



The American Peony Society

Board of Directors Meeting | January 17, 2019 | 6:30pm (Central)

Purpose: Continue Planning for 2019

Conference Bridge:

United States: (712) 775-7031
Canada: (716) 293-9620 and then (712) 775-7031
Access Code: 220-302-666 #

Limits: This meeting will be limited to a maximum of 90 minutes. Any unfinished business will be resumed at our next meeting, scheduled for Thursday, March 21, 2019.

I. Call to Order / Roll Call

In Attendance: *In Attendance: Lorē Sampson, Don Hollingsworth, David Michener, David Maltby, Carol Adelman, Kent Tretheway, Kris Jurik, Nate Bremer, Hazel Cook, Piet Wierstra, Linette Sorretino, Adriana Feng, Scott Parker, and two additional guests*

Absent: *Mike Miller and Cory Tischman*

Called to Order: 6:30PM CST

II. Reading and Approval of Minutes – Mary Muellner

Please review the minutes of our BOD on 01-17-2019 prior to our call. Are there additions or corrections?

Reviewed the minutes. No changes or corrections.

III. President's Report – Lorē Sampson

New Year's greetings!

The BOD contact list for 2019 has been updated and is attached for your records. The current list of Committee and Special Project Chairmen are attached for your records.

Special thanks to Nate Bremer for conducting the December membership survey and sharing results with us! (Great stuff!)

Committees and Special Project Chairmen are asked to hold planning sessions with their teams and to prepare a brief outlining their goals and activities for 2019. Please plan to share via email with Directors and Officers prior to the March meeting.

IV. Treasurer's Report – Kris Jurik

Funds are okay right now. Will need to dip into Edward Jones when the Bulletins are caught up. Due to being behind on issuing Bulletins, as we catch up; then we will spend approximately \$5,000 for each Bulletin. Currently, there are two outstanding for 2018, as well as the first for 2019. Some commercial Membership discussion.

Between March and June Bulletins would be the issuance of a directory. Mailing costs would be approximately the same as the Bulletins -- \$5,000. We are targeting April 1 for pulling together a list for the directory. The directory would include memberships from seed sales and early registration.

Reiner's suggestion is to list each new registration each quarter; then publish the full description and photo online in the registry. On an annual basis, we would then publish the listing of all new registrations

V. Committee Reports:

2019 Convention Update – Kris Jurik, Convention Co-Chairman

A detailed description of the plans for the each day of the 2019 Convention followed, including discussion about the timing for the opening of registration.

Membership Committee – Linette Sorrentino

See attached reports.

Every year, the membership renewal numbers start out down and gain ground with the convention registration. Normally, overall memberships follow this pattern and are expected to remain flat.

Mentorship Committee – Kent Tretheway

We hope to have mentorships planned, as well as have some pairings in place by Convention.

VI. Special Project Updates:

2020 Convention Update – Chicago Botanic Garden? – David Maltby

Please be prepared to discuss and vote on whether or not to proceed with this location.

David Maltby indicated a willingness to help co-chair the convention. We need to check out and negotiate with a hotel, as well as finalize set up for staging. Discussion included table cloths and skirting for the room and bottles for the flower show. The Sorrentinos, Kris Jurik, Nate Bremer, and

Scott Parker all indicated they would help with the planning. David Michener wants to be involved to learn for when they host in two years. Any reservations about moving forward with Chicago? Motion: Don H moved. Piet seconded.

Website Redesign Project Update – Co-Chairmen Nate Bremer and David Michener
The website brief is being prepared by Kim Bremer. The brief must be reviewed with a professional web designer. We had an initial meeting and will update the brief based on feedback from the designer.

The structure of the website is set. Nice additional perks. We used the survey to identify what we want to target. Portal -- dual website. There is a finite budget, which is a limiting factor for this large of a project, especially with the portal included. Will get a cost. We expect we will need to implement in phases, starting with the public site. We were unable to find any volunteers to do the website design/build. Kim had worked with this website designer previously, who is not a techie; but is a designer and has technical folks working with him. A non-ecommerce site would be cheaper.

Concerns with e-commerce sites is security, encryption, and secure pages. Using PayPal allows us to rely on PayPal for those benefits. Not having to own and be responsible should reduce our costs and liability greatly. There was discussion about having paid commercial advertising on the website. The concern with paid advertising is whether or not this could be done without jeopardizing our non-profit status.

Social Media Policy – Recommendations by Nate Bremer

Please review the attached policy prior to our call.

The policy would include use of Twitter, Instagram, Facebook and Pinterest. We want to maximize opportunities to engage and involve the general membership. Extend to the global membership via social media. Proposal to use email to do final revisions of the social media policy. Email vote recommend for final approval.

VII. New Business:

David Michener indicated a possibility of publishing a 132 page book in conjunction with the Centennial and Convention. He would like to send the prospectus to the Board for comments.

Pictures continue to be added to the database of registered cultivars. Currently, there are 1,100 in the database with additional pictures in process.

Thank you from Lore.

VIII. Motion to Adjourn

Meeting adjourned on time.