

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

Attendees:

Kay Klausing, John Oswalt, Tom Ketelaar, Myra DeTate, Bob Clark. Debby Halliday and Carey McCoy were excused absent. Pedro Sanchez and Scott LaBouff were absent. SDCOS members, Nancy Walters, Michael (Mike) and Peggy Frye were in attendance.

The call to order came at 7:07 P.M. by President, Kay Klausing.

First Item of Business: - Nancy Walters, SDCOS member

Nancy recently consulted with other SDCOS members about what new and less experienced members have interests in for activities and generating greater Society participation by members. These members wish to improve their orchid culture skills in growing orchids. She presented a proposal idea to have an experienced grower advise the members by going to their (newer/less experienced members) houses. The activity may be titled ("Orchid Advisory Home Tour") or other like-named activity. A group of 4-5 less skilled members per tour would meet at the first member's house. That collection would be viewed, critiqued, suggestions made, etc. for that particular collection. The group would then proceed to the next home on the day's itinerary. The tours would be scheduled in relation to geographic areas. Each member would have twenty (20) minutes before progressing to the next location. The entire progressive tour activity would be planned for three (3) hours total. Carpooling would be encouraged; snacks or a lunch-stop would be included; the advisor would receive a donation for his/her time and advice. If there is interest in this type of activity, your wishes, suggestions, and other ideas are encouraged.

Nancy is willing to present to the membership this proposal to learn of any such activity interest. If there is interest, - for the first year - she is willing to organize, create forms, coordinate the activities required, make any necessary adjustments, etc. More design input and a possible presentation of the proposal to the membership at a General meeting will be scheduled if interest is generated.

The discussion reviewed better attendance at the monthly "Culture" presentation, the "Potting workshops", the "Doctor-is-in" program, having better exposure to more skilled growers present at the General meetings, and other membership/volunteer activities already in existence. Members wishing to encourage such a program should let Nancy and Kay know of their interest.

Second Item of Business: - Research for an alternative venue for the SDCOS 2020 Spring Show
A few of the membership have reviewed the Balboa Park Club ballroom as a possible venue for the approaching 2020 show. The ballroom is the largest ballroom in North America. Myra shared some of what was learned during recent visits about the location and its ability to service as a show location. Observations included both pros and cons of this site. John Oswalt made a motion to submit the application for the Balboa Park Club ballroom by the deadline date of March 4, 2019. The motion was seconded, voted upon, and passed. Debby will be making the application. If the application is

accepted by the park administration, payment of funds will be submitted after seeking approval from the membership.

Secretary's Report: - Tom Ketelaar

1. January 2019 Board meeting minutes had been approved via email.

Treasurer's Report: - Myra DeTate

1. Myra is refining account categories and will be presenting the updated financials at a later date.
2. Customers who use the "Square" POS (Point of Sale) system in making purchases at our shows were emailed a notice about the recent winter park show. Of those sent the email, forty-nine percent (49%) opened the email. Many of those visited the winter show and made purchases at the show.

President's items:

1. Kay is developing the next survey relating to volunteering for the Society's benefit.
2. For the 2019 SDCOS Spring Show, an additional supplies funding request for the "Kids' Corner" was received from Nancy Walters. The request would fund the purchase of needed coloring pages materials printing, a "Word Search" item, informational pages, and a poster. The 2019 Spring Show Kids' Corner will concentrate on creating interest for attendance at future park shows. The park shows have been experiencing about thirty (30) or more kids participating at each show.

For the request, Myra made a motion to allocate two-hundred dollars (\$200.00) out of the 'educational' funds for the 2019 Spring Show supplies needs. The motion was seconded, voted upon, and passed.

3. The SDCOS Finance Committee may have a vacancy for a 'member-at-large' position as of March 1, 2019. The announcement was made at the February General meeting with the request for any interested parties to let Kay know of that interest. If the vacancy happens, from those showing interest, Kay would make a recommendation to the Board for filling the position. The Board would need to approve that selection.
4. At the General meetings, there have been some problems due to 'last minute' announcements. Kay will be developing the method needed in order to make an announcement at the General meetings. The announcement will need to be submitted in writing prior to the meeting in order to be listed on the meeting agenda roster. Those announcements not presented prior to the General meeting's agenda development will be 'squeezed' in when convenient. At the March General meeting, Kay will announce to the membership the new mechanics of the requirements.
5. The General meeting presenters often have difficulties with executing their presentations when using the Society's audio-visual systems. This is often a disservice to the presenter, wastes time, an embarrassment for the Society, and the time to correct the situation in order to continue with the program causes membership to lose attention, creates an opportunity to initiate many conversations and comments, and makes members twitch in their seats. The 'free' visual software currently on the

presentation computer will no longer be used; a full suite of "Microsoft Office" will be purchased and installed on the presentation computer. Myra will be executing this improvement.

The need for an additional computer will be reviewed at a later date.

First Vice-President Items: - Debby Halliday

1. Debby was not present at the Board meeting due to an excused absence but she provided information for the March General meeting's main speaker. That person will be Dr. Peter Tobias presenting "Orchids of Chiapas". Debby will provide more information in the March newsletter.
2. Planning for the quickly approaching 2019 Spring Show continues. The Spring Show Committee activities continue with meetings and necessary tasks being completed. **Please plan to do your part and volunteer at the 2019 Spring Show.**
3. At the recent SDCOS winter show there was an abundance of "People's Choice" ballots/surveys submitted. The data collected found that 'Park Signs or Walking By' brought in three-hundred seventeen (317) attendees. Compared to the one hundred eighty-five (185) submitted at the fall show, it demonstrates the signs placed around the park bring in needed traffic. Following the traffic into the winter show created by the park signs were the 'Orchid Show or Bookmarks' then a suggestion to attend by a friend. For more statistical data, speak with Debby or Kay.
4. Also gathered from the "People's Choice" ballots, was the visitors' selection of "Cattleya Drumbeat" as the winning entry that caught the eye of those submitting their ballots. The plant was submitted by Bruce Berg.

Second Vice-President Items: - John Oswald

1. The "Culture Class" for the March General meeting will feature Pam Peters and Debby Halliday providing ideas for preparing plants for the Spring Show. John will provide more details in the March newsletter.
2. John continues to prepare and create the inventory for materials sales at the 2019 Spring Show. He stated that preparations are on target and there will be ample materials for purchase. In addition, he is working on orchid potting demonstrations at the show. Various orchid potting kits will be available at the show to make it easy for making a new home for those 'purchase-and-take-home' orchids.

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

No matters were presented.

Scheduled Date for the next Board Meeting:

Thursday, March 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: 8:44 P.M.

Respectfully submitted,

Tom Ketelaar
Secretary