

The planning meeting was called to order Saturday morning at 9:00 am by President **Brad Freeman**.

Present

Board members present were: Brad Freeman, Mark Oldenkamp, Ken Jensen, Terry Schroeder, Charles Miehm, Harry Rissetto, Ron Miner, Linda DeRooy Holmes-Cook, Bob Schroeder, Elva Sellens, Rosemary Freeman, Sharon Swaney, and guest, Rob Swaney.

Members of the Alberta Gladiolus & Dahlia Society present were Elsie Zak, **Roberto Zak**, Debbie Hatt, Marilyn McArthur, Lorne McArthur, Eileen Grant, Doug Rumsey, Clara Qualizza, Earl Jackson, John Henderson, Ann Owens, Ken Owens, Mike Alliser

PLANNING

Brad gave an introduction about the planning meetings, which have been going on since 2005. This planning meeting will focus on items that are pertinent right now. On the agenda is the National Show and the challenge of not having a National Show planned for 2021. We have a new Publicity Chair who is interested in having some direction from this group. Membership is important and work on *The Bulletin*. The hope is to come out of here with some action items.

GroupVine

Brad noted we switched from Yahoo Groups to GroupVine. Mark Oldenkamp and Sharon Swaney gave an overview of GroupVine, which is an intra-community communication tool. **Mark and Sharon are the Community Administrators. The community is divided into sub-groups.** A couple of positives is it keeps an archive of the messages and one person is managing the account and anyone can send a message to that account. Sub-groups are controlled by the administrator of that group as well as the primary administrators, Mark and Sharon. It's important to pay attention always to whom you are replying. In GroupVine, you need to reply all to include the full group. Persons in a group need to verify before they can reply to messages, but they will get messages. It seems to be a great improvement over yahoo groups and has more capabilities than is available in Outlook.

Organizational Chart

Mark Oldenkamp explained the board has worked for a few years on updating the organizational chart. We evolved to an agreement and bylaws change to have an executive committee that is empowered but still reports to the full board to some of the day-to-day decision making. There are some benefits in continuity of leadership to give the vice-presidents some area of responsibilities, with committee chairs reporting to a vice-president. Committee chairs should cc the appropriate vice-president when you are communicating with your group. Recently we have added the advertising manager and show report editor as a sub-group to the Bulletin, and store manager which is tied to the website. Mark is keeping the chart up to date and get the current on posted on

the website. Structurally it is working well and, as a group, we need more practice in using this structure.

Financing

Ken Jensen provided information about an online auction, which is done by the North American Gladiolus Council. To organize, it may be good to have one person in the east and one in the west. There would be a limited time frame with all the items listed. It can be tubers, gift certificates, or packages. The tubers would need to be sent in prior to the start of the auction. There was discussion about taxes. It may be possible to do it through eBay. There is some support for the concept. There should be a small committee comprised of Sharon, Ken and Brad to sleuth out how this could work. There are companies that offer the service to run the auction for a cost. We need a little more research into the mechanics. It was suggested to add Tony to that group.

One more item on financing that Brad wanted to put out there. We have a lot of funds, but not a lot of operating capital. We may need to look at our dues over the next few years. In the Federation, our clubs pay dues to the Federation in addition to the individual dues.

Spring Planning Meetings

Bob Schroeder gave information about the spring planning meeting to plan for where the ADS wants to go. This has been a face-to-face meeting to talk about how to improve the ADS and improve the societies that are members of the ADS. The ADS has always had a local society to help set up the meeting locations, transportation, etc. The Board likes to provide some type of training/information for the local society. The clubs need to have information about what their duties are. The hosting society should find a location and set up a block of rooms, set up a meeting room for Friday, Saturday and Sunday and arrange for a digital projector, if possible. The host society is always welcome to attend all the meetings. The ADS has set up a maximum of \$750 for the meeting. Ken indicated that typically you need to have 200 to 300 room nights in order to get a discount. The other thing that is required is to have an ice cream stop. It is important for the local society to see the ADS board and get to know the board and see what happens at the planning meetings. Some suggestions for locations would be remote areas and those that are larger to see if they could possibly hold a national show. Harry suggested that we include a half-day component that is about the dahlia so that it is more interesting for the members. We should take an aspect of the dahlia and spend some time talking about it, providing another dimension besides business. One thing that is asked of the society when the meetings are set up is to ask the societies what they would like the ADS Board to do for their club. We also like to get input from the local society. The timing of the meetings is also important. Typically, the meetings have happened in April. It seems that most any time will be difficult for one reason or another. The timing could depend on where the meeting is going to be held. One consideration is the potential to have the spring planning meeting at the location of the next year's national show. It was suggested to ask the hosting society what time of year would be best. Brad will ask Ken and Bob to continue to find the location for the planning meeting.

Judges Certificates

Bob Schroeder presented certificates and pins to those judges entering the judging program or moving up a level. The purpose of the Judging Program is to ensure that everyone is on the same level, attending the same type of training and we all have the same knowledge base in judging. A candidate is a person who makes a commitment to the judging program. Elsie Zak and Mike Alliser moved up to the Candidate level. Accredited judges must have a minimum of five years, committing to completing all the requirements. Earl Jackson, Jeannie Carter, and Clara Qualizza moved up to accredited judging level. Senior judges are the highest level and takes seven to ten years to attain. A senior judge is a trainer for accredited, candidates and clerks. Ken Owens, John Henderson, and Doug Rumsey moved up to the senior judging level. Accredited judges receive a Team Leader booklet, which provides information on leading a team of judges.

How to Classify Dahlia Color

Terry Schroeder presented a program on classifying color. The CHD strives for accurate color information. The presentation went over how to designate the color on dahlias for both fully double and open-centered dahlias. She provided information about how and when to indicate a reverse color. With open-centered dahlias, each type has their color determined differently. It's important to determine how to determine the color based on the type of dahlia. It can take some time to determine the colors when judging on the Seedling Bench or Trial Garden, especially for some of the open-centered dahlias. There is sometimes a disc that is red instead of yellow. Is there any interest in acknowledging that, as it really changes the dahlia's look? It might be something for the classification committee to think about.

Publicity/Public Relations

Larry Smith gave some of his background and experience with publicity. He has an article in *The Bulletin* for June 2019. It's important to do a story that attracts people's attention with a local angle and perhaps something that is "sexy". It is important to give enough lead time before an event, such as a show and to build relationships with the media. Larry does not do social media but recognizes that is an important piece of publicity; we need to find someone who is willing to take on that piece. Larry is willing to be a resource, a coach, helper to assist local societies to connect with their local media. May and June would be good times to start to plan advertising for shows and connect with Larry for assistance. He is willing to assist with National Show promotion. It is helpful for him to get specific information from the National Show Chair. Doing the publicity will require a team effort. Potential nationwide and local resources are National Horticultural Society, National Garden Bureau, other plant groups and local nurseries. Larry is willing to write press releases; he needs people to let him know what they need and provide the information. Larry's contact information is in *The Bulletin*.

A brainstorm of ideas of things that could be done included:

- Introduce Larry Smith to the ADS Reps/Presidents as the new Publicity/PR person for the ADS explaining he can help them with publicity for their club, show, etc. *

- Garden Communicators, asking them for some assistance in getting some publicity for the dahlia and the national show. *
- Do a synopsis of Larry's *Bulletin* article about how to get publicity out. Put it on the website and send to ADS Reps/Presidents. *
- Year of the Dahlia. *
- Local contacts nationwide and Canada, garden writers.
- Research and science article, such as genome mapping and virus research.
- Visibility at fairs, providing information about local societies.
- Focus on youth and you will bring in their parents. Use PTA, 4-H, high school agricultural programs. Have special classes for youth at the shows as they like to exhibit in all areas. *
- Community gardens.
- Breast Cancer ~ pink dahlias; can do similar with other issues.
- Larry has experience producing videos. Do some short 30-second PSAs, such as "Welcome to the Wonderful World of Dahlias". Short videos could be placed on social media sites. Use youth in videos as well to attract that group.
- Highlight the use of container dahlias, since many people have limited space for gardens.
- Information about micro dahlias, since they can be grown in smaller spaces.
- Trial Garden and Seedling Bench awards, figuring out how to make it interesting. Putting a personal/human interest spin on the article, especially in the areas where the award winners live.
- Pictures always attract people's attention – shows, gardens, people, trial gardens. Use of color is always good.
- Use of the Forms banner, which shows the diversity of dahlias.
- Involve people as a focus of your story as it becomes a human-interest story.
- Use of the ADS tri-fold brochure to be used as a promotional piece.
- Use of garden clubs, extension services and master gardeners.
- Add to the website a "Kids Page" so they can get some basic information focused toward youth.
- ADS website update of Publicity/PR information. *
- Use of photography in media information.
- Traditional print media is lessening so social media is an important piece. The social media person should be already involved in several types of social media. *
- Constant Contact monthly newsletter, which targets the casual dahlia grower and has 2200 subscribers, has links to seasonally relevant YouTube programs.

Brad suggested that the board narrow this list down for some action items to start with. The top items are marked with an asterisk.

Brad suggested we go back and brainstorm what we can offer to local societies when we go to a location for the Spring Planning meeting.

- Training on specific areas regarding dahlias, such as color, form, etc.
- Perhaps the board could do more work on Friday and use Saturday morning as an educational piece. Be flexible and find out what works best for the local club.

- It was suggested that an educational presentation that lasts about an hour would be good.
- History of the local society
- How their shows are organized, what their specials are, how they get support, anything that is unique

National Shows

Rosemary, Ken, Art and Jerry have been working on an update to our guidelines to National Shows. Rosemary passed around a draft of the guidelines. Brad asked the board to look at this draft and if you have comments, suggestions, etc. get them to this committee. It was felt that it needed more explanation of what needs to be done, the options, etc. There are some things that don't need to be done but can be done. It is felt the committee should be somewhere in the 6 to 10-person range. You need to have a Show Committee Chair to keep people on track. The main goal is to put on a good show and remain friends. It is stressful to put on a show. It includes ADS responsibilities, host society responsibilities, hopes to have a sample budget. It's important to have metrics from previous national shows showing the number of room nights, number of people who were served food, etc. The type of venue will make a difference as well, hotel vs convention center, vs garden center. In any contract, there needs to be an "act of God" provision. It's important for host societies to know that once they sign a contract, it is non-negotiable. The ADS Board can provide some planning support if needed. Some things to add are fundraising, goody bags, gift boutique, shirts/hats/aprons. Some of the verbiage that needs to be included are, "The ADS requests the host society make time and rooms available and associated AV equipment on Saturday for progress reports on ADS research projects and judging seminar. These will be organized by the ADS Executive Board. Other seminars can be planned by ADS or host societies and these events are open to all. The ADS also requests the host society make available meeting rooms and associated AV equipment on Sunday morning for the Classification meeting and annual general meeting open to all attendees. These rooms will typically be included in the package." There are some items that may come up and may be negotiable on a case-by-case basis to deal with those issues. This document is a work in progress; the board needs to read through it and make comments and recommendations. It should be completed this year and changes can be made as needed.

The other part of National Shows is that there is no national show for 2021. We have 2020, 2022 and a bid for 2023. The board feels that having a national show each year. We need to be more proactive about getting societies or conferences to host a national show. We need to figure out what societies need in order to host a national show. Ron Miner talked about Brad's article about the difficulty in getting national shows and finding an appropriate site that is reasonably priced. Dahlia Society of Ohio has a young man who felt he could find a site for a national show and they have been discussing it for 2021. The biggest issue for DSO is monetary. They want to keep the registration fee reasonable so that their members could attend. Ron asked how many of the board members would be influenced by the registration fee, \$50 vs \$150. Whether there is a national show or not, the ADS needs to have an annual meeting, which would require the ADS to pay some money to fulfill that responsibility. The local members are the ones who would be attending and bringing the majority of blooms.

There are a lot of details to be worked out. The options for DSO are not having a show, having a Midwest show with an annual meeting, or having a national show. Ron asked what the board thought. One option is the Ohio State Agricultural Research and Development Center in Wooster, Ohio. It is almost 1.5 hours from the Cleveland airport. Another alternative is the show site they used for the Midwest Show last year, Holiday Inn in Strongsville, Ohio. Ron asked if the board would be interested in having the annual meeting with a Midwest Conference show or a National show. Harry Risetto asked what would be needed to have DSO hold a National Show. Ron feels that with the ADS money, there is likely a shortfall of \$3,000 to \$4,000. **Harry Risetto moved, and Ken Jensen seconded to provide a special national show supplement on a non-precedential basis of \$3,000 to Dahlia Society of Ohio.** We would likely need to spend \$3,000 to hold an annual meeting. **Motion was approved.** There are some alternatives for 2021 for the annual meeting if the show in Ohio doesn't work out.

Bulletin

There was significant discussion regarding some of the challenges with the *Bulletin* especially timeliness of delivery. Brad felt there should be no problem in finding a print shop that can do the printing and sending of the *Bulletin* once they receive a PDF. The piece that is challenging is creating the PDF. The standard for doing this is InDesign. Currently, Dave Hines is doing both the layout and printing and sending it to a mailing service. Dave states the current cost for layout is approximately \$450-500 per issue. We need to get more color. If we can offer color ads, we can likely attract more advertisers. Looking at the printer who does *Dahlias of Today*, we could have full color in the *Bulletin* for approximately an additional \$1,000. We need to find a way to get past some of the challenges and enhance our ability to do some additional things. We do not currently have control of the layout of the *Bulletin* and Brad would like to see the ADS take back that control. Brad suggested forming a committee that would do an RFP for the *Bulletin*. The committee consists of Linda, Charles, Donna Lane, Ken, Brad and Mark. The first task is to formulate the RFP, have the board review it, send it out to vendors and then the committee would review the proposals that come in and make a recommendation. Brad suggested it might be good to have this completed so it could start with the March 2020 *Bulletin* issue.

Membership

We touched on membership last year with ideas on increasing membership in local societies and ADS. We discussed some ideas for ways the ADS could increase membership:

- Youth Groups such as PTA, 4-H, YMCA
- Mentoring Program *
- Books
- Online Education, webinars *
- Financial assistance for judges traveling to provide judges training
- Local societies doing mini shows/table shows to allow newer members to try their hand at showing
- Kids page on the website with dahlia coloring pages *
- *Bulletin* articles on judging
- Demonstration/club gardens to attract new members

- Blogs
- Have dahlia Meet Ups for singles
- Judging Manual update

The starred items were ones we felt we should start with. We need to continue to enhance what we offer and add value. Another component of National Garden Bureau is All American Selections. It may be beneficial to have our 3 or 4 highest scoring dahlias from the trial gardens as an All-American Selection. Brad will give Ron Miner contact information and Ron will follow up with that.

Harry Rissetto moved, and Bob Schroeder seconded to adjourn the meeting at 4:51 pm.

Respectively Submitted,

Terry Schroeder
ADS General Secretary