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JUNE 2021

Founders' Message

Every quarter we pull our team together to regroup and refocus our approach. For our Q2 strategic planning meeting, customer service, operational efficiency, and celebrating our team's accomplishments were the main topics. We were led by our business coach, Kim Hansen, from Personal Perspective. We held our meeting at a special venue (Wild Oak Saddle Club – shown below) which allowed us to go through the agenda, recognize our employees' hard work, and celebrate!



*The **Wild Oak Saddle Club** is one of our Monthly Maintenance Accounts that has been recognized by the CLCA as some of our best work. Located within the grandeur of Sonoma's Valley of the Moon and on the doorstep of Annadel State Park's rolling hills and lush woodlands, the Wild Oak Saddle Club is a private-equity club and popular special event venue.*

2020 was a challenging year. We're proud of the way our team persevered and adapted during the pandemic. We're embracing the many changes that were made, such as implementing new processes and software for virtual meetings. We will take this new skill set and use it to help us improve efficiency and time management; however, we very much look forward to in-person meetings again. Our business is about taking care of plants, but our passion is taking care of our community and clients. We look forward to seeing you all again, in person, and not just on Zoom!

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



Cash For Grass



Did you know there are programs that will pay you when you convert your property to a water-efficient landscape?

These programs and rebates pay based on square footage. The following cities offer cash rebates to water customers who replace thirsty turfgrass with drip-irrigated low-water-use plants, synthetic turf, and permeable landscape.

	Santa Rosa	Napa	San Rafael	Sonoma
Residential	\$0.75 / sq. ft (max 1,000 sf or \$750)	\$1 / sq. ft (max 750 sf or \$750)	\$3 / sq. ft. (max up to \$5,000)	\$1 / sq. ft. (max 1,000 sf or \$1,000)
Commercial	\$0.75 / sq. ft (max 10,000 sf or \$7,500)	\$1 / sq. ft (max 2,500 sf or \$2,500)	\$3 / sq. ft. (max up to \$20,000)	\$1 / sq. ft. (max 3,000 sf or \$3,000)

Santa Rosa

Eligible Requirements:

- Lawns that are green, regularly mowed, irrigated, and well taken care of.
- If you have an existing irrigation system in the project area, you must do one of the following:
 1. Cut off irrigation valve, remove it and cap the pipes.
 2. Cut and cap all sprinkler heads.
 3. Cut and cap all but select sprinkler heads and convert those heads to a drip system using an all-in-one conversion kit.
 4. Cut the output side of the irrigation valve and convert to a drip system with a pressure regulator and filter from there.

Learn more about the program and how to participate in Santa Rosa [here](#).

Napa

Eligible Requirements:

- Lawn areas to be converted must be historically maintained and irrigated.
- Brown lawns due to drought-related watering reductions will also be accepted.

Learn more about the program and how to participate in Napa [here](#).

San Rafael

Eligible Requirements:

- Immediately suspend irrigation of the project area.
- Sheet mulch using cardboard, compost, and organic mulch, and disable the irrigation system in the project area within 45 days of approval.

Learn more about the program and how to participate in San Rafael [here](#).

Sonoma

Eligible Requirements:

- Lawns must be green, regularly mowed, irrigated, and well taken care of.
- Modify the lawn irrigation system so that newly landscaped areas are served through a separate valve that can be controlled independently.

Learn more about the program and how to participate in Sonoma [here](#).

Call your Account Manager at Landesign to discuss. Our experts are here to help you find the most efficient ways to keep your grass green and your water usage in check. [Visit our website](#) to learn more.



Spotlight: Henry Curtis Ford

Henry Curtis Ford is an automotive dealer located in Petaluma. This area is known to be very windy, and these winds were creating issues with the new cars getting wet as the lawn was watered. Mix spray irrigation with wind and shiny new cars and you get very unappealing water spots. Because visual appeal is so important in their industry, the client was open to exploring ways to solve this problem.

Synthetic turf was a great solution. Not only would synthetic turf address their water spot issues, but it allowed them to add 3 parking stalls to display their new vehicles, conserve water, and maintain the curb appeal.

We removed over 3,500 sq. ft. of turf and replaced it with synthetic turf and 3 compacted parking stalls. In addition, we removed 4 Raywood Ash trees to reduce the presence of surface roots and replaced them with 4 24 in-box Magnolia trees with fir bark around the base of each tree to retain soil moisture and suppress weeds.



Assisting Henry Curtis Ford was just one of the most recent projects our team was able to utilize our expertise and industry knowledge to leave a property better than when we found it. [Contact us](#) today if you think synthetic turf could be the solution for you. We'd be happy to help!



We hope that you've enjoyed this month's newsletter! Please let us know if there is anything you'd like to see in future newsletters by replying to this email or contacting us [here](#) – we look forward to hearing from you!

Do You Have a Landscaping Project in Mind?
[Click here to contact us and get started!](#)



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