

## **CLCA-SFBA BOARD MEETING**

**January 27<sup>th</sup>, 2011**

**Board of Directors Minutes**

**Peninsula Building Materials Showroom**

**2490 Charleston Road, Mountain View, CA 94034 US**

**James Walker** called the meeting to order at 5:48 pm.

**James Walker** presented and reviewed board meeting agenda.

### **Roll Call:**

Charlene Ott, Larry Scott, Maryanne Quincy, Nate Crosby, Barry L. Cohen, Jeff Calhoun, Earl Boyd, Michael Hertzner, Frank Nicolli, Sam Whitney, James Walker, Catherine Greer, Christine Hawkins, Rick Camin, Melanie Latelle-Seaman, John Vega

### **New Business**

**James Walker** reported on the January 2011 leadership conference and led a discussion regarding areas for improvement and informative seminars.

### **Minutes**

**Larry Scott** presented the December 2010 Board Meeting Minutes. The Board reviewed the Minutes. **A motion was made by Frank Nicolli and seconded by Michael Hertzner to approve the Minutes. The motion passed.**

### **Treasurer's Report**

**Nate Crosby** presented the December 2010 Treasurer's Report. The Board reviewed the Report. **A motion was made by Frank Nicolli and seconded by to approve the Treasurer's Report. The motion passed.**

## **COMMITTEE REPORTS**

### **2011 Budget**

After amendments, Mike Hertzner made a motion to approve the budget. The motion was seconded by Frank

Niccoli and the board unanimously passed it.

### **Golf Tournament**

Larry Scott announced that the Golf tournament will return to its traditional early October Tee Off date.

### **Beautification Awards**

Sam Whitney announced that there will likely be a change in the venue and the overall theme of the awards this year. The date will be June 4<sup>th</sup> or 11<sup>th</sup>.

### **Events**

Rick Camin, is looking for volunteers for the home and garden show Thursday night social mixer with APLD and neighboring chapters. He also announced plans for the February Dinner Meeting at Michaels in Shoreline, Mountain View.

### **Membership**

Membership is progressing toward a successful membership meeting. In the process of working with the newly developed membership committee to contact new, existing and non-renewal members

### **Partners for Success**

Jeff Calhoun introduced Earl Boyd who will be learn the ropes and will run for AMO for 2012 as Jeff's commitment with the board is for 2011 only. Jeff is also working on getting more vendors involved with the chapter and help them obtain a high corporate level of sponsorship. Jeff suggested board members coordinate supplier contact with him so that we can more effectively receive supplier partner commitment.

### **Bay Breeze**

Christine Hawkins requested that all articles be submitted no later than the 10<sup>th</sup> of each month.

### **Chapter Project**

Larry Scott is determining eligibility through the application process in order to determine which recipient will receive our charitable contribution to their project.

### **Education**

Frank Niccoli is holding a first-aid training: date to be determined.

### **APLD – Association of Professional Landscape Designers**

Our new APLD Liaison, Maryann Quincy, was introduced. She reported on the tasks in which APLD will accomplish for the joint hosting of the March CLCA/APLD event at the San Francisco Flower and Garden Show.

### **SFFGS – San Francisco Flower and Garden Show**

James Walker reported that we have a much better booth location this year and is seeking volunteers to man th booth at 3 hours intervals.

### **Women’s Auxiliary**

Charlene Ott reported on updates to the Women’s Auxiliary events for 2011.

### **State Events**

Mike Hertzler, is promoting CLCA members to attend the legislative conference date in Sacramento. He also discussed the discounts available for the Maui convention in November.

### **Underground Economy Committee**

Catherine Greer is spear heading the underground economy task force and she is working with city, county and state agencies and officials with the support of the CSLB.

**James Walker adjourned the meeting at 9:22 p.m.**