

San Diego County Orchid Society
Minutes of the Board of Directors Regular Meeting

Date: October 03, 2019

Location: Balboa Park, Casa del Prado, room 104

Meeting called to order at 7:08 PM

Attendees:

Kay Klausing	President	
Deborah Halliday	First Vice-President	
Stewart Walton	Second Vice-President	
David Vandebroek	Secretary	
Carey McCoy	Director-at-Large	(Arrived 7:22)
Sima Perkins	Director-at-Large	
Pedro Sanchez	Director-at-Large	
Jack Schaefer	Director-at-Large	
Deryl Adderson	SDCOS Member	
Bob Clark	Membership Chair	
Ron Kauffman	Conservation Committee Chair	(Arrived 8:00)

Absent:

Myra DeTate, Treasurer

With eight board members present, a quorum was established. Previous meeting minutes were approved via email beforehand.

Monthly Updates

- **November General Meeting: Culture Class.** Dave Hoffmaster cancelled, so Stuart will need to find a new person to fill that spot. Stuart mentioned they he is trying to establish a yearly rotation and scheduled topic list for culture class; he would like the November speaker to discuss watering to fit into this schedule.
- **November General Meeting: Main Speaker.** Tim Culbertson will be presenting his talk, "New Directions in Zygopetalum Breeding." Because he will be judging beforehand, there will be no speaker dinner at the November meeting.

Discussion Points

- **Treasurer's Report.** Because Myra was absent, there was no Treasurer's report this month.
- **President Items: Volunteering Survey.** The survey is not yet completed.

Additional Items to Discuss

- **Debby: Sutherland plants for October show sale.** Smokey Sutherland recently passed away. She had ~100 plants that her husband would like to donate to the society. There was discussion about offering the plants to society members for sale and giving the rest to conservation. If the plants were obtained soon enough, it would be possible to sell them at the October Show. There was some concern that the plants be acquired quickly to make sure they were receiving the best care they could be.
- **David and Bob: Newsletter.** There was discussion about what the needs of the society were with respect to the newsletter. One point of concern was the timeliness of sending it out: the newsletter should be received by everyone before the monthly meeting. To ensure this, it was decided the target sending date would be the Tuesday before the general meeting. To both accomplish this and facilitate David's schedule constraints, the deadline for newsletter submissions was established to be by end of day on the 2nd Friday of the month.
- **Carey: Room 101/104 key distribution.** At the last show, a key was left inside the membership padlock. Carey cautioned owners to be careful with keys and not leave them behind. It was suggested that we create a master list of keys; no action items were taken.
- **Carey: Show in the Park, Signage.** There was some discussion about where signs should be placed, who was available to place them, and how much time placing signs would take. After hearing from several members, Carey felt that it was beneficial to place signs further afield to attract visitors to our shows. There have been complaints in the past about how much time setting up and taking down signs takes. After some discussion, there was general agreement on the point that when Carey is well, she and Carol can place signs as far afield as they feel comfortable with; while we're feeling stressed about limited resources, we will focus on nearer signs.
- **Carey: Show in the Park, Speakers.** Carey has secured no speakers for the next show as she will be out with her surgery. It was suggested that we ask Dave Hoffmaster to be responsible for this. Carey will be responsible for asking him.
- **Huntington October Show Bus Tour.** As of now, we have 17 people signed up for the buss tour. Alex Nazden made an announcement at POS to try to help fill our buss. Jack wanted to know what bus company we've been using and was told Sundance Stagelines. Jack will take responsibility for getting waivers signed and loading the bus on the day of the event, Saturday October 19th. There was agreement that the Society would be willing to cover a couple fares in the event that we do not get a full bus.
- **Ron Kaufman: Conservation proposals.** To be respectful of Ron's time, it was agreed that we would move this discussion before Goals. Ron asked that the board approve the Conservation Committee's three recommendations for grant awards. Ron gave brief synopses of the three proposals, followed by the requested funds. For each proposal,

individually, a motion was made, seconded, and voted upon. The board unanimously approved each proposal. The names and amounts of the proposals were:

- Continuing with the “Integrated Strategy for the Restoration and Conservation of Epiphytic Orchidaceae in the Southeast of Mexico.” Submitted by Anne Damon, El Colegio de la Frontera Sur (ECOSUR), Chiapas, Mexico. Total amount recommended = \$5,500.
- Conservation Status and Phenology of the Ghost Monkey Orchid, *Dracula lemurella*. Submitted by Nicolás Peláez, California Institute of Technology, Pasadena, CA. Total amount recommended = \$5,700.
- Utilizing Citizen Science to Restore Orchid Biodiversity at The Ridges Sanctuary in Baileys Harbor, Wisconsin. Submitted by Matt Peter, The Ridges Sanctuary, Wisconsin. Total amount recommended = \$3,500.

Goals for the SDCOS Board 2019-2020

- **Newsletter: Find a new printer.** Because BK Printing has a 50-copy minimum and we only need 20 copies, it should be cheaper to print the newsletter elsewhere. Additionally, BK requires the newsletter to be an even number of pages, which is very inconvenient for the editor. David Vandenbroek to take on this goal. The price must be \leq \$80 per month. 20 copies should be printed. 10 copies should be mailed out, the remaining 10 given to Bob. It was suggested David look into Staples, Office Depot, and FedEx.
- **Volunteer Shortages and Rewards.** We need to solve the volunteer shortage problem. The first step on this will be to create and send out a volunteer survey. Kay will take the start of this goal.
- **New Spring Show Venue.** There was discussion on the need to look for a new venue and the timeframe required. It was agreed we should start looking now. Debby wondered if we could do the Spring Show in the Park; it did not seem feasible. It was suggested that we form a task force to look into this. Parameters were discussed, including that the space needed to be large enough for our needs, include parking, be non-union (since all carrying into and out of the venue would then need to be done by union workers), and fit within our budget. Jane Brooks would like to be involved in this decision; Debby invited her to join the next Show Committee. Jack recalled a potential location, the Jacobs Center for the Neighborhood, and agreed to pass the information to Debby. The first step in achieving this goal will be to appoint a task force to research locations.
- **Board Tenure of Three Years for all Positions.** After much discussion about the benefits and consequences of changing all board positions (all officers and trustees) to have a three-year tenure, the board decided not to pursue this goal.
- **Design New Website and (Maybe) Move to New Provider.** There was substantial discussion on this point. Kay felt that the website could use a substantial redesign. Such a

redesign would be a large project and likely need to involve hiring an outside developer, which might come with a substantial cost. Jack would be willing to hand the whole project over to someone new but is uninterested in tearing down what we have and building something new from scratch. Primary concerns that were voiced concerning the existing website were that it can be difficult to navigate / find information and that it looks and feels dated. Jack noted that in order to build something new we would need an exact spec document – a list of everything that was required in the new website (e.g. BoD minutes, Newsletter, Board Bios, etc); we do not presently have such a document. Additionally, in order to build something “better,” we need a definition of what “better” is. Kay said he could send the board some examples of what he envisions a “good” website to be. It was mentioned we would also need to identify all stakeholders and identify their needs before undertaking such a large endeavor. It was also mentioned that our current ISP is EarthLink (or their newest parent company), who is based on the East Coast; if we want faster loading times, we should consider a West Coast ISP. Jack mentioned he has been working on behind the scenes website improvements, such as possibly converting us to https (from http) to make us less hackable. He also noted that the design/look changes that were proposed last year were largely coded, though not made visible. He said he could get those live by end of year.

Scheduled Date for the next Board Meeting:

Thursday, November 7, 2019, at 7:00 PM in Balboa Park, Casa del Prado, room 104. There being no further business, Kay Klausing, President, adjourned the meeting.

Meeting Adjournment: [9:48 PM]

Respectfully submitted,

David Vandebroek
Secretary

Summary of action items taken during this meeting:

- Action: Stuart to find replacement culture speaker
- Action: Debby to email Pedro all Mr Sutherland’s details and alert Mr Sutherland to the fact that Pedro will be reaching out to him
- Action: Vandebroek to find new printer
- Action: Carey to ask Dave Hoffmaster to arrange speakers for the show
- Action: Jack to call and find out when the deadline for a bus reservation was
- Action: Debby to invite Jaspreet Kaur to come to SDCOS and speak
- Action: Debby to call and see if we have Scottish Rite center 2021
- Action: Kay to create a volunteer survey
- Action: Kay to send the board a list of websites whose designs he likes
- Action: Jack to get new site live by Jan 1, 2020