2020 Strategic Planning Overview:
A historical presentation of TXIA through the years was presented as well as an overview of TXIA’s 2019 accomplishments. A list of potential 2020 initiatives was presented, as was additional feedback on potential initiatives. The following initiatives were selected for 2020:

- Communicate TXIA’s position with regards to the TCEQ Rule Change Proposal
- Support local associations with resources for CEU/Expo events and offer non-CEU classes to support irrigation professionals across the state
- Increase association participation in TXIA Dual Membership option as well as fill vacant local IA trustee seats of those local associations building or rebuilding their associations as they work towards serving their local irrigation professionals
- Increase TXIA Partnerships for the purposes of helping distributors and manufacturers build relationships with Texas irrigation professionals and increase their brand awareness
- Support TXIA member families by offering scholarships to relatives seeking higher education opportunities

TXIA Membership:
As of January 31st, the TXIA has a record number of 932 members. This is an increase of 14.5% over the previous report (November 1, 2019).

TXIA Partnership Program:
TXIA partners are continuing to grow. TXIA’s Partnership Program now hosts 4 sponsors who will be featured in upcoming TXIA Connect magazine issues as well as across social media platforms and email blasts.

TXIA Connect Magazine:
TXIA debuted “TXIA Connect” in January 2020. This first electronic issue was a huge success with at 38% click rate. TXIA Connect’s next issue will be released in April with print and electronic editions. The electronic issues are complete with hyperlinked content which makes finding further information or details easier. All TXIA Connect issues will be housed on www.TXIA.org for future reference. Irrigation professionals should be sure that their email address is up to date with TXIA to ensure receiving the online editions of the newsletter as well as their mailing address for the print issue.

Local Associations:
Each local association represented presented how their local handles their meetings and CEU events in more detail. Types of events, advantages/disadvantages of said events, and any struggles encountered were discussed. While it was noted that different locals conduct
different events with different pricing, it was beneficial to hear the many options as local associations strive to meet the CEU and networking needs of its area irrigators.

2020 TXIA Board of Trustees:
The Board of Trustees welcomed new at-large trustee, Ramzi White, to the board. Ramzi resides in west Texas and works for SiteOne. The trustee’s notebooks were updated to reflect new information and documents. The TXIA Code of Conduct and Ethics was reviewed and updated and will go into effect immediately.

Legislative Report:
Joe Morris was present to give an update on legislative matters. In that update, he reported further details on an interim charge brought about by the environmental regulation committee. According to information gathered, there will be a possible hearing on the matter and TCEQ workgroups are also being monitored.

2020 Scholarship Program:
TXIA’s scholarship program for the 2020-2021 school year was updated with regards to applicant requirements. It is no longer a requirement for an applicant or sponsor of an application to have been a TXIA member for 12 months prior to application dates. New TXIA members who have been a member for less than a year can now apply or sponsor an applicant for the upcoming scholarships. Scholarship guidelines and application process will be released in April and available online on the TXIA website.

Announcements:
- TXIA 2nd quarter Business Meeting will be held on May 6, 2020 in Austin.
- The May IAC meeting will be held on May 7, 2020.
- Public comment period for IAC/TCEQ Rule Proposal is from January 31st - March 3rd.