

**Minutes, LIA Board of Directors Meeting**  
**October 19, 2016, 5:00 P.M., Don's Seafood Hut, 136 Rushing Rd.**  
**Denham Springs, LA**

The meeting began at 5:07 P.M. With President, Wes Gauthier welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Board members present were Wes Gauthier, Ardis Tooke, Wayne Orton, Christopher Friedman, and Jack Hopper. Non-voting Board Members present were Bill Prudhomme and Severn C. Doughty, Sr. Guest present was Tina Peltier. Four voting Members present constituted a quorum and five were present.

Wes asked the Board to review the minutes of the last Meeting and if acceptable, move that they be accepted. Christopher Friedman moved, seconded by Jack Hopper, to accept the minutes. Motion carried.

Wes asked Severn to present the 3<sup>rd</sup> Quarter Financial Report. Total revenues were \$4,743.84 and total expenditures were \$5,594.61 leaving \$850.77 in expenditures over income. However, for the year to date we were \$6,621.73 in revenues over expenditures. There was very few comments so Ardis Tooke moved, seconded by Wayne Orton, to accepted the financial report as presented. Motion carried.

Wes asked Severn about the membership. Severn stated that we currently had 137 Memberships and he expected more tomorrow. (At the end of the day on October 20, 2016 after the Annual meeting training, we had 15 new Members, 3 renewing Members and 16 existing Members present. So as of October 21, 2016 we had 155 total Memberships.)

Wes asked for the Newsletter update. Severn stated that we do need more ads for the newsletter. Wes asked Severn to bill him, Rain Bird through Keeling, for a year of newsletter ads. Severn said he would.

Wes asked Bill Prudhomme for the website report. Bill indicated that for the month of July 2016 we had 871 visits (visitors) with 1,895 page views. For August we had 934 visits and 1,495 page views and for September we had 1,013 visits and 1,728 page views. He supposed that people were going to the site for training information. Most watched areas on the site in July were Tax-law update followed by Road to immigration reform, Top ten design trends, and Landscaping trends. Most watched areas in August were Road to immigration reform followed by Landscaping trends, and Latest landscape design trends. Lastly, in September the most watched areas were Road to Immigration reform followed by Latest landscape design trends and Horticulture Commission Horticulture Law.

After the statistical report Bill stated that he had some ideas for the website. He wondered why we couldn't send the newsletter electronically to the Membership. Severn stated that we had only about 60% of the membership's email addresses. (Severn sampled the list later and we actually had about 87% email addresses.) Bill indicated that the last time we sent an email blast out he had quite a number of emails returned or not able to be sent. Severn said he received the list but about 5 addresses on the list were viable email addresses. Severn further stated that it would take an inordinate amount of time to confirm if all the email addresses were viable. Severn then asked Tina if we could have the list of all licensed Landscape Irrigation Contractors with their email addresses so we could cross reference to be certain our email address were correct. She said she would check and see. (Later Severn received the list and forwarded it to Bill.)

We asked Bill if he could reinstate the link to LDAF so users of our site could link to the licensed Landscape Irrigation Contractor's list on the LDAF site. Bill said he would link it. Bill then asked if he could automatically remove all out dated registration listings and event listing before he heard from us. Severn said that would be great. Bill further said that if Severn needed help with Excel listings or other computer needs that he would be happy to help.

We asked Tina for the LDAF update. Tina started out by stating that since last February there have been 31 Landscape Irrigation Contractors exams administered with a 68% pass rate. For the March Basics Class 19 took the exam for a 74% pass rate and for the June Basics Class 7 took the exam for an 86% pass rate. LDAF has issued 28 new Landscape Irrigation Contractors licenses for a total of 413 in 2016. Ninety one per cent of licenses were renewed in 2016. The Horticulture Commission had met in March and June of 2016. For a good review of the results, see Ansel Rankins' report in the 3<sup>rd</sup> Quarter LIA Newsletter, 'The Louisiana Irrigator', 2016.

## OLD BUSINESS

We asked Severn to provide the Profit & Loss statement for the June Basics Class. Severn stated that the total revenues were \$3,734.10 and the expenditures were \$1,269.95 leaving \$2,464.15 in revenues over expenses. There were a total of 18 registrations and one book sold. Jack Hopper moved, seconded by Wayne Orton, to accept the report as presented. Motion carried.

We then asked Severn to discuss the Basics Class evaluation results. Severn stated that only 6 out of 18 returned the evaluation and all 6 were licensed Irrigation Contractors there to be recertified.

When asked if they went to the LIA website, 5 of 6 indicated yes. Four indicated that they mostly visited the events section of the site. One stated that it was great. When asked if they have a personal relationship with their Congressional Representative, two said yes and four said no. When asked if they found it harder or easier to operate a business in the last 10 years, three said easier and three said more difficult. Dr. Stacia Davis taught the class and everyone stated that the training was very good and they indicated that she did a great job of teaching it. The class was held at Don's Seafood in Baton Rouge, LA and the participants were mixed as to the food and location. LIA will not hold classes there anymore as the restaurant was closed permanently due to the August, 2016 flooding.

Wes asked Severn to indicate how much sales taxes were paid so far this year. Severn said that we paid \$229.00 in the 2<sup>nd</sup> quarter and \$10.80 in the 3<sup>rd</sup>. Severn further stated that he received word from the Department of Revenue that LIA will not have to pay sales tax on dues or training registrations. We will owe sales tax on books, shirts, etc.

Wes asked Severn about the Annual Conflict of Interest Policy Statement signatures. Severn stated that as part of the Articles of Incorporation, an annual reporting of signatures was required and to be kept in a permanent file. All Officers and Board Members present at the Board Meeting were asked to print their name, sign, date and indicate yes, that: 1) "You have received a copy of the Conflict of Interest Policy; 2) You have read and understand it; 3) You agree to comply with the Policy; and 4) You understand 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 officers and Board Members signed the form and it was placed in the permanent file.

Wes stated that since Wayne Orton could not be at the Annual Meeting tomorrow that he should be presented with the Certificate which stated; 'Presented This Day, October 20, 2016 in Grateful Appreciation for the Years of Service and Serving on the Louisiana Irrigation Association Board'. Wayne gratefully accepted the certificate and stated that he would be happy to serve in any capacity in the future if we needed him.

## NEW BUSINESS

Wes asked Severn to discuss the potential events and training dates for 2017. Severn read the dates to the Board and asked if there were any changes. Ardis Tooke moved, seconded by Wayne Orton, to approve the dates as suggested. Motion carried. (Severn confirmed the dates and locations on October 24, 2016 and posted it on the web).

Wes asked Severn to show the Board his Administrative Duties, Invoices, 2-5 so the Board would see what he had charged. Severn handed the invoices to the Board for review and stated that he sent a copy to Wes each time he prepared an invoice so he would know what he had charged and if there were any questions.

Wes said he would do the report on the nominating committee's recommendation for 2017 Officers and Board Members - President, Chris Friedman; Vice-President, Ardis Tooke; Past President, Wes Gauthier; Director 2016-2018 Brooke Inzarella; Director 2016-2018 Dan Johnson; Director 2016-2017 Mary B. Mizell; Director 2016-2017 Drew Andrews. There was some discussion as to where they were from and their company names then afterwards, Wayne Orton moved, seconded by Jack Hopper, to accept the slate of officers by acclimation. Motion carried.

Wes then told the Board that Mike Goree suggested that LIA conduct a strategic plan sometime in the near future. There was some discussion and the Board agreed that it should be done.

Wes asked Severn about the new Membership Application. Severn handed everyone the newly printed form and stated that he had to include an orange insert to reflect the three year membership opportunity which included three years of Membership plus one recertification training for \$375.00.

Wes asked Severn to discuss the criterion for the 'Mike' Goree Distinguished Service Award. Severn handed the Board a criteria on not just a criterion for the Marshall (Mike ) Goree Distinguished Service Award but other potential awards in which LIA could present to deserving recipients.

For the Mike Goree award the criterion to be voted upon by the Board states; ...”Is the highest award given and reflects life time dedication, long time professionalism and long time support to LIA and to the 'Green Industry'. One Board Member asked if this award was to be given every year and Severn said no, that it should only be given to deserving individuals who fit the description but not every year.

Other criteria for potential awards were, 1) Professional of the Year Award, 2) Young Professional of the Year Award, 3) Professional Achievement Award, 4) Honorary Member. The Board reviewed the criteria and Ardis Tooke moved to not only accept the Mike Goree Distinguished Service Award but also accept the four other criteria of awards. It was seconded by Jack Hopper. With out discussion motion passed. Wes asked Severn to put the criteria in 'The Louisiana Irrigator'.

Wes asked Severn about Mike Goree accessing the Capital One checking and savings accounts. Severn stated as per Board action earlier in the year, Severn canceled Peter Gallagher's access to the accounts and added Mike Goree to both accounts which took affect April 29, 2016. So in the event of Severn's incapacitation, Mike Goree would have access to LIA funds.

Wes stated that according to Severn, Dr. Mike Strain will attend tomorrow's Annual meeting and give the Key Note Address.

Wes then asked Severn about the support letter provided to Dr. Stacia Davis. Severn stated that Dr. Davis asked Severn to write a support letter for an LDAF Specialty Crops Grant earlier in the year. Severn complied and read the letter to the Board so they would know what was written. Someone asked if she got the grant and Severn stated that he had not heard. (Severn later heard that she did not receive the grant.)

Wes said that he had several comments before we adjourned. First, he emphasized that new Board Members needed to attend all Board Meetings. He felt that there was no need to cancel any Board Meeting such as what happened in July. He further emphasized that the Board needed to be composed of primarily Landscape Irrigation Contractors and not be heavy on dealers and manufacture reps. He had heard some criticism from contractors concerning there being too many dealers and manufacture reps on the LIA Board and not enough contractors. He said hopefully, the new Board will reflect mostly contractors.

There being no more business, Wayne Orton moved, seconded by Ardis Tooke, to adjourn the meeting. Motion passed and the meeting adjourned at 8:05 P.M.