

Minutes of the September 28, 2022 AIS Zoom meeting

Approved October 26, 2022 by AIS Board of Directors with two corrections.

Andi Rivarola (15) - President, Convention Liaison (temporary), Public Relations,
Social Media, Strategic Planning, Membership Development,
Bulletin Editorial Board

Bonnie Jean Nichols (17) - 1st VP, Judges, Handbook Revision, RVP 17,
Convention Chair 2023

Howie Dash (23) - 2nd VP, RVP Counselor, Audit

Claire Schneider (15) - Secretary, Recording Secretary

Jill Bonino (15) – Treasurer, Foundation Liaison

Jody Nolin (6) - Immediate Past President, Honorary Awards, Affiliate Chair

John Ludi (13) – Publication Sales Director, Storefront, RVP 13

Pam Messer (21) – Membership

Bill Dumont (13) - absent

Cheryl Deaton (15) - Director, Youth

Doug Chyz (5), Director, Public Relations & Marketing

Janis Shackelford (15) – Director, Registrar/Recorder, Policy, RVP 15

Jean Richter (14) - Director, Image Coordinator, Iris Programs Digital

Linda Wilkie (21) - Director, Advertising

Lorene Crone (7) – Director, Electronic Services

Mike Reed (17) – Director, Awards

Phyllis Wilburn (14) – Director, Section & Cooperating Society Liaison

Scarlett Ayres (23) – absent

Susan Driver (7) – Director, Calendars, Photo Contest

Wayne Messer (21) - Director, News & Notes, Electronic Services, Website, RVP 21

Margaret Kelly (9) - RVP 9, RVP Representative

Anna Cadd (14)

Bob Pries (4) - Encyclopedia Manager, Gardens, Public Relations & Marketing

Carol Cullen (14)

Carolyn Hoover (14) - RVP 14

Charlotte Brennand (12) - RVP 12

Christine Dickinson (14)

Delane Langton (11)

Gary White (21) - Finance, Webinars

Harriett Robinson (01)

Heather Haley (4)

Jacqueline Pountney (23)

Jan Blaedel (14)

Jeannette Graham (11)

Joann Bassett (2)

Josh Winzer (22) - RVP 22, Nomination

Lois Rose (4) - Exhibition Schedules

Mary Platner (15)

Veronica Johnson (18) - Legal Counsel

Wendy Roller (2)

The meeting was called to order at 5:01 pm PDT. A quorum was present.

1. Minutes from previous Zoom Meeting - Claire Schneider

Motion 1: to approve the minutes from the August 24, 2022, Zoom Board Meeting without corrections. Motion by Janis Shackelford and seconded by Phyllis Wilburn. Motion approved.

FALL REPORTS

2. Bulletin Editor - Jane Milliman (absent)

A digital report was posted, late, information only. A reminder that the deadline for the next issue is December 15th for the winter issue. A new co-editor, Christine Green, is using the same email address, irises.editor@gmail.com. A big thank you to all who proofread and submit articles and photos. Jane said she is looking forward to working with the AIS Bulletin Editorial Board which consists of Andi Rivarola, Phyllis Wilburn, Wayne Messer, Linda Wilkie, Gary White, and Claire Schneider.

3. Calendars - Susan Driver

A digital report was posted. There is a proposal to print 750 copies of the 2024 calendars by Sundance Press for \$1895.00. John Ludi said the price of paper has gone up, making this proposal \$123 more than the previous calendar. This comes out as \$2.80 per copy and the Storefront sells the calendars for \$7.00.

Motion 2: to approve the budget for the 2024 calendars and shipping. Motion by Janis Shackelford and seconded by Jody Nolin. Motion approved.

4. Electronic Services - Wayne Messer

A digital report was posted, information only. Regarding the *AIS website*, the report contains numbers to verify its popularity. The bandwidth (the amount of information downloaded by visitors) is already higher than last year.

From an Internet search of "irises", the *AIS website* shows up on the second page of search results, far down the list. Daylily, peony, and daffodil have similar search results. One can purchase a position from Google or employ a business to improve the position of AIS in the search results. Because increasing the number of links to the AIS website would improve the position of AIS, affiliates, regions, sections, and cooperating societies should be encouraged to add links to AIS on their websites.

Recommendations: navigation and content on the website need improvement. Perhaps, a website content group could be formed to work on this. It would be helpful to have other people with website experience working on the website. There are five administrators and six editors who specialize in areas (e.g., affiliates, RVPs) of the AIS website.

5. News & Notes - Wayne Messer

A digital report was posted, information only. Thank you to Jean Richter for volunteering to be Wayne's back-up. The budget for *News & Notes* has increased to \$125 every two months due to the increase in membership. The most popular things in the August issue were the link to the list AIS awardees, the article "Get that Order Planted" from the *World of Irises* blog, and the webinar by Doug Chyz, "How to Grow Irises in Containers." Wayne welcomes contributions of ideas, articles, and announcements for future issues of *News & Notes*.

6. Photo Contest - Susan Driver

A digital report was posted, information only. The photos were wonderful. The *World of Irises* blog is planning to showcase some of them. There was an increase of submissions for this year's contest; 225 this year, up from 164 last year. The photos are posted on the *AIS website* and some will be in a future issue of the *Bulletin*.

7. Iris Programs (digital) - Jean Richter

A digital report was posted, information only, with possible discussion. Jean has received zero requests for the AIS PowerPoint programs, indicating that this resource is being under-utilized. Jean explained that the programs seem cumbersome to download and many of them seem out-of-date. Another possible problem is that the AIS webinars are more accessible and appealing which makes them preferable to the current library of PowerPoint programs. Jean was asked to generate a policy or proposal for the future of iris PowerPoint programs and webinars.

Excellent programs have been written and created for presentation at affiliate meetings. It was suggested that requests be made to save these programs for all AIS to use.

Neil Houghton has made several interview videos which are still being edited. Some of these video interviews have important historical value, e.g., hybridizing stories from Barry Blyth, etc. When the videos are finished, they can be uploaded to the AIS YouTube channel. The AIS Library might be involved at some point with archival storage. It was suggested that each video interview be linked to the appropriate hybridizer's page in the Wiki. Jean requested assistance for learning more about the process of editing videos. Regarding future interview videos, Jean was encouraged to set up shop with recording equipment at the Dallas Convention or enroll someone else to do so. To capture a clear audio signal, it was suggested to use an external microphone for these interviews. Scarlett Ayres will contact Neil about using the AIS recording equipment at the Dallas Convention. Jean was asked to write a policy or proposal regarding video programs: a schedule of planned video interviews, the format of the videos, what sort of quality standard should be expected, who would edit and store the videos, should a professional be hired, etc.

8. Iris Programs (speakers) - Hooker Nichols

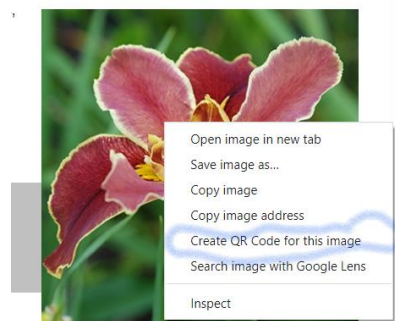
A digital report was posted, information only. Currently, five speakers are available: Jody Nolin, Howie Dash, Steve Poole, Rick Tasco, and **Lynda Miller.**

And speaking of speakers, Bonnie reported that the Dallas Convention will have two panels of speakers, one focused on bearded iris and the other on beardless iris.

9. Public Relations & Marketing - Bob Pries & Doug Chyz

A digital report was posted, information only. This was an extensive and intensive report talking about the public relations and marketing of AIS. The PR Committee meets monthly and is spread thin, working on multiple projects: writing a *New Member Guide*; creating a standard set of QR codes for iris and AIS resources; developing an "Iris of the Year" program; writing articles that promote irises and participation in AIS; developing connection as with other gardening organizations, plus others. One project is compiling all of the AIS communication avenues and cataloging what they do. A suggestion was to begin using QR codes as links in the *Bulletin* to resources such as the AIS Storefront and the folder that contains photos of all the AIS award winning iris. Another suggestion was to put a QR code on the AIS bookmarks which would link to the AIS website and or the Wiki.

Bob Pries explained that a right-click on a photo will usually include a "create a QR code" in the drop-down menu. Below is a photo of 'Nora Jane' LA with the drop-down menu that came with a right click.



The PR committee reminded everyone that improvement is needed for the Zoom portion of the in-person AIS Board of Directors meetings.

OLD BUSINESS

10. Online Iris Register update - Janis Shackelford

As of November 1, the *Online Iris Register* will go live. Testing was done on the software by ten hybridizers. Janis has written an article for the *Bulletin* describing this software and the process of registering an iris. The register data base will be stored on Tim Valenzuela's system. Wayne Messer and Lorene Crone will investigate the back-up system for the *Online Iris Register*.

Hybridizers will pay for their registrations through PayPal, with or without an account. Payment through PayPal uses a credit card.

Hybridizers who lack access to the Internet will continue to send their paper registrations to Janis via snail mail.

NEW BUSINESS

11. Introduction of Veronica Johnson

Veronica will take over as the legal counsel for AIS, but probably not until March 1, 2023. This will be an encore performance. In the meantime, Veronica will work with Dale Strauss on the IRS issues and any other legal issue that comes up.

12. Advertising Rate Proposal - Linda Wilkie

Bulletin ads can be purchased as a display ad one at a time or shopping ads which are purchased by the year. Previously, discounts have been available for multiple purchases. Linda pointed out the inconsistencies in the pricing schedule and proposed a new pricing schedule that is consistent across the board. Essentially, when three ads are purchased, the fourth one will be free. Hopefully, this pricing schedule will encourage the purchase of year-long ads. In addition, Linda added a prorated fee for shopping ads to encourage advertisers to begin their ads with the winter issue of the *Bulletin*.

Discussion: The prime time for selling irises would be the winter and spring issues.

Motion 3: That the display ads rate change be approved as presented in the report and that shopping ads be offered at a prorated rate as presented.

Motion by Linda Wilkie and seconded by Jill Bonino. Motion carried.

Linda will notify the hybridizers and include a notice in the next (fall) issue of the *Bulletin* about the rate changes for advertising. A separate Paypal account will be set up for advertising similar to that used by the Storefront. This will make the purchase of ads in the *Bulletin* as simple as choose and click. Linda has plans for the development of an online program for the purchase of ads, perhaps even as an app.

13. Membership Drive 2023 - Andi Rivarola

The plan is to have a new membership drive every year. For the Membership Drive 2023, anyone who purchases a full AIS membership (\$45) also will receive a one year membership in a section. This membership drive will run from January 1 to December

31, 2023. The budget, as presented, required a few corrections, making the total amount requested to cover the drive at \$5220.

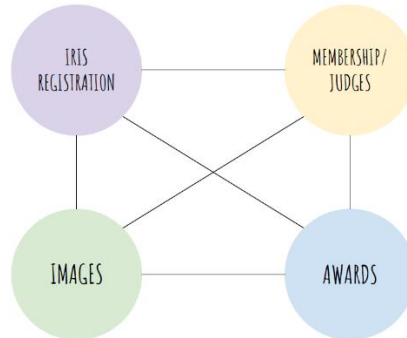
Discussion: This drive will cover a maximum of 30 new members per section. Previous section members and previous AIS members are eligible. Also eligible are people who upgrade to a full-membership. The budget for the Membership Drive 2022 was about \$13,000.00 and helped boost membership in the affiliates. The Membership Drive 2023 will assist the sections. Because this membership drive benefits them, the sections will need to help promote it.

Motion 4: that we accept the Membership Drive 2023 as presented and with the corrections to the budget.

Motion by Doug Chyz and seconded by Jean Richter. Motion approved.

14. Integrated Online System - Andi Rivarola

Iris registration, images, membership, judges, and awards are all separate entities within AIS. However, currently, all of these pieces rely on or share information with each other, but all done inefficiently and sometimes inaccurately.



The plan is to create an integrated online system that connects and communicates with each entity, accurately and efficiently. This plan originated as a piggy-back for the union of AIS awards to the online registration program. With more discussion, the plan has evolved into this entire integrated system. Important components will be the back-up of all the databases and timely updates to the *Iris Encyclopedia* (the Wiki). Tim Valenzuela has submitted a proposal to create this integrated online system and have it operational by March 1st, in time for the AIS Ballot at a cost of \$25,000. The cost would be covered by funds in the restricted electronics systems funds and operations budget.

Motion 5: That we approve the creation of this integrated system to bring us into the twenty-second century at a cost of \$25,000.

Motion by Mike Reed and seconded by Jody Nolin. Motion approved.

Discussion: Access to this online integrated system should be one of the AIS e-membership benefits. Hybridizers will no longer need to wait for the R&Is to investigate new names for irises because the integrated system will have timely updates and all names will be available for view in the online registry. All the databases will be updated. Maintenance of this online integrated system will be handled by Tim Valenzuela for two years. Jody Nolin will search for an old motion that set a date for the release of a printed document of the iris registrations of the year. The automatic online updates of the iris registry might be in conflict with that motion.

ANNOUNCEMENTS

15. Webinars - Gary White

Chuck Chapman will have a program on the life cycle of the iris on November 9th.

The next AIS Board of Directors meeting will be October 26, at 5 pm Pacific time.

The Fall Board meeting will be on November 16th.

Adjourned at 7:33 pm Pacific Time

Respectfully submitted,
Claire Schneider