

Minutes of the AIS Board of Directors Videoconference, October 27, 2021

Present:

Jody Nolin (6) - President, Affiliate Chair

Andi Rivarola (15)- 1<sup>st</sup> VP, Convention Liaison (temporary), Public Relations Social Media,  
Strategic Planning

Bonnie Jean Nichols (17) – 2<sup>nd</sup> VP, Judges, RVP 17

Michelle Snyder (15) – Secretary, Insurance

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

Pam Messer (21) - Membership Secretary

Claire Schneider (15) – Director, Recording Secretary

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

Howie Dash (23) – Director, RVP Counselor

Janis Shackelford (15) – Director, Policy, RVP 15

Lorene Crone (7) - Director, Electronic Services

Mike Reed (17) - Director, Awards

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

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

Scarlett Ayres (23) - Director, AIS 2022 Convention Co-chair

Susan Driver (7) – Director, Calendars

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

Linda Baumgarter (20) - RVP 20, RVP Representative

Bob Hollingworth (8) - Scientific Advisory, Intellectual Property, Library

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

Gerry Snyder (15)

Jean Richter (14) - RVP 14

John Ludi (13) - Publication Sales Director, RVP 13

Linda Wilkie (21)

Bill Dumont (13)

Eileen Hollander (10)

Patricia Randell (23)

Carolyn Hoover (14)

Christine Dickinson (14)

Kate Brewitt (2)

Jeanette Graham (11)

Holly Johnson (8)

Dan & Marj Williams (14)

The meeting was called to order on Zoom at 5:01 pm PDT.

A quorum was present.

**1. Motion 1:** to approve the minutes with corrections of the AIS Board Meeting, September 25, 2021. Motion by Michelle Snyder and seconded by Howie Dash. Motion passed.

## **FALL REPORTS for October**

### 2. Calendars - Susan Driver

An electronic report was posted, information only. The 2023 calendar is complete except for the 3-year calendar page. A bid has been obtained from Sundance Press for 750 copies.

### 3. Electronic Services/Website - Wayne Messer

Wayne posted an electronic report with a thorough study of the statistics for unique visitors, number of visits, pages, hits, and bandwidth. As of mid-October for the year 2021, there were 79,000 unique visitors making 135,000 visits with over five million hits. The number of visits to the website in May was more than 20,000 made by almost 13,000 unique visitors.

By far, the most useful page on the website in October is gardeners/care [of bearded irises] with over 1400 views. The average visitor is on a website for 187 seconds.

Wayne reminded us that this new website has more pages than the previous website: judges, volunteers, guest iris requests and Centennial celebration. He suggested the addition of a page for the AIS Library. A suggestion was to add links on the page for iris care to the section and cooperating societies.

The new website has been live for a little more than two years, which is 14 years in “internet time,” making it appropriate to give the website a thorough review. For example, making sure all the links work and that names and contact information of chairs and committees are up to date. Wayne suggested using volunteers to be in charge of the upkeep of various iris pages. He challenged everyone to review the website and send him suggestions of what else could be added to make the website more useful and appealing.

### 4. Library - Will Plotner (absent) and Bob Hollingworth

An electronic report was posted with an update by Bob, Andi Rivarola and Gary White. The transition from a library operated with paper and pencil to electronic and digital presents major challenges. The purchase and installation of computers, printer, scanner, electronic storage, WIFI, and Internet are top priorities. Once set up, the next challenge will be to inventory the contents of the library and after that to begin digitizing and preserving the material. Slides need to be digitized. Medals, art works, and other non-paper items need to be preserved and possibly arranged into displays for use at conventions and other AIS events. Janet Smith has been scanning slides but it is unclear if an inventory of the slides and their scans exists and if so,

where it is located. Andi's photos and travelogue of the library and its contents emphasized the magnitude of these challenges.

The library is located on the top floor of a commercial building in Molalla. It was recommended to continue the lease in this space for two years. There are numerous file cabinets filled with all sorts of material, e.g., catalogs, correspondence. Again, it was stressed how important an inventory of the library contents would be. Because the library is becoming electronic-based, it will be easier to list or post library content on the AIS wiki-encyclopedia. There was a request for the library to publish guidelines for receiving materials, including a method for people and families to donate personal materials, such as hybridizing diaries, to the library.

The correct spelling is The Sidney P. DuBose and Ben R. Hager American Iris Society Memorial Library. The library is supported by the AIS Foundation.

Members of the Library Committee are Jody Nolin, Andi Rivarola, Gary White, Bonnie Nichols, Jill Bonino, and the ad-hoc committee members are Bob Pries with Will Plotner. Will Plotner is also the temporary librarian and Bob Hollingworth is chair of the committee.

#### 5. Membership - Pam Messer

An electronic report was posted, information only. As of October 1, there are 2234 print only members, 90 youth members, 270 e-members, plus other categories for a total of 3115 AIS members. Membership in 2020 was 3750.

#### 6. Membership Development - Andi Rivarola

An electronic report was posted, information only. The AIS Board of Directors approved the 2022 membership drive at a previous meeting. Details of the membership drive will be posted in *Irises: The Bulletin and News & Notes*.

#### 7. News & Notes - Wayne Messer

An electronic report was posted, information only. A move for *News & Notes* from Google Freeburner to Constant Contact is being explored.

#### 8. Social Media - Andi Rivarola

An electronic report was posted, information only. AIS has a world-wide electronic presence via Facebook Iris Lovers, Instagram, Twitter, and the World of Irises Blog. The top five membership cities for Facebook Iris Lovers are Los Angeles, Moscow (Russia), New York City, Phoenix, and Fort Worth. With over 15,000 Facebook members, Andi said keeping up with new member requests is a major challenge and asked for volunteers to help. There was a clarification that a Facebook page is different from a Facebook group.

Doug Chyz reported that he often finds positive comments and information about irises posted by non-AIS members on social media. He suggested that we offer these non-AIS members a

one-year AIS membership. Another suggestion was to collect these informational comments and publish them in *Iris*: *The Bulletin and News & Notes*.

9. Symposium - Riley Probst (absent)

No report.

10. Youth - Cheryl Deaton (absent)

No report.

**OLD BUSINESS**

11. Fall Report Schedule & Fall Meeting - Michelle Snyder

The reports scheduled for the Nov 6<sup>th</sup> meeting are Audit Committee, Convention Liaison, Finance Committee, Honorary Awards, Judges, Nominating Committee, President, Registrar, RVP Counselor, Storefront, and Treasurer. All reports need to be submitted to Michelle no later than November 2<sup>nd</sup>. Michelle will post the reports on AISDocs. Those people who miss the deadline will need to take 20 copies of their report to the November 6<sup>th</sup> meeting.

The meeting will be a hybrid Zoom meeting (attendance in-person and remotely), details to be worked out by Janis Shackelford, Claire Schneider, Lorene Crone, and Andi Rivarola. Susan Driver will be the Motions Recorder using a laptop and projector.

A tentative agenda for the meeting November 6th: 7 am breakfast, 8 am meeting begins, 10 am break, 12 to 12:30 pm lunch, a break in the afternoon. There will be two executive sessions: one to elect the 12<sup>th</sup> director and one to vote for honorary awards. This is the first time for an in-person Fall Meeting with only 11 reports which is to say, we don't know when the meeting will end. Maybe mid-afternoon or maybe after dinner. There was a discussion about the dinner situation: would it be provided by AIS in the hotel or dinner on our own? The answer to come later.

**NEW BUSINESS**

12. AIS Credit Card - Lorene Crone

Lorene was advised to talk to Jill Bonino about the credit card.

13. Zoom Meeting Connections - Gerry Snyder

For security, the I.D. number for each AIS videoconference is randomly generated. Gerry would like us to use the same I.D. number for each meeting making it easier to log in. Several suggestions were made to make it easier to find the link before the meeting. Save all emails containing a Zoom link in a "Zoom" folder. Another suggestion was to mark the email as "unread" which would move that email with the link to the top of your INBOX.

14. Stolen Dykes Medals - Andi Rivarola

Keith Keppel's house was broken into and all of his Dykes Medals were stolen. Michelle Snyder will phone Keith for information about the theft and the situation with his household insurance.

**ANNOUNCEMENTS**

The next AIS Board Meeting will be November 6<sup>th</sup>, 8 am PDT, in San Diego.

Respectfully submitted,  
Claire Schneider