

American Dahlia Society
Minutes – Executive Committee Meeting
February 4, 2024

Present: Brad Freeman, Mark Oldenkamp, Alli Richards, Ken Jensen, Charles Miehm, Terry Schroeder, Harry Rissetto, Jerry Landerholm, and Ron Miner

The meeting was opened at 1:02 pm PST.

There was a discussion about the operating budget for 2024 calendar year. It was noted the store income will be lower as not as many will purchase the composite or the *Guidelines to Judging Dahlias*. Charles stated he has already received one check for advertising. Mel is looking for a new liability insurance carrier and it appears that the cost will increase. It is hoped we can get the large print of the CHD printed earlier as more people may purchase it. Nothing was budgeted as an expense for the national show as that was paid in 2020 before it was cancelled. Charles anticipates we will be in the black again in 2024.

Brad stated they will be increasing the size of the CHD so that it can be shrink wrapped as the *Bulletin* is and mailing costs will be less. It will be thinner as 2020/2021 data will be removed. It should still fit in pockets. The CHD is at the printer and should be in the mail by February 14.

Linda Holmes-Cook has stated she needs to step down from the position as editor of the *Bulletin*. Brad will form a search committee to find a new editor. Brad stated he will be doing a talent search survey to go to the membership to see what areas of expertise they have to help the ADS.

There was a discussion regarding Google Workspace, including Drive, and how it should be used. It is felt it is important, at a minimum, to have critical databases backed up to Google Drive instead of being stored on remote computers.

Jerry stated the nomination committee is working on determining which officers will be continuing for the next term. Progress is being made and he will have the ballot ready. He is putting information in the April *Bulletin* as to how to vote. The ballot will be placed on the website and available in June. Members will be able to vote online or print out the ballot and mail or email to Charles.

Alli had one meeting with the strategic planning committee and has a second one set. Some of the ideas they discussed for the ADS to consider for future planning are:

- Membership renewals online
- Online *Bulletin* with live links inside
- Updates to the New Introduction videos
- Directory of talents of the ADS membership – survey to be done prior to June
- Support, especially technical, for local societies
- Highlight local societies on the website

At their upcoming meetings, they will be looking at branding/logo and research and education.

Ron Miner provided information about home testing for the virus. Ron is working with Agdia to provide a home test for viruses. They will prepare a proposal for the ADS. The home test will not test for DNA viruses but will test for RNA viruses.

The national show committee has been in conversation with the Rochester Dahlia Society for hosting a national show. The committee is helping them with information and answering questions. Brad stated he will still bring the idea of a national show fund to the board. However, this will require someone to do fundraising.

The Spring Planning meeting will be held on June 7 to 9. On Saturday, the Minnesota Dahlia Society will be having a picnic, with the board invited, at the trial garden located at the Minnesota Landscape Arboretum in Chanhassen, MN. They are looking at hotels in that area with a large enough meeting space to accommodate us. The nearest airport is Minneapolis St. Paul International Airport.

The meeting was adjourned at 2:25 pm PST.

Respectfully submitted,

Terry Schroeder, Secretary