

San Diego County Orchid Society
Minutes of the Board of Directors Regular Meeting
July 8, 2019

The meeting was held at Balboa Park, Casa del Prado, room 104. The meeting was called to order at 7 PM by Kay Klausing, President.

Attendees: Kay Klausing, Deborah Halliday, Myra DeTate, Jack Schaefer, Carey McCoy, Stewart Walton, Sima Perkins, David Vandenbroek (telecommute). SDCOS member Deryl Adderson attended as a guest.

Monthly Updates, Culture Class:

Stewart brought up for discussion how SDCOS will structure culture classes. He presented a report of previous culture classes broken down into categories, e.g. culture, novice, display, and technical. He proposed that we make a set schedule for types of culture classes; the board generally agreed this was a good idea and gave suggestions about how that could be structured.

The board then discussed an apparent disconnect between what a new hobbyist off the street needs to know and what our culture classes tend to cover. Specifically, Stewart feels that SDCOS doesn't spend much time talking about Phalaenopsis orchids. He would like to plan a Phal culture talk with enough notice that society members could invite guests well in advance in an attempt to reach a wider audience. Debby noted first that she already has a canned Phal talk and second that AOS recently redid their Phal culture sheet to be much better; Kay suggested looking into creating a San Diego-specific culture sheet. Stewart expressed interest in making sure SDCOS held regular, quarterly novice classes.

There was a brief discussion about how many people were coming to the general meetings. It was noted that at the previous meeting there were roughly 60 people, and that in the past there were around 80. A point for future discussion will need to be how to increase membership and attendance.

Stewart took an action item to send the board an email with the lists of previous culture classes broken down by type.

Stewart took an action item to come up with a yearly culture class schedule broken down by type.

Stewart took an action item to find a speaker for August.

Monthly Updates, Main Meeting:

Debby informed the board that Arthur Pinkers is confirmed for August, James Rose is confirmed for September, and Alan Koch is confirmed for October.

The board discussed possible things for Arthur to speak on. Arthur provided a list of choices; there was agreement on making the topic "Laelia anceps and its hybrids."

The board discussed possible topics for Alan to speak on. Alan provided a list of topics; there was agreement on making the topic “Unusual Species for the Cattleya Grower.”

Debby noted that she will not be able to provide speaker housing in September as she will be traveling.

Treasurer Report:

Myra presented the financial report. There was normal discussion; the board reviewed and discussed the report, relabeling and recategorizing some accounts as expense versus income accounts.

Myra noted that SDCOS is required by law to call the plant opportunity table a raffle; it will now be an “income” account, which changes some of our reporting.

There was discussion about whether there was a way to determine where show members are coming from. Ultimately the answer was: not with much clarity. It was noted that most people in the park say they come because they walked through the park and saw our signs; the people at the spring show tend to say they are regular attenders.

We will need a new bank card for David Vandenbroek; Tom Kettalar needs to be struck off the list.

Myra took an action item to investigate what is needed to get David a bank card and to remove Tom.

Myra took an action item to send out the balance sheet to the accountants.

Myra took an action item to find out if Bob Clark will be available for the July show; if not, we will need to find someone to take his spot as membership table.

July Show:

Because conversation drifted toward these topics, the board agreed to move discussion on the July show up in the agenda.

The board discussed whether or not we would be using the canopy in the courtyard; Dave H. says not: it is a lot more hassle and little benefit – there are security, work, and fairness issues.

It was noted that Dave H. tried to contact Pedro about the truck; we think John talked to Pedro and that he agreed to get the truck, but this is all second hand. Kay took an action to call John to determine Pedro’s commitment.

It was noted that Dave H. said we need a ‘show manager’ to make sure people are where they need to be on the day of the show since he, the Show Chair, will not be present. Debby said she can “Show Chair” on the day of; Kay will be present both evenings. Debby will not oversee setup.

Debby took an action item to make signs and send them to Jack.

Jack took an action item to work out table assignments with Dave H.

Kay noted that he wanted to move member sales and place someone with a flashier, more enticing display closer to the front of the room.

Debby noted that Angelic is saying we need to promote on Facebook, but that she needs to be paid. The board discussed how much is appropriate to pay for this service. Jack made a movement to authorize \$100 for Facebook advertising. Myra seconded the motion, none opposed; motion passed.

Kay brought up that he doesn't want to place signs so far away and wants to focus on places nearby – not out by the zoo. He mentioned that we need a dedicated sign volunteer. Kay took an action to talk with Carol about signage and email a more concentrated sign map.

Carey discussed our show speakers and noted that we need the Saturday at 2 pm slot filled. Kay took an action item to find the speaker for the 2 pm slot.

SD Floral Association

Carey discussed the San Diego Floral Association's recent garden walkthrough. She noted that on the walkthrough, more than 500 guests showed up at Dr. Winfield's and that she handed out many show bookmarks. She also noted that the magazine has *several of mistakes about SDCOS, including erroneously naming two separate past presidents as our current president. Carey asked for permission to handle this; permission was granted unanimously.

Myra took an action item to find out where the rest of the bookmarks are / if we need more.

President's Items:

Kay had no updates on the volunteer survey.

Kay noted that no one knows who has locker keys or where the master key is, if one even exists; he noted that they looked like they could be copied at Home Depot. Kay took an action to see if we can purchase a batch of locker keys from Master to make more, or if making copies at Home Depot might be cheaper / easier. It was also noted that we may want to make more kitchen key copies since we presently only have three, although we have not had any access issues lately.

Huntington October Show:

Jack started this discussion by informing the board that we have an official invitation from Brandon and noting that he and Dave will be going up. If everyone is agreed, Jack will fill out an application and SDCOS will go to the show.

There was discussion on whether we will do a bus tour. If we know by October 1st, we should know what size bus to get. Myra wants money up front from passengers, and reminded the

board of a recent time where the society paid for a large bus and about half the people didn't show up, incurring a large cost to the society. Kay suggested a \$50 prepayment.

Jack is willing and happy to lead the display. Myra will lead arranging a potential bus tour, though she will not be able to attend the tour itself. Myra reminded the board that people will need to sign liability waivers.

Jack took an action item to write a brief blurb for the newsletter.

Jack took an action item to respond to Brandon Confirming SDCOS will be at the show.

Myra took an action item to get ball rolling on arranging the bus tour.

Website Issues:

Jack began this segment by handing out a several-page sheet of how email forwarding / aliases work, explaining in detail how the SDCOS emails were set up. He noted that he had set up the new board members with appropriate aliases, e.g. Secretary@sdorchids.com. He also described the permissions-restricted sections of the SDCOS website accessible only to the board.

Next, Jack noted that there had been an issue with our website causing it to break. A threat scan from Earthlink removed several files from our website; Jack is working with the people to fix this. Presently, Jack is re-uploading files manually, but that's not sustainable. Jack has an action item to look further into these website issues and determine a solution.

Scheduled Date for the next Board Meeting:

Thursday, August 1, 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: 8:50 P.M.

Respectfully submitted,

David Vandebroek
Secretary