

**PALICA YEAR-END BOARD OF DIRECTORS MEETING,
NOVEMBER 11, 2023 STATE COLLEGE PA**



Members Present: Ron Roncaglione, Richard Cottrell, Dan Micsky, Barry Mutzabaugh Jr., David Cottrell

Absent: Gary Theuret, Chris Moore, Steve Latimer, Joe Greco, Michael Martino, Justin Hoover

Others Present: Cassie Cottrell, Crystal Mutzabaugh, Joanie Micsky, Lawrence Micsky, Chris Deeb-SER

- The Pledge of Allegiance was said and roll call was taken.
 - Motion to approve minutes made by Barry Mutzabaugh Jr., seconded by Ron Roncaglione, all were in favor, motion passed.
 - Dan Micsky introduced Chris Deeb from SER (Superior Energy Resources) as the replacement on the board for Michael Martino who is no longer with the company. They are now officially Associate Members with Chris taking over the seat on the board.
 - It was also reported that Joe Greco from the Big Switch is stepping down from the board due to personal reasons. Brenda Reigle will step into Joe's position on the board as she is our Legislative consultant currently.
 - Steve Latimer may be potentially moving to another company so will not be with the Mechanicsburg, PA office that has transitioned to John Deere.
- **Treasurer's Report:** Joanie supplied everyone with the year-end financials to show the balances for PALICA as of 10/31/2023. Questions were asked and answered. The motion to approve the finances was made by Ron Roncaglione, and seconded by David Cottrell, all were in favor, motion was carried.
- **Executive Directors Report** – Joanie shared a handout recapping the activity since July from the Executive Director's position. The following was reported:
- Membership dues received to date come to \$23,800.00 from 68 Contractor Members and \$3,750.00 from 15 Associate Members. There were 2 official drops for contractors as of 11/8/23 and 4 associates are expected to not renew their membership.
 - All but 1 business has renewed their memberships after having signed up last year under the umbrella of events (811 shows/Ag Progress Days/DOT events).
 - Joanie will restructure her pay to take a \$600 decrease from \$2000 to \$1400 for 2024 due to the decreased size of PALICA and therefore, decreased income from dues. This will be reevaluated at the end of 2024 to see where finances stand. **A motion was made by Barry Mutzabaugh Jr. to decrease the salary of the Executive Director from \$2000 to \$1400 for 2024, starting with the 11/1/2023 paycheck, and was seconded by Ron Roncaglione, all were in favor, motion was carried.**
 - Joanie is updating the Associate's advertising program that will be presented to Associates in order to get more to participate and advertise their service as well as to generate more income for 2024. Any Associate placing an ad for the 2024 year will get 1 free same sized ad at no charge and get a complimentary website revolving ad for the year.
 - We will be moving towards digital delivery for newsletters for 2024 in an effort to save money on postage and printing – postage has increased 3 times in the past year and may possibly increase again in the near future so between printing and postage, each newsletter costs over \$4.00 per contractor and associate per quarter – it would be a savings of approximately \$2100/year. Those who request to still receive a hard copy mailed to them will continue to do so in 2024. A formal announcement will be

in the Winter/State Convention edition going out in January by hard mail for the last time. Those who want to continue with a mailed copy will need to let the PALICA office know that.

- It was determined that approximately 50% of our contractors currently utilize the PA One Call 811 invoice payment benefit that goes with their membership to PALICA. It costs PALICA over \$4300 (with a 5% yearly increase) to be able to offer this benefit to our members. It would be great if more contractors took advantage of the benefit but it will be promoted again in the new edition of the newsletter as well as on our website.
- Joanie reported that she received a great return on contractor-updated info sheets that went out with the membership dues notices which will enable our records for the website and directory to be updated on the state and national levels.
- The LICA Executive Directors had a great ZOOM meeting on 11/8/23 to discuss credit cards being accepted as payments for each chapter and what companies are being used to provide that service along with fees involved with processing payments etc. It was very interesting to see who was and wasn't using the service. It was discussed about the pros of PALICA taking credit card payments on their website going forward and was decided to build out that feature with our website designer once new forms are created. We will stay with the Square service and a 3.5% fee will be added to any transaction done on the website (Convention Registrations, Associate Advertising, Membership Renewals as well as New Membership sign-ups).
- PALICA will be in the final Field Drainage Book that National LICA is finishing up.
- National LICA's most updated benefits sheets were passed out to all.
- A guide to creating your own Employee Handbook was passed out as that had been asked about as a topic of discussion.
- The 2024 PALICA State Convention tentative agenda was reviewed by all – suggestions and ideas were discussed and a final agenda was put in place that will be advertised to the membership in the winter/convention newsletter.
- The newly created Legislative Lighthouse was created for our membership to keep them updated on all that is going on in Harrisburg that could affect their businesses. The information is supplied by Brenda Reigle each week to Joanie who then sends out the info on Friday mornings via Constant Contact. It has received very positive feedback so far.

OLD BUSINESS:

- **Barry spoke about regional shows/events that were attended by members of PALICA's board** and the exposure that came from that. It was agreed to continue to attend the 811 shows with the help of National LICA members representing PALICA when available. It was agreed to table the Ag Progress Days until the state convention and discuss it further. It was decided to continue with the DOT events – one will definitely be at LCTI again in the fall and hoping to hold one with Eagle Equipment in Montgomeryville. It was discussed that holding morning DOT events is not conducive to getting a good turnout as was the case at the TOPCON Solutions Store event in October. We will continue to schedule them at the end of the day and not the beginning/morning.
- **Barry spoke about the idea of doing a raffle of some sort to raise funds for PALICA.** Small Games of Chance guidelines and requirements were reviewed. It was decided to table the idea until the state convention.

Motion to adjourn came at 2:45pm by Barry Mutzabaugh, Jr., seconded by David Cottrell, all were in favor. Next meeting will be held at the State Convention in Grantville PA in March.