

AIS Board Videoconference, Wednesday, January 23, 2019

Present:

Officers: Jody Nolin, president; Andi Rivarola, 1<sup>st</sup> VP; Bonnie Jean Nichols, 2<sup>nd</sup> VP; Michelle Snyder, secretary; Dwayne Booth, treasurer; Gary White, immediate past president; John Jones, registrar; John Ludi, Storefront; and Claire Schneider, recording secretary.

Directors: Dawn Boyer, Gerry Snyder, Howie Dash, Jill Bonino, John Ludi, Janis Shackelford, Neil Houghton, Phyllis Wilburn, Wayne Messer and Claire Schneider.

RVP: Susan Boyce.

Committee Chairs: Dawn Boyer, Advertising Editor; Jody Nolin, Affiliations; Gerry Snyder, Awards; Andi Rivarola, Convention Liaison; Bob Hollingworth, Scientific Advisory; Cheryl Deaton, Youth; Gerry Snyder, Awards; Howard Dash, RVP Counselor; Jill Bonino, Foundation Liaison; Gary White, Honorary Awards; Janis Shackelford, Policy; Lois Rose, Exhibition Schedules; Neil Houghton, Image Coordinator and Iris Program Resources (digital); Phyllis Wilburn, Section & Cooperating Society Liaison; and Wayne Messer, Exhibition Reports.

Others present: Jim Morris

The meeting was called to order at 5:04 PM PDT followed by Roll Call.

A quorum was present.

Jody pulled an acrylic Richardson Award out of a black box, showing us what a beautiful award it is.

### 1. Director Vacancy

Jody appointed Susan Grigg to fill the one year vacancy of director, David Cupps. The appointment of a new Electronics Chair will wait until after the website is up and running.

### 2. Website update

A committee of six has been working on the new website. Members are Andi, Jody, Gary, John Jones, Neil and Claire. They have met to discuss the website development so far and a plan of action for completion. A teleconference is planned for tomorrow morning with the website developer, Thirsty, that will be attended by Jody, Andi and Claire. The objective of the teleconference is to come up with an action plan with Thirsty. In the meantime John Jones is working to update the current AIS website with names of RVPs, officers and events. Send John an email with this kind of information. There was a question about the financing of the new website, how much has been spent so far and how much remains in the website budget. The AIS Board allocated up to \$30,000 for the new website. Just under \$18,000 has been spent so far.

### 3. Update on the Centennial publication

Jim Morris has agreed to be the managing editor of the first supplement. He is the fourth person to have taken on this position, so everyone is most grateful to him. Jim already has a plan of action and is waiting to receive information about potential articles and editing tasks from the previous editor and from Jane Milliman. Jody has received a list of about 22 people who had agreed to write up something about their region or their club. In the last week Jim has received

three articles for the supplement. In each of the four issues Jim plans to have some past history, some current history as well as other stories and vignettes.

#### 4. Bookmarks

After the Fall Board Meeting in Portland, Claire compiled a To-Do list of tasks for the various people in attendance at the meeting. Jody proclaimed that she has completed all but one of the numerous tasks on her list, the bookmark project. Motion 3 at the Fall Board Meeting in Portland stated that the invite-to-join (ITJ), two-fold brochure be redesigned into a bookmark format that includes a donation line and information about the voucher program. Andi Rivarola has created about a dozen design options for the bookmarks, all gorgeous and very artistic. Jody brought up two issues. One is that bookmarks lack an electronic capability; therefore they cannot contain a link to a donation site. Instead the bookmark will have the AIS website address. The second issue is the cost. The bookmarks are 1.5 by 7 inches, color on both sides, on heavy stock paper and UV coated. The cost of 500 of one design is \$20 and of 1000 is \$23. Jody proposed that 500 bookmarks of each design be ordered. The turn-around time for a previous order of bookmarks was about 10 days.

#### Discussion:

We want to see all classes of iris types on the bookmarks. The plan is to create packets of bookmarks that contain a variety of designs and distribute these packets to clubs and regions. Packets of bookmarks could go out with show supplies. A line for "Bookmark packet" could be added to the show supply order form. How much to charge for packets of bookmarks? If these bookmarks are promotional for AIS, then shouldn't they be free? At iris events, people sometimes pick up the ITJ but they always pick up a colorful bookmark. Regarding postage for mailing out a single packet of bookmarks, Jody reported that she was able to mail out bookmarks in a regular envelope with one first class postage stamp. In other words, postage for a packet of bookmarks should be nominal.

#### **Motion 1**

That we order 1000 of the tall bearded version and 500 of the other iris versions that Andi has created.

Motion by Janis Shackelford and seconded by Jill Bonino.

#### Discussion:

The bookmarks are inexpensive to produce. We want to distribute lots of them. We will need enough for 135 Spring Shows, all the regional events and sales. We should increase the quantity.

**Amendment to the motion:** that we order 1000 of each bookmark.

Amended by Janis Shackelford and agreed to by Jill Bonino.

More discussion.

**Amendment to the motion:** that we order 2000 of each bookmark.

Amended by Janis Shackelford and agreed to by Jill Bonino.

Motion passed unanimously.

In the future if a club would like more ITJs, they can download one from the website and print multiple copies. According to John Ludi, Tom Gormley has an ITJ form on the website that visitors can fill out or clubs can download and print. It was suggested that 100 bookmarks automatically go out with each order of show supplies.

#### 5. Centennial Advertising update

The board allocated \$1000 for advertising the Centennial event. Based on the cost of ads in magazines such as Better Homes and Gardens, this amount will be very insufficient. At the 2019 AIS Spring Meeting, Jody and Neil will be asking for an increase in funding for advertising the AIS Centennial event.

#### 6. Bequest and financial planning

Jill Bonino reported that AIS will receive an additional payout from the Richardson Estate in the amount of \$456,000. This is in addition to the \$480,000 AIS received two years ago. The check was deposited in the AIS Foundation checking account as of January 1, 2019. The distribution and investment of these funds is being planned. Dwayne has posted a draft investment policy for the funds on AIS-discuss. The target return objective is 5% per year, a conservative number. Investments are not static and their distribution will need to be revisited. Discussion of the investment policy will be on the agenda of the next board meeting, February 27<sup>th</sup>.

#### 7. Searchable index of motions

Janis Shackelford has gone through the motions of AIS meetings and compiled a searchable index of those motions. At some point, the index will go onto the AIS website and into AIS documents. Janis reported that there was a problem including links to committee reports from within the actual motions. For example a motion was made to “approve the audit committee’s recommendations.” There should be a link in the motion to those recommendations. However Janis was unable to do that. John Jones said he would follow up and either fix the potential link or contact someone who could fix them.

#### 9. Announcements

- Cost of U.S. mail postage goes up by five cents on Sunday. If you or your club uses stamps, Dwayne recommends purchasing stamps before Sunday.
- As chairman of the Nominating Committee, Dwayne is soliciting nominations for the Board of Directors. Deadline will be February 28.
- John Ludi reported that the 2020 calendars are ready for sale. The prices are the same as last year.
- Michelle Snyder reported that the ballot to approve the AIS bylaw revisions will be in the January issue of the Bulletin.
- Howie Dash reported that Eileen Hollander resigned as RVP of Region 10 effective at the end of the year, 2018. Joe Musacchia has been nominated by Region 10 to finish her term.

#### **Motion 2**

That we approve Joe Musacchia to complete the term vacated by the RVP of Region 10.

Motion by Michelle Snyder and seconded by Gerry Snyder.

Motion passed.

Comment: Contact information for Joe will need to be forwarded to Michelle for AIS communications and to John Jones for the website.

#### Announcements, continued

- John Jones suggested that the AIS videoconference meetings should be more broadly publicized. Notice of the videoconferences is already in News & Notes, but the links to the videoconference are not. John will set up the meeting links and forward them to Wayne Messer for the News & Notes.
- Jim Morris is looking at a bookmark from Star Trek, The Next Generation and sees their QR-code. Jim suggested the AIS bookmark contain a QR-code. Andi said that we could put a QR-code on the AIS bookmarks but that most people don't really use them because they don't have code reader app on their phone.
- Jim Morris questioned the schedule for posting the Symposium results. The results go out in the Bulletin first and then on the website. The results used to be published in the fall issue of the Bulletin. But because some RVPs are tardy sending in their tallies, the final results lately have been published in the winter issue of the Bulletin. It might be possible to promote e-membership if results of the Symposium were posted on the website before they appear in the AIS Bulletin. Checking motions as far back as 1990, there doesn't appear to have been one that says the Symposium results must be published first in the Bulletin.

#### **Motion 3**

That the AIS Symposium results be made available in any media possible when the results are completed.

Motion by Gary White and seconded by Michelle Snyder.

Unanimously passed.

#### Announcements, continued

- Dave Silverberg checked the AIS library for the Golden Jubilee Flag. Dave said the flag is useable but needs to be ironed. The question is, do we want to use this flag or create a new flag for the 100<sup>th</sup> Anniversary, the Centennial?  
Discussion: The Golden Jubilee Flag was flown in the New York Botanic Garden but no one at this meeting can remember what the flag looks like. Dave will be asked to send a photo of the flag so we can see it at the February meeting. Then we can make a decision about whether or not to create a new flag for the Centennial.
- Gerry Snyder reported that a local medal maker has been trying to obtain a description or facsimile of the Wister medal from Capital Medals so they can quote a price. But Capital Medals has been "stonewalling." Gerry will be asking the board's advice at a future AIS meeting.
- Jim Morris reported that the gold and distinguished service medals are in the process of being recast and will be engraved in time for the Spring Convention. The gold plating cost \$160. Jim will ship the extra medals to Gary White, the new Honorary Awards Chair.
- In her spare time, Jody has been reading vintage issues of the Bulletin. In 1921, AIS dues were \$3 which is about \$45 in today's money. Dues today are cheaper than in 1922. Also, there was an ad in the magazine for an iris for the price of \$40. In today's economy that would be \$600.

- The minutes of the AIS 2018 Fall Board meeting will be ready for board approval at the February videoconference.
- Wayne Messer asked for contributions for News & Notes especially of upcoming events.
- The next videoconference will be February 27<sup>th</sup> at 5 PM PST. John Jones will send out the link for this meeting.

Meeting ended at 6:23 PM.

Respectfully submitted,  
Claire Schneider