

**San Diego County Orchid Society**  
**Minutes of the Board of Directors Regular Meeting**  
**April 5, 2018**

**Summary**

**Attendees:**

Kay Klausing, Debby Halliday, Tom Ketelaar, Carol Kerr, Pedro Sanchez, Scott LaBouff. Bob Clark and Myra DeTate, were excused absent. John Oswalt was not present. – Absent. SDCOS member attending: Jack Schaefer.

The meeting was held at Balboa Park - Casa Del Prado Building, Room 104. The call to order came at 7:00 P.M. by Kay Klausing, President.

**First item of business:**

Member, Jack Schaefer, shared with the Board several observations/concerns relating to the future planning for the SDCOS Spring Shows.

Jack completed his presentation and prior to his departure from the Board meeting, provided the president and secretary written documentation, and announced to the Board that effective May 1, 2018 he is resigning his positions of "Show Oversight Coordinator" and "Spring Show Committee Co-Chair". The Board thanked Jack for all his hard work, planning, activities, skills, time, talents, and efforts during his participation in those two positions.

**Secretary's Report:** - Tom Ketelaar

There was no March Board meeting as stated in the April newsletter, therefore no minutes were taken.

**Treasurer's Report:** - Myra DeTate

The treasurer was not present; therefore, no financials were available. Financials will be emailed to Board members in the near future.

**First Vice-President Items:** - Debby Halliday

Having orchid planting materials available at each general meeting and packaged in small quantities was discussed. New members seem to want a turn-key set of supplies to use for various types of orchids be they cymbidiums, cattleyas, oncidiums, or others and offering supplies at meetings could be both a good service and a profit center for the club. The new orchid hobbyist needs steps to build his/her confidence in raising orchids and may build that confidence with purchasing the simple supply kits containing a brief step-by-step list of to-do items getting those new dependents off to a good start. Debby offered to work with the Second Vice-President, John Oswalt, to determine the feasibility of this plan. It was mentioned that Ben Machado had been approached but was not interested in bringing supplies. Debby offered to contact Ben to see if a consignment arrangement could be worked out. It was suggested that once the members know the materials and information will be available consistently, more members will want to take advantage knowing they will not need to buy a large

supply from the big-box store vendors or order online when they are available at the local SDCOS meetings they attend. It was also mentioned that there is available storage area in Room 104 lockers for these supplies once items in those lockers are consolidated and items no longer used are discarded. During the cleaning/consolidating activities, a good vacuuming of those lockers would be in order!

### **Discussion points:**

1. Kay is nearing a beta (test) format of the membership survey and will soon have a format ready for Board members to complete and gather their comments, tweaks, additions, etc.
2. Other than the awards presentation since it is the yearly activity for the May General meeting, there will be no presentations. The Society will be providing the main course and members will be providing other dishes for the potluck event. Ivan Allen, volunteer coordinator chair, will be listing on the website the sign-up roster for those dish categories. Kay will send out an **early** email blast to remind membership of the event since many are new and do not know what activities take place in May; more seasoned members will also appreciate the reminder since time slips by and before we know May will be here plus the meeting is early in the month taking place on Tuesday, May 1. Scott LaBouff made the motion to expense no more than three hundred dollars (\$300.00) from the general fund for food and supplies needed for the "May Awards Dinner Event". The motion was seconded, opened for discussion of which there was none, voted upon and the motion passed. Since Debby will not be present at the May event, Kay offered to coordinate with Carey McCoy, the refreshments committee Chair, items needed for the dinner. Kay will either assign or coordinate the audio-visual equipment needed for the May meeting.
3. For the July show in the park, the Board has decided to make its first incursion into the patio area. This will involve some tweaking of the lay-out and open additional vendor space. Pedro Sanchez offered to approach some possible/reluctant vendors about participating in the July summer show.
4. Tom will be sending to Board members and pertinent membership persons the "Task list" to keep needed 'get-done' activities fresh in people's minds otherwise 'out of sight, out of mind' takes place.
5. Now that the SDCOS storage facility no longer has electrical power available, those making excursions to the facility will need to provide their own light sources to see in the dark nooks and crannies of the storage facility. There were recommendations for battery powered lighting available to use when loading and unloading at the facility for show events. Kay and others will be making some recommendations on what may be purchased for Society use. Society purchased lighting will reside in the storage facility. Due to the installation of new doors and locking systems at the facility, coordination of key availability and access will need to be designed.
6. The hours for the extension of the Summer and Fall shows in the park have now been extended and reminders will be sent to vendors, membership, park-needing-to-know personnel, park maintenance department, etc.; marketing materials will be adjusted for the extended open hours.

7. Kay would like some way of tracking the URL (Uniform Resource Locator) codes for the website to source how the various marketing endeavors are working in bringing interest of SDCOS. This statistical data will enter in to the decision making of where to place marketing dollars. Kay will be coordinating with Jack Schaefer, webmaster, on the mechanics of this. This data will be placed on future marketing materials.

**Directors at Large Items:** - Bob Clark, Carol Kerr, and Pedro Sanchez

1. Carol Kerr stressed the steadily deteriorating condition of the kitchen facilities attached to Room 101 and the sinks' conditions in both the kitchen area and Room 101. It appears there is little interest by the park administration for the dangerous health conditions present not only in the kitchen, Room 101, but also the nearby restroom facilities as well. It appears nothing has changed from the time the sewer backed up into the kitchen during the Society's fall show of October 27-29, 2017 event. Kay would like to learn who **THE PERSON** in charge is of these facilities and get in touch with **THAT PERSON**. Scott offered to inquire of those persons he knows to discover who that person is.

2. Carol will be coordinating with Debby the marketing activities for the Society's presence at the quickly approaching "2018 San Diego County Fair" taking place June 1 through July 4 at the Del Mar Fairgrounds location. The Society will continue to offer its "How to" presentations, members will have orchids displayed for competition, marketing materials will be available relating to the shows the Society offers and monthly meeting information; a large orchid display as was done in the past will not be presented this season. Carol noted that the Fair has agreed to display SDCOS show posters for no charge and include us in their advertising. Her company has already submitted the graphic content. She presented examples to the Board.

**Scheduled Date for the next Board Meeting:**

Thursday, May 3 2018, at 7:00 P.M. – Balboa Park - Casa Del Prado building, Room 104. There being no further business, Kay Klausing, president, adjourned the meeting.

**Meeting Adjournment:** 9:21 P.M.

Respectfully submitted,

Tom Ketelaar  
Secretary