

San Diego County Orchid Society
Minutes of the Board of Directors Regular Meeting
November 2, 2017

Summary

Attendees:

Kay Klausing, Debby Halliday, Tom Ketelaar, Myra DeTate, Carol Kerr, and Scott LaBouff. Ken Campbell and Bob Clark were not present – Excused absent. Pedro Sanchez was absent.

The meeting was held at Balboa Park - Casa Del Prado Building, Room 104. The call to order came at 7:18 P.M. by Kay Klausing, President.

Secretary's Report: - Tom Ketelaar

October 2017 Board meeting minutes had been approved via email.

Treasurer's Report: - Myra DeTate

1. Myra Presented the October financials. Kay made a motion to accept the October financials. The motion was seconded, voted upon, and approved.

President's Items and Discussion points:

1. Kay reported there has been no progress on the following projects: Membership survey, Electronic newsletter, Selection of a black and white printer for producing the barcode labels.

2. The most recent version of OrchidWiz has been issued. The Society has two licenses for this application. However, the latest version's file is very large and the operating system on the secondary (Research) SDCOS computer is now out of date with the recent issue of Microsoft Windows 10. At this time, the latest issue of OrchidWiz is not able to be installed on the secondary computer used for orchid research. There was preliminary discussion of purchasing a new secondary computer that would have the latest operating system and more disc space to hold the larger files. Board members will be exploring other methods of resolving this issue prior to deciding to purchase a new computer.

3. The Society's presentation computer will have a fresh install of the Microsoft Windows 10 operating system. The cost for this operating system runs between thirty to forty-five dollars and will be licensed to the Society. Tom made a motion to allocate a maximum amount of \$50.00 to purchase the latest operating system including sales taxes and any other costs. Once the operating system has been installed, the most recent version of OrchidWiz will be installed on the presentation computer. The motion was seconded, voted upon, and approved. The Board is also exploring methods of having the presentation computer able to run slide presentations without having to purchase the entire suite of products contained within Microsoft Office since many of the components would not be used by the Society. These alternative presentation methods will be tested prior to the actual time of presentation to save being blindsided, to be certain that the method will work, and to prevent embarrassment from non-functioning formats, conserving precious meeting time, and to prevent irritation of the audience waiting to get things up-and-running. Kay and Scott have offered to head up and complete these

tasks. Also in consideration, rather than using the SDCOS equipment, many presenters bring their own presentation equipment because they are more familiar with its functioning. Other presenters bring a USB drive containing their presentation; that method is normally compatible with the Society's audio-visual set-up.

4. Rather than obtaining Board approval to purchase the OrchidWiz application each year and since this product is available at all meetings for research, Myra made a motion to pay the bill each year without seeking Board approval each time the bill is presented. This would continue indefinitely but the Board will still be able to monitor that expense via routine financial reviews. The motion was seconded, voted upon, and approved.

5. Kay and Jack Schaefer have been in discussion with David Hoffmaster regarding future park shows. More vendors would like to participate in these shows, but current space limitations are one of the problems. Other room availability, the patio set-up, possible tent arrangements, and many other solutions are being explored. Extending the shows closing hours during good weather sessions is also under consideration but no definite decision has been made. This decision will need to be made shortly since marketing materials will be produced.

6. Ways of rewarding SDCOS members who volunteer at the various shows during the year are being explored, including free inclusion in special activities. It is hoped that added benefits might increase the number of members volunteering to assist. The same core of members is always available and is depended upon for required tasks, but new participation is needed and appreciated. We want to encourage more members to become involved so they get to know each other, have some fun with activities, and can enjoy the sensation of contributing by active participation in the Society. Everyone has the same amount of time in a day – twenty-four hours; it is the setting of priorities and the desire to be of service that makes the difference.

7. Tom reminded Board members that on 10/09/17 all have been provided the draft of the "Sponsorship Policy" for review. As of this Board meeting, three Board members had responded with approval, corrections, additions, etc. A vote to approve or disapprove the "Sponsorship Policy" will be taken at the December Board meeting to have the policy ready for the Spring show.

8. Tom let the Board know that Jack Schaefer, Webmaster, has set up and coded the link for the Board and General Meeting minutes to be available on the SDCOS website. The link will be listed in both the electronic version of the SDCOS newsletter once it is active and the paper format for those members wishing to read the 'minutes'. Since the minutes will no longer be printed in the newsletter, more space will be available for plant photos, announcements, show photos, etc. For those members needing a tangible document, they will be able to print the minutes from the SDCOS website and have them available to read at their comfortable spot. This, in the long run, saves the Society printing and postage money as well as time and labor savings. More decisions on these topics will be made once the membership and others have completed the survey Kay is developing. The redesign of the newsletter continues – It has been rumored that Rome was not built in a day!!

First Vice-President Items: - Debby Halliday

1. Since the December General Meeting will be the holiday dinner, there will be no speaker for December. Debby will provide in the January 2018 newsletter information and details regarding the main speaker and presentation topic.
2. For the December holiday dinner main course, the Society will be providing and paying it; the members planning to attend the holiday party will be providing the other dishes. Sign-up sheets will be available both at the 11/07/17 General Meeting and on the website. Debby will connect with Ivan Allen, Volunteer coordinator, about those. Debby made the motion to expend up to \$350.00 for the main course and other required items for the dinner. The motion was seconded, voted upon and approved. She will be coordinating with Carey McCoy, Refreshments Committee Chair, the preparations for the holiday dinner. Membership is reminded that all members in attendance will receive a holiday gift plant from their San Diego County Orchid Society.
3. Debby presented the tally results of the Fall Show's attendees gathered from the submitted "People's Choice" ballots. There were 365 ballots submitted, 26 exhibitors, and 104 plants voted on by ballot submitters. Sources for knowing the show was taking place ranged from 158 (54.11%) seeing announcement signage, Friends 44 (15.07%) to Other 21 (7.19%) including Miscellaneous and Not Specified. The submission ballots track important data to help with marketing dollars decisions. It is interesting to note that other sources listed were an Airplane Flyer, Neighborhood websites, Walter Andersen Nursery, Received email, and others. While Scott LaBouff was placing park signs, he provided SDCOS bookmarks to the Carnivorous Plant Booth also in the park that day; that action also drove attendees to our show. For a complete data sheet of source results, see Debby. If you have other ideas on how to increase attendance at Society shows, speak with Debby or any Board member.

Second Vice-President Items: - Ken Campbell

Although not present and excused absent, Ken had provided his "Second VP Talking Points" to Kay via email; Kay shared them with the Board.

1. There will be no Culture Class speaker for the December General Meeting due to the holiday dinner event. The January 2, 2018 Culture Class presenter will be Dave Hoffmaster speaking about and presenting a demonstration on Pots and Potting Media. For new orchid enthusiasts, this class you will want to attend! Newbies always have questions about media, size of pots, media proportions, media components, snipping roots, etc.
2. The Norton Antivirus and Microsoft Office applications have been uninstalled in the SDCOS presentation computer.
3. Ken has decided to resign Tuesday, November 7, 2017 from his position as Second Vice-President on the SDCOS Board. The Board and membership thank Ken for the time he has given over the last months and presume he will continue to actively participate in the Society.

Past President Items: - Scott LaBouff

1. Scott presented a brief review of the recent October 21st excursion to The Huntington Library, Art Collection, and Botanical Gardens" located in San Marino, California. The number of people from both

the SDCOS and POS (Palomar Orchid Society) signing and paying to attend was not sufficient for a large coach and a smaller one had to be arranged. Scott mentioned he received word of the smaller unit's commitment just the day prior to the scheduled event. He received feedback from the attendees: they had an enjoyable event, the smaller transport unit was quite comfortable, time schedules and allotted time for the trip were just right, the comraderies were favorable. He reminds the membership there is another excursion to the Huntington scheduled for Saturday, January 20, 2018. On the excursion the group will be conducted through backlot greenhouses not generally opened to the public and presented with propagation demonstrations in the lab. Purchase your New Year's gift to yourself now!

2. For the SDCOS display at the Huntington show, this year, a transport van rather than personal vehicles was used to transport the borrowed plants to the show. This method worked out better because of the large number of plants members provided for the show, protection of the plants during transport, ease of loading and unloading, shipping set-up materials required, etc. In addition to himself doing the tasks of set-up and tear-down, Scott thanked Jack Schaefer and Debby Halliday, who had transported her plants in her personal vehicle, for their efforts and assistance, and Tom Ketelaar who assisted with picking up and returning the rented transport van and loading plants for the trip north. Since there was previous Board agreement that participation at the Huntington show is a Society activity, Myra made the motion to pay the charges for the transport van and the personal expenses submitted. The motion was seconded, voted upon, and approved. The consensus of the Board is that participation in these types of external show activities generates knowledge of, interest in, attendance at, and vendor participation for the SDCOS shows in addition to building favorable rapport with other clubs, societies, visitors, and potential vendors.

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

1. Carol Kerr continues to work on marketing materials for park and the quickly approaching spring show, "Orchid Mardi Gras", where it **is believed** many SDCOS members will submit plants for judging and offer to volunteer their skills during show activities.

Scheduled Date for the next Board Meeting:

Thursday, December 7, 2017, at 7:00 P.M. – Balboa Park - Casa Del Prado building, Room 104. Time for this meeting was becoming lengthy and Board members seats were being tested. Kay made the motion to end the meeting, it was seconded, voted upon and approved.

Meeting Adjournment: 9:40 P.M.

Respectfully submitted,

Tom Ketelaar, Secretary