

Minutes of the AIS Board of Directors Videoconference, Wednesday, January 22, 2020

Present:

Jody Nolin (6) - president, Affiliations Liaison
Andi Rivarola (15) - 1st VP, Convention Liaison (temporary), Public Relations Social Media,
Public Relations 2020 Convention, Strategic Planning
Bonnie Jean Nichols (17) - 2nd VP, Judges, RVP 17
Michelle Snyder (15) - Secretary, Insurance
Jill Bonino (15) – Treasurer, Foundation Liaison
Gary White (21) - Immediate Past President, Honorary Awards, Finance
John Jones (14) – Registrar/Recorder

Claire Schneider (15) – Director, Recording Secretary
Doug Chyz (4) - Director, RVP 4
Gerry Snyder (15) - Director, Awards
Howie Dash (23) – Director, RVP Counselor
Janis Shackelford (15) – Director, Policy
John Ludi (13) – Director, Publication Sales Director
Lorene Crone (7) – Director, Asst. Electronic Services
Neil Houghton (2) - Director, Image Coordinator, Iris Program Resources Digital
Susan Driver (7) – Director, Calendars
Wayne Messer (21) - Director, Exhibition Show Reports, News & Notes, RVP 21

Bob Pries (4) – Encyclopedia Manager, P.R. & Mkt
Bryce Williamson (15) – Electronic Services
Lois Rose (4) – Exhibition Schedules
Nick Stewart (22) – Exhibition Supplies
Susan Grigg (4) – Public Relations & Marketing
Marcia Connolly (1) – RVP 1
Elladan McLeester (8) – RVP 8
Eva Barry (23) – RVP 23
Mike Reed (17)

The meeting was called to order on Zoom at 5:05 PM PDT.
A quorum was present.

A reminder that only AIS officers, directors and RVPs have access to AISTalk.

Motion 1: to accept the minutes of the December 4, 2019, videoconference, as corrected.
Motion by Howie Dash and seconded by Janis Shackelford. Motion passed.

mid-YEAR REPORTS (January episode)

2. Advertising in Bulletin – Dawn Boyer submitted an electronic report as information only.

3. Exhibition Schedules – Lois Rose submitted an electronic report as information only.

Exhibition Supplies – Nick Stewart submitted an electronic report.

It is recommended that Nick continue to receive packets of bookmarks for inclusion with show supply orders. Eighty clubs have already received packets of bookmarks. The Show Supply Order form has been revised by Lois, Wayne and Nick. The Invitation to Join (ITJ) brochure option has been deleted. The bookmarks are free. Clubs will need to check the box for bookmarks on the order form if they want more.

Nick needs to order more entry tags but the source that Nick has used has closed. He will investigate a new source for printing entry tags and bring a quote to the Spring Board meeting. Before ordering more, perhaps the entry tag should be redesigned or modified to address the confusion of group and class for horticulture and artistic entries. Lois Rose and the Exhibition Committee will work on this.

Nick updated the cost of shipping and handling of show supplies. The U.S. Post Office will increase the flat rate for medium boxes by \$0.70 and the flat rate for large boxes by \$1.15. Of the 2019 orders, only 24 of 80 were affected by this increased rate for a total effect of about \$20.50. This will leave a \$200 cushion for shipping. So, at this time, Nick recommends not changing the cost of shipping (i.e. \$14) on supply orders.

Exhibition Show Reports – Wayne Messer submitted an electronic report as information only.

4. Finance – Gary White submitted an electronic report as information only.

Jill Bonino reported that she has received the December statement on the AIS investments made in stocks and mutual funds. That investment of \$500,000, made in mid-December, earned over \$7000 in interest dividends and increase in appreciation in two weeks.

5. Intellectual Property – Bob Hollingworth submitted an electronic report as information only.

6. Iris Encyclopedia – Bob Pries submitted an electronic report.

Visits to the wiki-Iris Encyclopedia have increased exponentially. In December of 2019, there were almost 60,000 unique visitors to the wiki-iris-encyclopedia compared to about 10,000 in January of 2019. For all of 2019, there were more than 34.5 million hits. The Encyclopedia has developed into an awesome tool. Having said that, Bob proposes that

(1) the AIS board should establish and implement goals for the wiki.

- (2) The wiki should be more extensively linked to and from AIS digital resources.
- (3) The inclusion of images from iris registrations on the Iris Encyclopedia should be expanded. The Strategic Planning Committee will address Bob's suggestions.

Bob Pries also asked the board to approve inserting bios of AIS directors into the Iris Encyclopedia. Michelle Snyder handles all of the bio information for candidate directors, but this information is shared only in closed sessions and later destroyed. A suggestion was that elected directors voluntarily write their own bios for the Encyclopedia and give written permission to have those bios published in the AIS Bulletin and posted in the Encyclopedia. It would be extra helpful if each bio contained a photograph of the director.

There was no motion.

7. Policy – Janis Shackelford submitted an electronic report.

The Motion Index has been updated through October 2019 teleconference. Janis reported two problems. First, she has been unable to insert hyperlinks into the Motion Index. Second, she has been unable to find AIS Board Standing Rules even though there have been five motions since 2004 that reference said rules. Michelle Snyder reported that her knowledge of Standing Rules has to do with electronic voting and no other rules. Bob Pries volunteered to work with Janis in regards to inserting hyperlinks. A suggestion was to contact previous Electronics Chairs for information about Standing Rules and previous board minutes. Michelle added that all of the old AIS Bulletins have been digitized which means that all of the previous AIS Board Meeting minutes should be available online. The question is where online? Jody reported that in the early years of AIS there are meetings where no minutes of AIS Board Meetings were published.

Also, regarding this continued work on the Motion Index, should a new index be started going back from 2004? Or maybe create a different index for topics that are out of date. For example, motions pertaining to the 2007 revision of Judges Handbook should be indexed separately from motions regarding the next revision of the Judges Handbook. Gerry Snyder has OCR'ed some of the old AIS Bulletins. In other words, Gerry used an optical character recognition (OCR) program to scan some of the Bulletins and convert them into searchable PDF files. These files could be searched for board motions and minutes.

The Motion Index is a fabulous tool. Thank you, Janis, for all your hard work!

8. Online Library – Bob Pries submitted an electronic report.

In his report Bob asked if indexing of AIS Bulletins using single page URLs is valuable? And, in addition to hybridizing, what other topics should be indexed from the AIS Bulletins?

Bob suggested that Powerpoint presentations of judges training (JT) be included in the Online Library. Bonnie Nichols, Judges Chair, added that some of the most sought after JTs would be especially important to produce for the Online Library including the topics of Ethics, Awards & Ballots and Novelty Irises. Bob has produced a Powerpoint presentation for species which is posted on the wiki-Iris Encyclopedia. A question was asked about approval of any online JT. Who approves the JT before it is presented: the regional judges chair or the national judges chair? Neil Houghton, Andi Rivarola and Wayne Messer have all volunteered to assist in the production of JTs and other programs. Some need audio tracks.

9. Public Relations – Bob Pries and Susan Grigg submitted an electronic report.

- Action Item proposed: That the AIS RVP Counselor discuss and encourage all RVPs to have in their regions at least one iris exhibit screen for use at regional sales and shows.

Discussion: Spring flower and garden shows that have a booth or display to show off the benefits of joining AIS have been successful in recruiting new members for AIS. There are two displays of nice quality that could be sent to local spring flower and garden shows, but they are out of date. Will Plotner has the west coast display but no one today knows the location of the east coast display. Does the AIS Board wish to invest in an improved display for recruiting new members? The P.R. Committee estimates a new display could cost between \$1500 and \$2000. Fees to enter a booth in a state or local fair could cost as much \$500. Shipping these big displays could cost as much as \$170. What about using a cycling (repeating) Powerpoint presentation instead of a display? The volunteers in the booth would need a large monitor or projector for a repeating program. Another suggestion is to create a template for printing very large posters. However, printing a four by 2.5 foot poster could cost as much as \$200. Regional flower shows (e.g. Philadelphia Flower Show) continue to occur across America but rarely will you see any promotion of AIS or the culture of irises at these shows.

Public relations is a broad topic, probably too large for this group. A suggestion was to form sub-committees to work on one or two aspects (e.g. displays to promote membership, judges training). Another suggestion was to recruit other members to participate (e.g. RVPs).

- Action Item proposed: That the Voucher Program should be handled by the Membership Committee.
- Action Item: That the Membership Contest should be handled by the Membership Committee. A previous contest involved the person, local affiliate and region that brought in the most new members. The prizes were two new iris introductions or \$150.

No motions were made. The Membership Committee will accept these items.

Doug Chyz will replace Susan as co-chair of Public Relations.

10. Science – Bob Hollingworth submitted an electronic report for information only.

11. Sections and Cooperating Societies – Phyllis Wilburn

This report will be presented at a later time.

OLD BUSINESS

12. Introduction and registration of irises – Howie Dash

There is no new information at this time. The hybridizers have been busy publishing new catalogs and registering new irises.

NEW BUSINESS

13. British Iris Society - Jody Nolin

The British Iris Society (BIS) will participate in the Chelsea Flower Show and requests that AIS send publicity (e.g. a large display) about irises and \$500 for building their booth. The BIS centennial will be in 2022, so let's send them some of our publicity and publications relating to our centennial year and convention in Newark.

Motion 2: that AIS send \$500 to the British Iris Society towards their booth at the Chelsea Flower Show. Motion by Michelle Snyder and seconded by Andi Rivarola. Motion carried.

14. Dr. Yuval Sapir, Tel Aviv University - Jody Nolin

Dr. Sapir has asked that AIS survey the membership regarding nectar content in varieties of arilbreds. Because Dr. Sapir wants the survey to be in the form of an email, the survey question(s) could be sent to all e-members, posted in News & Notes and sent to Del Perry for distribution to members of the aril and arilbred society. Jody will follow up by asking Dr. Sapir to send the exact wording of the survey question(s).

15. Magazine ads – Jody Nolin

The ad for AIS in *Fine Gardening* has generated about 70 hits to the website. The ad in *American Horticultural Society* will appear next month. After seeing our ad in their competitor magazines, *Garden Gate* (with 156,000 subscribers and 92,000 who receive their newsletter) and *Horticulture* have requested our ad be placed in their magazines and greased the request by reducing the cost of the ad.

Motion 3: that \$5000 be allocated for advertising.

Motion by Neil Houghton and seconded by Jill Bonino. Motion passed.

16. 2020 Convention update – Jill Bonino

So far, there are 117 registrations. Five of those are the international judges. Bonnie Nichols and Howie Dash have rescheduled their meetings so that board members can participate in the excursions. Be advised to check out the revised schedule.

ANNOUNCEMENTS

Next videoconference will be Wednesday, February 26, 2020, 5 PM PST.

All the mid-year reports have been submitted except for the Photo Contest and Section and Cooperating reports. WOO HOO!!

Meeting adjourned at 6:49 PM PST.

Respectfully submitted, Claire Schneider