A meeting of the Board of Directors of the Texas Nursery & Landscape Association, Inc. was held at 1:00 p.m. on Wednesday, April 13, 2016 at the Eddy Edmondson Building, Austin, Texas.

**Board Members Present**
Billy Long, Chairman  
Bill Carson, Chairman Elect  
Johnette Taylor, Immediate Chairman Elect  
Kevin Grossberndt, Region I Director  
Jay Williams, Region II Director  
Herman Vess, Region III Director  
Jason Craven, Region IV Director  
Mike Whisenand, Region V Director  
Steven Akers, Region VI Director  
Todd Kinney, Region VII Director  
Jared Pyka, Region VIII Director  
Kevin Norris, Grower Director  
Josh Bracken, Retail Director  
Tim Little, Supplier Director

**Board Members Not Present**
Jerry Maldonado, Landscape Director

**Staff Present**
Amy Graham, President  
Sarah Riggins, Director, TNLA & EXPO Marketing/Communications  
Amy Prenger, Director, Expo Exhibits & Membership  
Cheryl Staritz, Director, Finance  
Jeff Stokes, Director, Legislative & Regulatory

Chairman Long called the meeting to order at 1:00 p.m. and stated a quorum was present. **It was MSC* to accept the agenda as presented.**

**Approval of Consent Items and New Members**
The minutes of the January 27, 2016 Board of Directors meeting were presented along with the TNLA new member report. **It was MSC* to approve the consent items as presented.**

**Chair’s Report**
Chairman Long asked Board members to fill out the Confidentiality and Conflict of Interest Statements and return them to Amy Graham. He also mentioned that we had received a resignation from Jerry Maldonado and that we were prepared to replace Jerry before the next Board Meeting.

**June Board Trip and Reimbursement Policy**
Mr. Long reviewed with the Board the itinerary for the June meeting. Deadline for hotel reservations was shared. Reimbursement for the trip was also discussed.

**Other**
Chairman Long also shared his travels to the ISA international climbing competition, AgriLife Tree ID seminar, and a home brewing seminar. He also acknowledged the Palo Alto students who successfully competed in a competition at Mississippi State.
President’s Report
Ms. Graham gave updates or reported on the following topics: Water Smart Campaign, Weblink Website, Southern United States Trade Association (SUSTA), Staff Update, Building Updates and the need for Summit and Young Leader nominations.

Reports/Action
Oversight Group Action Items
Billy Long reviewed the recommendations items from the Finance Oversight Group. The Board’s actions were:
It was MSC to approve Capital Expenditures Policy as presented.
It was MSC to approve the Investment Policy changes.
It was MSC to approve the Capital Expenditures budget as presented.
The Oversight Group also made the following recommendation to accept partial Administration, Operations, & Human Resource Budgets in which they reviewed.

Bill Carson reviewed the recommendations items from the Strategic Initiatives Oversight Group. The Board’s actions were:
It was MSC to approve the change of time and date of TNLA Awards Celebration to a Saturday breakfast at the 2017 EXPO in Dallas.
It was MSC to approve a change in the Membership Dues Structure to below:
- Keep the current $325 dues level the same
- Change the current dues level of $525 and $630 to a combined $600 rate
- Change the current $950 and $1,275 rate to a combined $1,100
- Change the current $1,575 to a $1,650 rate
It was MSC to approve the addition of Individual memberships with the following criteria:
  i. TNLA Certified individuals not currently employed by a TNLA Member company;
  ii. Green Industry certified individuals, such as licensed irrigators, arborists, etc.;
  iii. Individuals that provide consultation services to the Green Industry;
  iv. Individuals who would like to get into the industry but are currently unemployed by a Green Industry company. This individual would qualify for this membership for one year only.
Each of these is at $100 each.

It was MSC to eliminate the Business Management Workshop for 2017.
It was MSC to make the TNLA Water Smart Certification be not limited to only TNLA Certified Professionals; however, hold a pre-requisite of former or current enhanced water knowledge within the Green Industry by the applicant.
It was MSC to change all certification renewal dates to June and that CEUs requirements are changed to the following:
  i. TCLA – 8 hours of approved CEUs per 2 year period
  ii. TCNP – 8 hours of approved CEUs per 2 year period
  iii. TNLA Water Smart Certification – 4 hours of approved water specific CEUs per 2 year period
  iv. TCLP – 16 hours of approved CEUs per 2 year period
  v. TMCNP – 16 hours of approved CEUs per 2 year period
It was MSC to allow HEB to use the TNLA training materials in their training systems; however, the Certification Exams must be done on the TNLA Exam system. The Board recommended hiring a lawyer to review the memo of understanding with HEB.

*MSC = Moved, Seconded, and Carried; MSF = Moved, Seconded, and Failed*
It was MSC to adopt the following GMO position statement:

TNLA opposes any attempt by political subdivisions to limit the production of, or the use of, genetically modified crops. We support the safe use and promotion of biotechnology and genetically modified plants.

It was MSC to add the Unique Features and Design categories to the Texas Excellence in Landscaping Awards.

It was MSC to accept the expansion of TNLA’s involvement in the San Antonio Rodeo Landscape Competition.

The Oversight Group also made the following recommendation to accept partial Administration, Certification, Communications, Education, Legislative & Regulatory, Membership, Regions, and Sales Budgets in which they reviewed.

Johnette Taylor reviewed the recommendations from the EXPO Oversight Group. It was recommended to accept the EXPO budget as presented.

**E&R Foundation Trustees Action Item**

It was MSC to re-appoint James Wilhite to the E&R Foundation Board of Trustees beginning July 1, 2016. It was MSC to ask Alan Richmond and James Curtice to serve on the Board of Trustees beginning July 1, 2016.

**Visioning Task Force Report Action Item**

It was MSC to adopt the following goals, vision statement and value proposition for TNLA.

**OUR GOALS (2016-2021):**

1. By February 2021, TNLA will be a unified association by changing its governance to be state-directed.
2. By February 2021, TNLA’s actions will cultivate members, increase participation, collaboration and foster future leaders from our members.
3. By February 2021, TNLA will build a resource framework that will benefit all members and establish TNLA as the foremost authority on Green Industry issues.

**VISION STATEMENT:**

To be the essential resource providing framework (essential tools) and foresight for the success of our members, as well as the foremost authority on issues that impact the Texas Green Industry.

**VALUE PROPOSITION:**

Advocate Educate
Collaborate Motivate
Cultivate

We are the place that attracts Green Industry professionals, because we advocate, collaborate, cultivate, educate and motivate for our members.

**2016-17 Budget**

After all oversight groups agreed with the individual class and sub-class budgets, it was MSC to approve the 2016-2017 budget as presented.

**Executive Committee Action Item**

It was MSC to move the TNLA fiscal year to July-June - Beginning with 2017-18 fiscal year. That means this year will not end until June 2017.
Discussion Items

Finance

Status Reports
The Board reviewed the Financial Statement – Year End, March 1, 2015 – February 29, 2016. There were no issues with the reports presented.

They also discussed the Financial Statement – March 1-31, 2016. There were no issues with the reports presented. The Board was provided with an investment report to show gains and losses for the year.

Honorary Member and ARP Award
Board was asked to provided Honorary Member and ARP Award suggestions. It was MSC to award Jim Estill an honorary membership. The following were recommendations from the Board regarding the ARP winner: Mark Harris, Mark Chamblee, Scott Evans, Michael Bracken, Jon Peters, Frank Milsap, Bob Cartwright

State Region Director Reports were given by:
Staff Region Report
Staff reported on staff Region travels. Refer to the detailed report in the Board Book.

The following regions reported on their activities:
Regions I, Region II, Region III, Region IV, Region V, Region VI, Region VII, and Region VIII

Strategic Initiatives Oversight Group

Status Reports
The activity reports were in the Board Book.

Strategic Oversight Group Report
Mr. Carson gave highlights from the Strategic Plan Oversight Group discussions. Topics of discussion were: Awards Dinner Change, Membership Changes in dues rates, Eliminating BMW 2017, Water Smart Certificate, Changes to renewal dates and CEUs needed, Certification relationships with HEB & others, GMO’s Position Statement, New TEIL Awards categories, San Antonio Rodeo Landscape Competition Expansion and the 2016-2017 Budget.

Expo Oversight Group

Status Reports
The activity reports were in the Board Book.

Expo Oversight Group Report
Ms. Taylor updated the Board on highlights from the Expo Oversight Group. Topics of discussion were: Electronic EXPO Program (Mobile App) and Attendee and Booth Status Updates.

Finance Oversight Group Report
Mr. Long updated the Board on highlights from the Finance Oversight Group. Topics of discussion were: Capital Expenditure Policy, Reserve Investment Policy, and 2016-17 Budget.
Other Topics from Board Members

Adjournment
There being no further business, the Board Meeting adjourned at 5:15 p.m.

Respectfully submitted,

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Amy Graham, President