

AIS Board meeting, Wednesday, January 24, 2018

Meeting called to order at 5:05 PM PDT

1. Welcome everyone.

Roll Call: **Officers:** Gary White, president; Jody Nolin, 1st VP; Andi Rivarola, 2nd VP; Michelle Snyder, secretary; Jim Morris, immediate past president. **Administrative Officers:** John Jones, registrar/recorder; John Ludi, publication sales director; Claire Schneider, recording secretary. **Directors:** Claire Schneider, Dawn Boyer, David Cupps, Gerry Snyder, Howie Dash, John Ludi, Lois Rose, Phyllis Wilburn. **Committee Chairs:** Dawn Boyer, Bulletin Advertising Editor; Jody Nolin, Affiliate Liaison; David Cupps, Electronic Services; Lois Rose, Exhibition; Wayne Messer, Exhibitions; Susan Boyce, Policy; Jim Morris, Honorary Awards; Neil Houghton, Image Coordinator and Iris Program Resources (digital); Michelle Snyder, Insurance; Betty Roberts, Judges Handbook Revision; Andi Rivarola, Social Media and Strategic Planning; Howie Dash, RVP Counselor; and Phyllis Wilburn, Section & Cooperating Society Liaison. **RVPs:** Margaret Kelly (9); and Doug Chyz (4).

2. Minutes of the 2017 Fall Board meeting in Dallas - Claire Schneider

Corrections were made by eagle-eye Jim Morris. There was a discrepancy between Motion 8 regarding the by-laws proposed by Jody Nolin and Motion 8 that was posted on the screen at the Fall Meeting and approved by the Board. Jody stated that the discrepancy will be addressed at the Spring Board Meeting. A reminder from Susan Boyce was that the names and regions of all the RVPs appointed at the Fall Board Meeting be included in the minutes.

Motion 1: to approve the minutes of the 2017 Fall Board meeting as corrected. Motion by David Cupps and seconded by Gerry Snyder. Carried unanimously.

3. Photo Contest – Strategic Planning Committee recommendations presented by Andi Rivarola. Janet Smith has resigned. The Strategic Planning Committee is recommending that AIS continue with Photo Contest because the photos are a positive source for public relations. Janet's comment is that the quality of the photos has been a major problem. Currently a search is underway to find a person to take over the Photo Contest. There is a youth member Amberlee Pick (Region 14) who is interested in becoming the coordinator of the Photo Contest.

Mission Statement from Strategic Planning Committee: The AIS Photo Contest is a positive activity that encourages participants to use their creativity to produce iris photos. By publishing its results there is a great opportunity to expose the public to irises growing in all sorts of circumstances. And as such serves as another important P.R. tool to engage AIS members and connect with potential AIS members.

Gary will contact Amberlee to see if she is still interested. A set of rules and guidelines for the contest needs to be developed.

4. Invitation from the British Iris Society – Gary White

Gary received an email proposal from John Milner, chairman of the British Iris Society (BIS).

Because both the American Iris Society and the British Iris Society will celebrate their centenaries in the near future, Milner proposes that an exhibit of iris be organized at the Royal Horticultural Society Chelsea Flower Show in May of 2020. A possibility is that the AIS select and supply an assortment of American hybridized irises which would be planted in gardens in Great Britain. Milner added that it would be wonderful to celebrate with the AIS this remarkable milestone at the world-renown Chelsea Flower Show.

Follow up information: The Chelsea Flower Show is scheduled for May 18 to 23, 2020, almost the same dates as the AIS Convention in New Jersey. The judging of the irises and visit by the Queen would occur on May 18 with the Show open to the public after that. The BIS suggests a minimum of 150 to 180 stalks in a stand (i.e. garden bed) with an expectation of up to 300. To insure that the display has flowers, the BIS suggests sending fifteen of each cultivar.

Discussion:

Their schedule conflicts with the AIS 2020 convention dates. One suggestion is to postpone participation in the Chelsea Flower Show to 2021. The AIS 2021 Convention will be in April and wouldn't conflict with the Chelsea Flower Show. It would be presumptuous to expect hybridizers to donate 15 of each cultivar and expensive to ship 1000 or more rhizomes to the British venue. It would be expensive to send a committee to oversee the planting of the iris in their garden. The Chelsea Flower Show is a wonderful show and should be on every gardener's bucket list. All the flowers in that show (not just iris) are perfect and it is frightening to consider that every iris in the AIS booth would have to be perfect, too. Gary will politely decline the offer to participate in the 2020 Chelsea Flower Show with lots of appreciation for the offer.

5. Membership

The Strategic Planning Committee has been working on membership issues and now is looking for people to become involved at an operational level (Andi Rivarola).

Jody Nolin suggested that there be a Membership Development Person who can organize and implement the long and short term membership goals written by the Strategic Planning Committee. We need a job description of specific tasks whose overall focus is strictly membership development. We also need a volunteer to take on this role. Lots of ideas and suggestions to develop membership have been proposed over the years. These ideas could be compiled and made available to the regions and affiliates. Andi volunteered to write an article for the spring issue of the Bulletin regarding membership development.

The AIS Facebook, "Iris Lovers," has about 14,000 followers and about 11,000 on another website. Many of the followers are international. When people join Iris Lovers they are asked three questions: Do you grow irises? Are you a member of the AIS? Are you a member of an iris club in your area? These questions are optional but many people do answer. Andi reports that the last ten people who joined have said they had never heard of the AIS. There is a link on Iris Lovers to AIS membership.

6. Updates, announcements, miscellaneous

- Welcome to Doug Chyz, RVP-4.

- The 2018 Convention update by Paul Gossett. There are 11 pages in the upcoming Bulletin about the New Orleans convention. Hotel room-nights reserved is up to 400. Because this convention is special (in conjunction with SLI and with trips to the bayou) there have been several registrations by non-AIS members.
- The next teleconference will be February 28, Wednesday, at 5PM PST.
Future teleconferences will be March 28, June 27 and July 25.
No teleconferences are scheduled for April and May.

Meeting adjourned at 6:17 PM PST.

Minutes respectfully submitted,
Claire Schneider