

AIS Board meeting, Wednesday, August 30, 2017, by teleconference

Meeting called to order at 5 PM PDT

Attendance roll call: Gary White, president; Jody Nolin, 1st VP; Andi Rivarola, 2nd VP; Jim Morris, immediate past president; John Jones, registrar/recorder; John Ludi, publications sales director; Claire Schneider, recording secretary.

Directors: Susan Boyce, John Jones, John Ludi, Phyllis Wilburn, Al Elliott, Bob Pries, Lois Rose, Dawn Boyer, Howie Dash, David Cupps.

Other visitors: Scarlet Ayres, Wayne Messer, Neil Houghton, Susan Grigg.

A quorum is present.

1. Welcome everyone. Please state your name before when you say something (Gary White).

2. Minutes of Spring AIS Board meeting in Des Moines

Corrections:

- 1) include the full list of all nominees for officers and directors, not just the winners.
- 2) correctly identify the treasurer as Dwayne Booth in Motion 3.
- 3) include complete copies of motions from interim meetings, word for word, and the names of those who nominated and seconded.
- 4) Margaret Kelly is the member on the Nominating Committee (in Announcements).

Discussion: The March and April teleconference minutes have been approved. At the September teleconference, we'll work on the July minutes. Compendia of board minutes and motions from 1988 and forward can be found at www.aisboard.org/AISdocs/

Motion to approve the Spring AIS Board meeting minutes with corrections.

Motion by John Jones. Seconded by Jody Nolin.

13 ayes, motion approved.

3. New AIS website (David Cupps)

After a review of input from leaders and members regarding the needs and requirements for the AIS website, David Cupps, Jody Nolin and John Jones are recommending that AIS hire Thirsty Concepts to create a new website and related back-end systems for \$21,500.

Some of the features to be included. The website

- will be based on Word Press which, because of its ease of use, will allow multiple people to input and update AIS information.
- will be responsive to mobile devices, e.g. tablet, phone.
- will have a members-only-area, requiring a log in. This area will also keep track of membership due dates and take payments for memberships.
- will integrate with member and email databases used elsewhere by AIS.
- will unify the blog, wiki, conventions and other related sites into a cohesive unit, providing a common user experience. In other words, once people know how to use the AIS website, then they'll be able to use all aspects of the website, moving easily from one area to another.
- will capture contact information from interested gardeners and allow AIS to keep in touch with these people.

Thirsty Concepts estimates that the website will be completed by the end of the year or by early next year, 2018.

Motion by David Cupps: "I move that AIS authorize Gary White and David Cupps to engage the services of Thirsty Concepts to update AIS websites and systems. David is authorized to spend \$21,500 on the initial project, and if additional contingencies are warranted and agreed to by Gary White, additional funds may be expended up to a total of \$30,000.

"Further, AIS authorizes David Cupps to access, use and change any and all web-related information and services in pursuit of this project. He may also access and use current and past databases and related information pertaining to members, donors and email contacts in order to provide the needed data systems."

Seconded by Howie Dash.

Discussion:

What kind of changes will we see? Nothing in this initial phase is planned for the Wiki Encyclopedia. Maybe in the future searching and navigating the Wiki will be made easier. Move the blog over to irises.org/blog as part of the unifying concept mentioned previously. Make it easy to visit other AIS related websites such as Convention, Youth, and Foundation. Also to make websites more uniform in appearance and ease of use.

David has prepared a survey to ask one more time about information for the website development project asking for input from leadership and membership. The survey will be made available for one week on AISdiscuss.

The Long-Range Planning Committee has begun using the updated Google email system with no apparent problems so far. After a month of testing, other groups will be migrated similarly. This should address the problem of receiving emails that lack identification information (i.e. the name of sender).

Will the new website have a calendar section that will list region and club shows and sales events? There are calendar tools that could be implemented into the website. However keeping it updated might be an issue. Perhaps there will be a section rather than calendar that lists the regional events and that will rely on those regions and clubs to forward their event information.

Will there be contact information or a link on the website where a visitor could submit suggestions? Good idea. We'll try to include this. Will there be a page where a visitor could find their nearest iris club or AIS region? Good idea. If someone would submit a list of all the clubs in the AIS, then we'll try to link this information to a map.

Motion carried unanimously.

4. AIS Bulletin Outreach Project

The Board previously approved sending five copies of the Bulletin to botanic gardens that are interested in displaying and selling them. The proceeds would go to the botanic garden. None have been sent out yet.

Report by Jody Nolin and Susan Grieg: Letters have been sent to various botanic gardens asking if they would be interested in displaying/selling Bulletins. Bob has a price estimate for the cost of mailing out bulletins. More outlets are needed. The next step is to ask members to investigate potential outlets for the Bulletin in their local area.

Discussion: The Missouri Botanic Garden is interested but they need a purchasing code in order to display/sell the Bulletin. However, their purchasing department, located in San Diego, has been unresponsive. In other words, it might be more complicated for a botanic garden to set up a display of Bulletins than just laying them on the counter. Competing gift shops might put up roadblocks.

We are limited to 100 copies of the Bulletin for the Outreach Project (Bob Pries). Sundance Publishing is easy to work with. They send the extra copies of the Bulletin to Bob. An insert is planned to be included in the Bulletin that will contain information about the AIS, local clubs, and a membership application. It would be more effective if a local AIS member could be the delivery person of Bulletins to the destination botanic garden because that person could insure that the insert contains the list of local iris societies and their contact information.

How to engage more interest? Howie Dash asked that he receive details of the Bulletin Outreach Project so he can forward that information to all the RVPs and affiliates. Let's target botanic gardens specifically in the region of upcoming national conventions for the Bulletin Outreach Project for the purpose of increasing attendance at said convention. Again, it might be more effective if a local AIS member could act as contact person to a botanic garden. Even more effective, how about making the Bulletin available at commercial iris gardens such as Schreinners or Mid-America where the visitors are actual iris enthusiasts.

Summary: the search for receptive outlets for the Bulletin will continue. Letters on official AIS letterhead will be sent to potential hosts such as botanic gardens, horticultural gift shops and commercial gardens. An insert with local iris society information should be created by a local AIS member. One hundred copies of the summer issue of the Bulletin are available for this project.

5. Online Library (Bob Pries)

1306 catalogs are currently held in the Online Library. Bob is interested in posting more, so anyone with an iris catalog, especially old ones should contact Bob. Check the list in the Online Library to see what is needed. The first catalogs specific to iris weren't printed until the late 1920s. Before the 1930s iris were sold through nursery catalogs and Bob would be interested in seeing those catalogs, too.

The Online Library is part of the Hager/DuBose Library and is supported by the Foundation. Are section and region newsletters being digitized for the Online Library? Some are but others such as HIPS (Historic Iris Preservation Society) have their own websites and digitized newsletters. "Reading Rooms" that hold special collections of newsletters could be hosted by the Online Library. If anyone has a complete collection of newsletters, Bob would be very interested in digitizing those.

6. Miscellaneous & announcements

Gary will be traveling for ten days beginning Sept 5.

Jim Morris is looking for a good photo of Oh So Pink, Japanese iris.
Next teleconference is September 27, fourth Wednesday of the month.
Scarlett on the agenda for September teleconference.
Jody will be absent for next teleconference.
No teleconference in October because the Fall meeting in Dallas.

Meeting adjourned at 6:18 PM.

Respectfully submitted,
Claire Schneider