Association reference materials, 1 @ #3,

1 @ #4 and 4 @ #5, and LIA developed reference materials, 1 @ #3, 1 @ #4 and 4 @ #5. When asked about their feelings toward current educational opportunities, three said make no changes, two said keep in-person training but add additional webinars and reference materials and one said reduce the number of in-person training but add more webinars and reference materials. When asked to list other topics they'd like to learn about, they said smart technologies and micro-systems.

Jack asked Severn about the Directories. Severn indicated that the Directories were completed and everyone received a hard copy in the mail along with the 2nd Quarter Newsletter to help save postage. Severn asked that if anyone would like to have an electronic copy, to just contact him.

Jack asked Severn about his contact with Jay Robbins. Earlier in the year Severn had asked Jay about having a meeting to discuss Jay's idea about opening LIA up to Production Agricultural Irrigators. Jay indicated that the best time to meet would be in the summer. Severn called Jay in June and asked that Jay return his call. No response. Severn emailed Jay several weeks later and received no response. Consequently, if Jay would like to pursue it further, Severn would be glad to discuss it with him at his convenience.

Jack asked Severn about the Chronological Order of Educational Training LIA has conducted. Severn handed each Board Member a copy of the revised training so everyone would know the extent of training LIA had been involved in since November of 2007. It also serves as a guide for Dr. Gallagher and Severn to plan educational training topics for the Recertification trainings so participants won't receive the same topics when they recertify every three years.

Jack asked Severn about the annual Conflict of Interest Policy review. Severn said that each year attending Board Members must sign and date the Annual Conflict of Interest Policy Statement, indicating that they: 1) received a copy of the policy, 2) read and understood it, 3) agreed to comply with it and 4) understood that LIA was 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. Every Board Member present signed and dated the statement.

Jack moved on to New Business and asked Severn to cover agenda items for the Annual Meeting. When asked, the Board offered two topics for the agenda, one, to list the scholarship program and two, list the potential Irrigation Professional Certification Program. Severn stated that in order to compile the agenda, he would read the Minutes of the last Annual Meeting and capture any unfinished business or updates the Membership discussed. Then he would look at the agenda of last years' meeting to be certain he did not forget an agenda item. Lastly, he asked the Board for any other agenda items.

Jack stated that it was time to set the Nominating Committee. Committee Members were best chosen from those Board Members who would not be running for office next year. So, John R. Kavanaugh was selected as chair and Jack Hopper was selected to serve with

him. Severn stated that one Member, Drew Samson, volunteered to serve on the Board according to evaluation results at the last Annual Meeting. The committee will have to recommend a president, vice-president and four Board Members for next year and seek approval from the Board of their nomination recommendations. Then the Membership would vote on the slate of Board recommended Officers and Board Members at the Annual Meeting.

Severn then discussed Commissioner, Mike Strain's Fall Ball, October 15, 2015 and who would attend.

Finally, Jack asked Severn to lead the Board through a self-evaluation with the Board Vitality Index. Areas of concern were: Board Meeting Agendas; Meeting Minutes; Mission, Vision and Values; Governing Documents; Quorum; Orientation; Conflict of Interest; Nominations and Succession; Risk Management; Strategic Outcomes; Finances and Budget; Committees; and Board-Staff Relations. Each Board Member was given a score sheet with the above mentioned areas of concern and examples for each area. The Board completed the instruments and handed them back to Severn to compile. Severn also took the evaluation separately and compiled his score to compare with the Board Members' scores. At the next Board Meeting Severn plans to review the instrument with the Board and discuss each area of concern in detail in order to improve on the Board's function. Those results will be captured in the next Board Meeting minutes.

There being no more business, Wanda Tiblier moved, seconded by Christopher Friedman to adjourn the Meeting. Motion carried and the meeting concluded at 3:01 P.M.