

San Diego County Orchid Society
Minutes of the Board of Directors Regular Meeting
January 7, 2019

Attendees:

Kay Klausing, Debby Halliday, John Oswalt, Tom Ketelaar, Myra DeTate, Bob Clark, Carey McCoy. Pedro Sanchez and Scott LaBouff were absent. SDCOS member, Dave Hoffmaster, was in attendance.

The call to order came at 7:00 P.M. by President, Kay Klausing.

Secretary's Report: - Tom Ketelaar

1. There was no December Board meeting as stated in the January newsletter, therefore no minutes were taken.
2. The January Board meeting was moved from its normal Thursday day to Monday, 01/07/19, since the New Year's holiday occurred on Tuesday, 01/01/19, requiring the January General Meeting to be moved to Thursday, 01/03/19. The availability of both Rooms 101 and 104 to accommodate the date changes needed to come into consideration when setting the dates.

Treasurer's Report: - Myra DeTate

1. Myra presented the current financial values for the Society's various financial accounts. No changes in the various accounts are presumed at this time until the results of expenses/revenues of the 2019 Spring Show are known.
2. The advertising policy for vendors and advertisers wishing to use the SDCOS Newsletter was reviewed. The size and cost for each ad was addressed. Myra made the motion to charge one standard monthly fee of \$15.00 each month (\$180.00 for the year) for a one-third column ad format. The motion received second. The motion was discussed, voted upon and passed. The change for each vendor and advertiser will take place as soon as possible after Myra sends a notice of the change to the vendors and the SDCOS Newsletter editor has an updated ad copy from each advertiser and in a format ready for placement in the newsletter.
3. An accounting of all the current POS (Point of Sale) equipment owned by the SDCOS was presented. This is equipment used during the General meetings, shows in Balboa Park, and the annual Spring Show at the various sales stations. Additional POS equipment was suggested to ease the customer purchase experience and sales lines' flow during the various shows. Having more POS equipment will also benefit the corsage (Floral) team at the spring show. In the past they needed to walk away from their station to the entry hall POS station to complete transactions. The proposed equipment is as follows:

**3 iPads (refurbished) / 1 Chip card reader / 1 Socket brand mobile barcode scanner / 3
Protection covers for the equipment**

Myra made a motion to expend no more than seven-hundred-fifty dollars (\$750.00) for the purchase of the proposed POS equipment. The motion was seconded, discussed, voted upon and passed. Myra will proceed with the purchases in order to have the equipment available prior to the upcoming shows.

President's items:

1. The Society has received a request from the Newport Harbor Orchid Society to participate at its annual orchid show. They participate in our spring show if we participate in theirs. Kay will speak with Jack Schaefer to learn if he wishes again to head up this event on behalf of the SDCOS.
2. It is confirmed that the AOS group will be present at the 2019 Spring Show.
3. The SDCOS Newsletter survey has been completed with interesting findings from those responding to the survey. Kay will have a summary of the findings available for the February SDCOS Newsletter. Some of the ideas generated by the survey are: Need for more pictures of plants, the need for a newsletter 'reporter' position, link provided to SDCOS Facebook page, link to the subject matter presented during the monthly "Culture Class" presentation, and a few others to be explored in the future.
4. The production, printing, stapling, mailing, etc. of the remaining hardcopy newsletters for SDCOS members not having computer or Internet access is nearing resolution. Kay will research the final costs for this matter to come to a final solution.
5. The possibility of holding Board meetings via an 'electronic meeting' service such as "Skype" has again surfaced. Kay took a quick survey of Board members willing to participate and having the required hardware to attend. Sufficient interest among Board members; Kay will schedule a 'test' meeting for Board members in the near future.

First Vice-President Items: - Debby Halliday

1. For the February General meeting, Peter Lin will present "Delightful Cattleyas in Miniature". Debby will provide more detailed information in the February newsletter.
2. The availability of "Orchid Plus" through membership in the American Orchid Society (AOS) subscription was discussed. It is a web-based application with a subscription cost of approximately sixty dollars (\$58.50) per year, does not need a computer installation, and is updated frequently. It will be available on all SDCOS organization computers having the proper login data. Debby made the motion to purchase the AOS "Orchid Plus" subscription for a one-year period. The motion was seconded, discussed, voted upon and passed.

Second Vice-President Items: - John Oswald

1. The "Culture Class" for the February General Meeting will feature Kay Klausing presenting a "Repotting Workshop". This will be a good preliminary to the upcoming "potting workshops" once the weather begins to warm. John will have more details in the February newsletter.

Directors at Large Items: - Bob Clark, Pedro Sanchez, Carey McCoy

No matters were presented.

January Winter Show in the Park: - Dave Hoffmaster

The SDCOS Winter Show in the Park will remain contained within Room 101 and will not use the patio area as was done at the October, Fall Show in the Park. There is still a need for lay-out improvement of the vendor side and show side areas of Room 101. The easy flow of traffic, easing of the sales lines and POS stations, and servicing the needs of both vendors and judging show tables were matters of discussion. There are security 'holes' and doorway issues which need to be addressed. Use of 'sales/paid for' dots will be incorporated at the park shows as they are at the Spring Show. 'Security gate' personnel will be instructed not only to hand out the "People's Choice" ballots but will also be checking all packages/plants for proof of payment. Kay will be purchasing dots with the words "Paid For", "Paid", or other such indication the plants/supplies/materials/orchid related items, etc. have been purchased. At this time, the plan is for the cashier volunteers to place the "Paid" dots on plants and other purchased materials.

Dave is completing the confirmation of vendors wishing to participate in the winter show.

The floor layout will need to be slightly tweaked and Dave will be working with Jack Schaefer on this matter. The Board reviewed the current lay-out and the need for a better lay-out to accommodate the needs of all participants. After reviewing and re-working the lay-out floor plan, the Board realized the need for some re-arrangements. Myra DeTate made the motion to rearrange sales and conservation tables in order to expand the sales area and relocate the conservation tables area. The motion was seconded, discussed, voted upon, and passed.

Scheduled Date for the next Board Meeting:

Thursday, February 7, 2019, 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: 9:15 P.M.

Respectfully submitted,

Tom Ketelaar
Secretary