

AIS Board Videoconference, Wednesday, May 22, 2019

Present:

Jody Nolin – President, Affiliate Liaison
Bonnie Jean Nichols – 2nd VP, Judges
Michelle Snyder – Secretary, Insurance
Jill Bonino (15) – Treasurer, Foundation Liaison
John Jones - Registrar/Recorder
John Ludi (13) – Director, Publication & Sales
Claire Schneider (15) – Director, Recording Secretary
Gerry Snyder – Director, Awards
Howie Dash - Director, RVP Counselor
Janis Shackelford – Director, Policy
Jim Morris – 2020 Centennial Publication
Lois Rose – Exhibition Schedules
Neil Houghton – Director, Image Coordinator, Iris Program Resources (digital)
Susan Boyce – RVP (11), RVP rep
Susan Grigg – Director, P.R. & Marketing
Tom Gormley - Membership
Wayne Messer – Director, News & Notes, Exhibition Reports
Cheryl Deaton (15) - Youth, Photo Contest
Doug Chyz - RVP (4)
Scarlett Ayres – RVP (23)

The meeting was called to order at 5:04 PM PST followed by Roll Call.
A quorum was present.

1. Emergency meeting of the AIS Board, April 24, 2019, 5:55 PM PDT.

Present: Jody Nolin, Bonnie Jean Nichols, Dawn Boyer, John Ludi, Howie Dash, Susan Grigg, Janis Shackelford, Wayne Messer and Claire Schneider.

A quorum is present.

Motion 1: That AIS reimburse Region 14 for the A.V. costs for the Awards Dinner Banquet in an amount not to exceed \$3000.

Motion by Janis Shackelford and seconded by Dawn Boyer. Motion passed unanimously (at the emergency meeting).

Meeting adjourned at 6:10 PM.

Discussion: \$2680.90 was the actual cost of the A.V. for the Awards Dinner.

2. Tentative schedule of AIS committee reports.

Because there will not be a fall meeting, officers and committee chairs were asked to choose one or two teleconferences that would provide them the best opportunity for presenting their bi-annual report. So far only about one third of the group has chosen a teleconference.

3. Schedule of future teleconferences.

Claire will send this schedule to John Jones, Michelle Snyder and interested AIS members. John Jones will post this on the AIS website.

4. Reviewing the definition of 'introduction' - Gerry Snyder and John Jones.

John Jones was asked by a hybridizer if advertising a seedling in an affiliate newsletter qualified as an AIS introduction. John stated that this issue should be clarified by the Awards Committee and voted on by the AIS Board. In the past, advertisements in the Aril Society International, brochures put out by hybridizers and receipts of irises sold have been acceptable methods of introduction. Iris offered at affiliate and regional auctions or displayed on social media (e.g. Facebook, Twitter) have not been considered acceptable methods of introduction. The concept of 'introduction' has to do with reaching a wide audience. A definition of 'reaching a wide audience' needs to be established. In addition, John pointed out that the registrar should not be expected to verify 'wide audience' with each iris being registered. Verification of the introduction would need to come from the hybridizer or someone else.

Discussion: Perhaps advertising in multiple regional newsletters or on a cooperating society website could be considered reaching a wide audience. The purpose of introduction is to enter the new iris into the AIS awards system. To be considered for an award AIS judges around the country must be able to see and evaluate that iris, thus the issue of 'wide audience.' Advertising revenue in the AIS Bulletin will decline if introductions could be made by advertising in regional newsletter. With the increased use of the internet, advertising in magazines and catalogs has declined. The Iris Lovers Facebook page has over 9,000 members. Would that be considered a 'wide audience?' Recently the AIS Board allowed that any registered iris (i.e. with an established name) but not introduced could be entered into an exhibition which can cause confusion with garden judging and the AIS awards system.

Issues from this discussion are (1) describe and explain the difference between registration and introduction and the purpose of each, (2) define 'wide audience' and (3) define 'ephemeral' as it relates to posts on social media such as Facebook. The Awards Committee consisting of Gerry Snyder, John Jones and Howie Dash, will work on this, write a policy and report back to the AIS Board. Because there is a potential revenue stream from advertising, Wayne Messer or Andi Rivarola are invited to join this committee.

5. Update on the website - Jody Nolin

Jody received a note from the developers saying they are making a few more edits and next week they should be able to present it to the Electronics Committee.

6. New business

- Michelle Snyder explained that the process of adding and removing people from AISDiscuss has been a problem which is why some of the AIS members cannot access AISDiscuss. John Jones explained the history of the problem and that David Cupps' solution was to replace AISDiscuss with AIS-Discuss in Google Groups. It worked well until David departed AIS with all the passwords meaning that Michelle could not keep the new AIS-Discuss up to date, either its members or messages. Today John Jones established AISelectronicsserviceschair@gmail.com and will create a new account AIStalk@googlegroups.com which will have a similar function as

AISDiscuss. Michelle will continue to manage the email addresses in the Google Groups. Since the AIS Board meets monthly in teleconferences, AISConfer and AISVote might be obsolete.

- Jill Bonino reported that she has received a box of treasurer materials from Dwayne. She cannot transfer the AIS bank account until she has an official document stating she is the new treasurer. Claire will send the minutes to Jill ASAP.
- At the 2019 Spring Board meeting, Dave Silverberg was given discretion to do whatever works regarding the extra AIS Bulletins and R&Is.
- Gerry Snyder reported progress on the Wister medals. The final blank has arrived from Capital medals and Gerry has sent it to a local engraver. The cost of 25 medals is \$593.75. The medals are composed of zinc and are gold plated. The medal looks like the original. Six need to be presented immediately and more will be needed in the future.
Motion 2: That Gerry Snyder purchase up to 60 Wister medals.
Motion by Howie Dash and seconded by Bonnie Jean Nichols. Motion passed unanimously.
- More AIS bookmarks can be ordered from John Ludi at aisstore@irises.org
- Neil Houghton suggested a study group be formed to investigate the cost of building a cell tower in Jody Nolin's backyard. And would there be any extra cost for disguising the cell tower as an iris?
- The next videoconference will be June 26 at 5 PM PDT.

7. Adjourn at 6:12 PM

Respectfully submitted,
Claire Schneider