

Minutes of the AIS Board of Directors Videoconference, Wednesday, September 25, 2019

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

Jill Bonino (15) – Treasurer, Foundation Liaison

Gary White (21) - Immediate Past President, Honorary Awards, Finance

John Jones (14) – Registrar/Recorder

Tom Gormley (5) – Membership

Jane Milliman (2) – Editor of Bulletin

Anita Moran (4) – Director, Photo Contest

Claire Schneider (15) – Director, Recording Secretary

Dawn Boyer (17) - Director, Bulletin Advertising Editor

Howie Dash (23) – Director, RVP Counselor

Janis Shackelford (15) – Director, Policy

John Ludi (13) – Director, Publication Sales Director

Neil Houghton (2) - Director, Image Coordinator, Iris Program Resources Digital

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

Susan Driver (7) – Director, Calendars

Susan Grigg (4) – Director, Public Relations & Marketing

Wayne Messer (21) - Director, Exhibition Show Reports, News & Notes

Jim Morris (18) - 2020 Centennial Publication

Lorene Crone (7) – Asst. Electronic Services

Lois Rose (4) - Exhibitions Schedules

Susan Boyce (12) – RVP 12, RVP Representative

Doug Chyz, RVP 4

The meeting was called to order on Zoom at 5:04 PM PDT.

A quorum was present.

Motion 1: to accept the minutes of the August 28, 2019, videoconference with one correction. Motion by Janis Shackelford and seconded by Bonnie Nichols. Motion passed.

MID-YEAR REPORTS

1. Calendar – Susan Driver submitted an electronic report (information only).

The 2021 calendar will be ready in mid-October to submit for a quote to publish 750 copies. The pages are finished and the committee is evaluating photos. Thanks to John Ludi and Neil

Houghton for their contributions. John Ludi reported that some 2020 calendars are still available for sale.

2. Convention Liaison – Andi Rivarola submitted an electronic report (information only). His report lists details of the dates and locations for the spring AIS conventions of 2020, 2021, 2022 and 2023. The focus of the 2023 convention will be Japanese iris. The focus of the 2022 convention in Dallas, TX, will be early blooming TBs.

3. Foundation – Jill Bonino submitted an electronic report (information only). Her report contains updates of the grants & scholarships funded by the Foundation. In addition, there is an update of the Foundation operations (financial and investment summaries).

4. Membership Development – Andi Rivarola submitted an electronic report (information only). There was a presentation on Improved Communication Skills at the San Ramon Convention. The committee plans to meet to discuss the next steps in membership development. Andi encouraged everyone to read his report and volunteer for one of the development steps. The last step on Andi's list is to continue working on the ideas from the "7 Comprehensive AIS Long Term Goals" which was created by the AIS Strategic Planning Committee in May 2017.

Discussion: It would be beneficial to hear the communication skills presentation again. Perhaps to record this presentation so it could be shared at the regional level and especially with new RVPs. Where are other recorded AIS presentations (e.g. the program in Iowa by Ghio, Keppel and Blyth)? A few can be viewed on the AIS YOUTUBE channel.

5. News & Notes – Wayne Messer submitted an electronic report (information only). His report contains statistics about the popularity of News & Notes and a list of popular topics. The new AIS website and iris shows were the top two selections. Wayne invited committee chairs, section heads and regions to submit announcements, reports and updates for publication in News & Notes. Wayne suggested that AIS ask for white papers on various topics.

Discussion: Most of the directors have other AIS responsibilities and submit reports as needed or required.

6. Photo Contest – Anita Moran submitted an electronic report (information only). The report listed the winners of the 2019 photo contest. There were a few corrections to names and addresses. There are five recommendations for future contests in the report. 1) The rules for the photo contest should be submitted to the Bulletin before January 15th so they could be published in the winter edition. 2) Entrants should crop their own photos and submit with one or two photos per email. 3) The contest categories should be re-organized. 4) Entrants should be allowed to submit additional photos in certain conditions. 5) The rule regarding an entrant's changes to photos should be changed or modified.

Discussion: A suggestion was to incorporate Google Drive or create a dropbox for submitting the photos so as to avoid filling the judges' email inboxes. The Photo Committee can address the recommendations.

7. Social Media Report – Andi Rivarola submitted an electronic report (information only). The report contains statistics for the AIS Facebook, Twitter, Instagram and World of Irises blog.

Discussion: The AIS channel on Youtube has only a few videos. More videos should be made and posted. Anyone know a good videographer who enjoys irises?

8. President – Jody Nolin submitted an electronic report (information only). Volunteers are needed to fill up-coming vacancies, the Awards Chair, Membership Development Chair and AIS secretary. The issue of the rhizomes from the 2019 Convention has been resolved by Jean Richter. Jody asked for suggestions that would improve the success of future AIS conventions.

9. Storefront Report, Inventory and Sales – John Ludi submitted three electronic reports (information only). The storefront inventory includes Bulletins, annual R&Is, Basic Iris Culture booklets, Judge’s Handbook covers and inserts, 10 year Checklists, 2020 calendars, and other items. The sales report notes the sale of 707 calendars 2020. Wow!

10. Youth Report – Cheryl Deaton submitted an electronic report (information only). Currently there are 411 youth members in AIS.

Discussion: there has been an ongoing issue of obtaining irises for the youth. This year Region 23 has donated left over rhizomes for the youth group. Thank you for your generosity!

OLD BUSINESS

1. Introduction and registration of irises - Howie Dash

At a previous meeting it was suggested that the “introduction of irises” be eliminated leaving the registration of irises as the landmark of a new cultivar. One possible consequence would be a reduction in income from the sale of cultivars. Many cultivars would appear to be older if the date of registration replaced the date of introduction and older cultivars, in general, are sold at a lower price. Howie Dash volunteered to ask hybridizers, in a survey, their opinions about the elimination of “introduction of irises.” John Jones will continue this survey of hybridizers.

2. Finance Committee – Gary White

The committee will present a more complete report at the October meeting regarding the stipends for Membership and Registrar.

3. Regarding privacy

Waivers to permit the inclusion of physical addresses in AIS publications and websites need to be submitted to Michelle Snyder. Those people who accept checks for various publications, memberships and materials need to submit those waivers in order to keep their physical addresses published and posted. To reduce a duplication of effort, Jane Milliman would like to see a permanent list of those folks on the waiver list.

NEW BUSINESS

Motion 2: That John Jones receive an honorarium from AIS in the amount of \$500 for his service during the transition to the new website.

Motion by Claire Schneider and seconded by Jill Bonino. John Jones declined this offer. The board honored John's request and the motion failed.

2. The schedule

● **Motion 3:** That the October 23rd, 2019, teleconference be considered the AIS Fall Meeting. Motion by Andi Rivarola and seconded by Bonnie Nichols. Motion passed.

Discussion: The installation of new directors will take place at the Fall Meeting.

- The November 27th teleconference has been moved to Wednesday, December 4.

ANNOUNCEMENTS

Mid-year Reports - For those mid-year reports being presented at the October 23rd meeting, Michelle Snyder will need a digital copy of those reports no later than October 10th. They will be posted in AISTalk and in teleconferences under AIS docs 2019. Please sub-title your mid-year report with the appropriate note: "Information Only" or "Action Required."

Next videoconference will be Wednesday, October 23, 2019.

MOTION TO ADJOURN made by Jody Nolin.

Meeting adjourned at 6:10 PM PDT