

Information Only

Public relations and Marketing Report, April 28, 2021

The committee along with the AIS Membership Secretary, Pam Messer, who is now a member of the committee, has updated the nurseries participating in the Voucher Program. The nurseries that were participating were asked if they wanted to continue. The nurseries not participating that advertise in the Bulletin were sent emails outlining the program and asked if they would consider participating. We lost 5 nurseries, most because the owners are aging and they desired not to continue the extra burden. We gained one new nursery, the Dancing Dragons Iris Garden. The nursery list and program description were both updated. A feedback method was added asking those members receiving a voucher to email a response when they use the voucher; only two or three responses received so far.

The December-January timeframe we did a search for Iris related Facebook Groups and found the following:

- Non-AIS Related – Over 100 with over 175,000 members

- AIS Related – 15 with almost 64,000 members (excluding Regions and Affiliates)

- Regions – 7 with just over 3,500 members

- AIS Affiliate Facebook Groups – just over 100 with over 75,000 members

Note we assume that members of one group are also members of other groups but did not attempt to explore that data point. If anyone is interested in see the spreadsheet with the results the can email Doug Chyz at dougchyz@gmail.com and he will send you a copy.

It was brought to our attention that some of the links in the Marketing Handbook were outdated. The committee is working on updating the handbook.

The committee has not taken any action on a possible realignment of the committee functions/activities mentioned in the May 2020 report.

Submitted by Doug Chyz