

MINUTES
LIA BOARD MEETING
APRIL 25, 2017, 11:00 A.M.
CAJUN LANDING
2728 MACARTHUR BLVD.
ALEXANDRIA, LA

The meeting began at 10:55 A.M. with President, Chris Friedman welcoming everyone and asking them to stand for the Pledge of Allegiance. Voting Members present were Chris Friedman, Brook Inzerella, Ardis Tooke, Drew Andrews and Dan Johnson.. Non-voting Board Members present were Dr. Stacia Davis, Mike Goree and Severn C. Doughty, Sr. Guest present was Tina Peltier.

Chris asked the Board to review the minutes of the last Meeting and if acceptable, move that they be approved. Ardis Tooke moved, seconded by Brooke Inzerella, to accept the minutes. Motion approved.

Chris asked Severn to provide the 1st Quarter Financial Report. Severn indicated that the dues for 2017 were up from a year ago by \$577.66. However, the Irrigation Basics Class and the Recertification class yielded less this year than last by \$2,995.70 for the Basics Class and \$1,514.42 for the Recertification Class. Total income for the 1st Quarter this year was \$18,715.59 and total expenses were \$8,852.22 leaving \$9,863.37 in revenues over expenses. As a comparison the total income for the 1st Quarter of 2016 was \$23,008.25 and total expenses were \$11,221.07 leaving \$11,787.18 in revenues over expenses for 2016. Severn stated the we had \$25,865.29 in our checking account as of April 13, 2017. There being few question and/or discussion, Ardis Tooke moved, seconded by Brooke Inzerella, to accept the financial report. Motion carried.

Chris asked that since we had over \$25,000.00 in checking, should we put some in savings? Ardis Tooke moved, seconded by Brooke Inzerella, to transfer \$3,000.00 from checking to savings. Motion carried.

Chris asked Severn to provide the Membership Report. Severn stated that he was about half way through preparing the Membership renewal packets and he broke down the Membership renewals by mail into the following categories. We had in the \$375.00 Membership category, 3; the \$180.00 category, 15; the \$100.00 category, 31; and the \$25.00 category, 8. Memberships through the two classes held this year totaled 13 at the \$100.00 category and we had two Memberships for 2017 received in December, 2016 at the \$100.00 category for total so far this year of 72 Memberships. Our total Membership as of now is 144 which included two year Memberships from last year and all those who renewed or became new Members last fall.

Chris asked Severn to give the newsletter report. Severn said to give Wes Gauthier a big thank you for taking out a half page ad about Rain Bird Corp. Even though there was an unexplained square box in the middle of it. Severn stated that he brought it to the printer and she couldn't explain how it got there. Even when Severn passed around the ad to the other Board Members at the meeting, they stated they didn't see the box either. But anyway Severn said that he would run the ad for five quarters instead of four to hopefully make up for the error.

Chris asked Severn to give the website stats. Severn stated that for January, 2017 we had 1145 visits and 1957 page views; for February we had 1083 visits and 2544 page views; and for March we had 1210 visits and 2881 page views. The most watched page visits for all three months were the home page which must have been visits from China. For the most part certification and events were 2nd and 3rd followed by resources. What surprised Severn was that News dropped to 7th place.

Chris asked Tina Peltier to give the LDAF report. Tina stated that that as a result of the March Basics Class, 12 individuals took the exam, 8 passed and so far 3 have obtained their license. For 2017 there have been 20 new Landscape Irrigation contractors' licenses issued. Results of the March Horticulture Commission Hearing were: 4 cases were heard; 8 violations were found; and \$7,000.00 in fines were levied. The next meeting will be June 22, 2017 and everyone is welcomed to attend.

Chris moved on to Old Business and asked Severn to provide the Profit & Loss statement for the March Basics Class. Severn stated that total revenues were \$5,223.14 and total expenses were \$1,856.06 leaving \$3,367.08 in revenues over expenses. One registrant could not make the class and asked for a reimbursement which for a PayPal payment we reimbursed him \$193.90. Severn stated that he usually tries to roll over the registration payment to another class but this individual insisted on being reimbursed. Ardis Tooke moved, seconded by Brooke Inzerrela to accept the report as presented. Motion passed.

Chris asked Severn to explain the March Basics Class Evaluation. There were 11 responses out of 27 registered to take the class. When asked whether they were a member or not, 6 said, yes and 5 said, no. The highest expectation of LIA in their opinion was Continuing Education, 8; followed by Professional Certification, 7; Legislative Updates, 6; Lobbying issues that affect their business, 6; and Regulatory Updates, 6. Seven stated that they visit our website while 6 stated that they do not. Four stated that they have been restricted by local regulatory issues, while 7 said they had not. Five stated that they participated in the guest worker programs while 6 said they did not.

When asked if they had a personal relationship with their state or national representatives, one said he did while 10 said they did not. When asked if they found it more difficult or more easy to operate a business in the last 10 years, 2 stated that they found it easier while 6 indicated that it was harder. One other found it about the same. One individual asked if LDAF could notify Irrigation Contractors when their CEU's were about to expire and Tina Peltier said that she would check to see if LDAF could do it. Most everyone found the food, the class, the instructor and location good.

Severn asked the Board if the July Board Meeting date on the 25th could be moved back to July 11, 2017 at the Cajun Landing Restaurant in Alexandria, LA? Everyone checked their calendar and indicated that it would be fine. So the rescheduled July Board Meeting will be held on July 11, 2017 at 11:00 A.M. at the Cajun Landing in Alexandria, LA.

Chris asked Severn to discuss the 8th Administrative Assistant duties performed by him. Severn passed around the invoice in the amount of \$224.00 and told the Board that he had sent a copy to Chris for his approval. It was granted.

Chris asked Mike Goree to give an update on the Strategic Plan. Mike indicated that since his home was flooded last August, he has not been focused on the LIA plan but instead focused on getting his home repaired. He asked if those who volunteered to serve on the committee could meet for a few minutes after the Board Meeting, that he could begin the focus. Severn then stated that he felt that the committee should take their time and spend perhaps a year or year and a half with the all aspect of the assignment. Severn then read the minutes of the last meeting on page 3 which pertained to bullet points the committee could follow to thoroughly discuss and capture all aspects of the task.

Since Wes Gauthier, Chair of the Electronic Renewals & Newsletter Committee, could not be at the meeting, the update will be discussed at the July 11, 2017 Board Meeting.

Chris asked Severn to hand out the Chronological Order of Training conducted by LIA from 2007 to present. Severn handed everyone the list and stated that it was a history of training topics, dates, presenters and locations of each class for their information. It is used to plan upcoming training topics for recertification so that attendees will not have the same training in their three year cycle to complete their CEU's.

There being no more business, Ardis Tooke moved seconded by Brooke Inzerella, to adjourn the Meeting. Motion passed and the meeting concluded at 12:45 P.M.