

American Dahlia Society
Board meeting
November 8, 2020

The meeting was called to order at 4:05 pm EST by President Brad Freeman.

Present

Board members present were: Brad Freeman, Tony Evangelista, Terry Schroeder, Charles Miehme, Jerry Landerholm, Harry Risetto, Ron Miner, Dana Miller, John Morton, Teresa Bergman, Lou Paradise, Linda DeRooy Holmes-Cook, Alan Fisher, Claudia Biggs, Bob Schroeder, Elva Sellens, Art Haskins, Rosemary Freeman, Debbie Pavich, Larry Smith, Roger Walker, Jerry Zierdt, Anna Kandra and Sharon Swaney.

Minutes

Bob Schroeder moved, and Tony Evangelista seconded to approve the minutes from the June 28, 2020 meeting as written. The motion passed.

OFFICERS REPORTS

President

Brad Freeman

Treasurer

Charles Miehme reported the ADS did well with the return of the donation envelope included with the September *Bulletin*. Charles used \$1700 from the Ameriprise account to pay for some web services, as allowed. Our investment accounts took a bit of a beating in October, as did many investments. **Lou Paradise moved, and Alan Fisher seconded to approve the financial report subject to audit. The motion passed.**

TOTAL ADS FUNDS AS OF 08/31/2020

Ameriprise Account (restricted)	\$ 54,040.00
Ameriprise Account (unrestricted)	\$ 17,959.14
Vanguard Account	\$ 66,890.98
Wells Fargo Bank Account	<u>\$ 59,798.57</u>
	\$ 195,688.69

RESTRICTED FUNDS

(these funds are included in the Wells Fargo bank balance listed above)

Virus Fund - Sheetz-Chuey Foundation	\$ 2,318.02
Genome Project	\$ 37,177.06
2021 National Show	\$ 50.00
2022 National Show	\$ 2,775.00
2023 National Show	<u>\$ 50.00</u>
Total Restricted	\$ 42,270.08

First Vice-President

Mark Oldenkamp reports since September there is not much new to report on. 2020 continues to challenge everyone to find new ways to stay connected and doing this with our circles of dahlias friends is not different. He applauds the efforts of many who are showing how the use of technology can help. As we look forward to 2021, he expects that will be part of our lives more than we want.

Each year we request all societies to report changes to the leadership positions of Society Presidents and ADS Reps. As we receive those, they are shared internally to ADS leaders which help make online access to contact information for local societies more available to those in their areas that are seeking support in dahlia growing.

REGIONAL VICE PRESIDENTS

MID ATLANTIC CONFERENCE – Dana Miller

Dana Miller reports the Greater Philadelphia Society has not had any meetings of any kind since the pandemic hit.

They did produce a virtual dahlia show of its members' prize blooms, arrangements, and garden views. The digital show is available for viewing on the GPDS website (www.philadahlia.org) as well as on the ADS website.

The National Capitol Dahlia Society continues conducting monthly virtual society meetings. They also staged a second live show in the Montgomery County Parks tractor shed in late September. They are producing a lovely 2021 Dahlia Calendar; see <https://www.dahlia.org/2021-calendars-to-support-2022-ads-national-show/> for information. NCDS has dug up all the dahlias in their trial garden in Derwood Maryland, cleaned it up, and put it to bed for the winter.

Pacific Northwest Dahlia Conference

Mark Oldenkamp reports this strange year continues to create new challenges. Several PNDC members were significantly impacted by fires and at least two members lost their homes. The club members in the region are on board to assist in ways that they can and are ready to help them with dahlias donations and growing supplies etc. as needed for the upcoming season.

The Canby Trial garden was closed for a couple of weeks during the heavy smoke from the nearby fires. The plants lacked sunlight for quite some time and never fully recovered for the late September judging. This impacted the number of passing entries.

Some societies are holding Zoom meetings on a monthly schedule including a virtual show and online photo contest. These are examples of adapting to the times.

Everyone is ready for 2021.

Pacific Southwest Dahlia Conference

John Morton reports San Diego Dahlia Society is coming back after almost dissolving. They have gotten more members and a website and are trying to get judging classes going. The Pacific Southwest is waiting to see what happens with tuber sales this year.

Federation of Northwest Dahlia Growers

Drew Brant reports there is not much new since our last meeting. Members are busy digging, dividing, and storing their tubers. Kitsap County Dahlia Society is again offering free club membership with every paid ADS membership. Most clubs are using Zoom to hold meetings to keep membership involved

COMMITTEE REPORTS

Advertising

Teresa Bergman reports it appears people are hesitant to advertise. She sent email to many and received no response. There are advertisements on the back full page and inside front cover.

Classification

Lou Paradise reports not too much going on in classification. They are integrating the Trial Garden and Seedling Bench Evaluation results into the database but still have an outstanding issue with an already used name. Hopefully, this can be cleared up soon. There will be an insert done with the new originations for 2021.

Editor

Linda DeRooy Holmes-Cook reports the December Bulletin is in the hands of the printer as of this week. If all goes according to plan, the Bulletin should be printed and mailed out to members in plenty of time to be on schedule. ADS Local Affiliates had the option of sending a regular club report or, if they had any kind of a show, a one-page show report for each show they hosted. It was nice to have Donna Lane assist her as early content was edited and prepared to send to Dave. Teresa Bergman worked with advertisers for this issue of the Bulletin, so there will be full-page color ads on the inside front and inside and outside back covers.

Thank you to everyone who helped by contributing to the Bulletin, including Dick Ambrose who submitted the cover photo.

Finance

Harry Risetto reports this report is a duplicate of the one submitted at the Annual Meeting. There have been no developments over the past month. The Operating Statement and Balance Sheets reflect the ADS finances are stable and in good order. Given the effects of COVID we are generally marching in place, but that is a good outcome. The Treasurer is managing our cash with prudence.

Some of the income from the Boeke restricted gifts is being used to enhance the ADS Website, consistent with his intentions. A major one-time expenditure this year has been to add pre-1965 ADS Bulletins to the Website. They will be fully searchable. Hard copies of those Bulletins have been transferred to the Boeke Archive at the Cherokee Garden Library in Atlanta.

There will be substantial but planned cash outlays for year-end member publications.

The ADS International Supporter project is being implemented with the December 2020 ADS Bulletin. The goal is to increase communication overseas.

Harry adds that it is important to come up with a project for our members to support to show that we are active and doing things for the dahlia.

Garden Dahlia

Alan Fisher reports the National Capital Dahlia Society is producing a 2021 calendar to support their 2022 National Show. See <https://www.dahlia.org/2021-calendars-to-support-2022-ads-national-show/> for information.

Image Library

Claudia Biggs reports she has about 70 images of New Introductions for 2021. Some are missing who will sell them, which she is trying to find. There are other New Intros that she doesn't have photos. She talked about increasing the cost of the DVDs. The price has not been raised since 2005 and the cost of postage and supplies has increased. Her recommendation is to charge \$17 for a single DVD and \$24 for the deluxe program. She also recommends adding a Canadian charge of \$20 for single and \$28 for deluxe. It was felt to keep the cost the same for both US and Canada even if it means the ADS must subsidize some of the costs. After discussion, **Alan Fisher moved, and Elva Sellens seconded to approve \$18 for the regular and \$22 for the deluxe.** Sharon will update the website. There was discussion about high resolution vs low resolution in the deluxe version. They have been kept at low resolution so that people won't use the photos in publications.

Insurance

Cheryl Shores reports there will be information in the March *Bulletin*. She encourages all societies to renew their insurance since it covers any activity for the society.

Judging Accreditation

Bob Schroeder reports a committee has been formed to update the ADS manual "Guideline to Judging Dahlias". The meetings have been held via Zoom. The completion date is expected sometime during 2021. Another committee has been formed to produce a curriculum for the three levels of judges training. Again, the completion date will be during 2021. It is planned to put together some visuals to help clubs that don't get regular training. Both committees were selected to represent different areas of the US and Canada. Bob reported the updated Guidelines to Judging Dahlias will be using color photos instead of line drawings. The committee is going through the full book and updating everything.

If anyone is interested in sharing any training videos, let Bob know.

Membership

Elva Sellens reports the following information about membership:

U.S. Membership

In the U.S., there have been 35 new memberships - 31 individual memberships and 4 family membership (x2 = 8) so we have 39 new U.S. members. Of the 35 new memberships, 18 memberships were Memberships at Large - 15 from PayPal on the internet and 3 printed out Membership At Large Application forms from the internet to join ADS - one of which joined as a Benefactor. Since most clubs are not meeting or holding shows, we are not getting a lot of new members from societies. I was pleasantly surprised to receive 8 new memberships - 6 individual and 2 family memberships (10 new members) from the New England Dahlia Society. Yesterday, I

received my first 2021 membership renewal list from Greater Columbus Dahlia Society.

Canada Membership

We have 4 new Canadian membership. Hamilton Dahlia Society has submitted 3 new members and 1 from the Vancouver Dahlia Society.

Good work in getting new members during this Covid-19 year.

Other Foreign

We received a 3-year renewal from a U.K member. For the Overseas Supporter program, we have one person from Lithuania. Harry and Martin Kral will talk to contacts in some other countries to advertise the Overseas Supporter program.

Please remind your society membership chair that ADS membership dues should be submitted by December 31, 2020.

National Exhibition

Art Haskins reports there is no new information about national exhibitions.

New Society Coordinator

Rosemary Freeman reports she has had two requests for new society information, from the Boston and Williamsburg areas. She will send information to them.

Photography

Debbie Pavich reports the deadline to submit photos is approaching. She has received numerous entries to date. More entries arrived earlier this year than in the past. She will announce all winners and share photos in January 2021 on the website.

Publicity/Public Relation

Larry Smith reports he now has personal video equipment and has created a Virtual Dahlia Show consisting of photos submitted by members of Portland Dahlia Society and those who regularly support their show. Five short videos, grouped by section, were loaded to YouTube, and are posted on the ADS website. Upcoming is a short video highlighting the entries in the 2020 Canby Trial Garden, which will soon be available and on the ADS website.

Larry worked with a reporter from the Kitsap Sun newspaper, who wrote an article honoring ADS Gold Medal winners Bob and Terry Schroeder, which is posted on the ADS website.

A future goal is to produce how-to informational videos for members and others as a way of drawing more people into the ADS and affiliated societies. He also hopes to produce training videos for judges.

Once Trial Garden results are finalized and medal winners announced, Larry will write press releases. The Publicity/PR Chair and Social Media Chair will work together for the most impact at all media levels.

Research and Education

Brad Freeman reported Nick Weber submitted his resignation. The virus research is continuing, and the genome project is not as active, as they have not been able to access their lab.

Seedling Bench Evaluation

Roger Walker reports two ADS-affiliated dahlia clubs reported seedling bench results in 2020. In addition, several cultivars that received bench scores in 2019 – but were not released in 2020 – will be released in 2021 and were thus added to the report <https://www.dahlia.org/wp-content/uploads/2020/10/2020-Seedling-Bench-FINAL-REPORT.pdf>.

By ADS executive board action, cultivars that received bench evaluation scores in 2019 but were not released in 2020 can be held back for a 2022 release.

Allen's Big Bang, Allen's Tsunami, Goodrich Kay, Allen's String Theory, Allen's Purple Rain, Carmen Pio, Allen's Sparkle, 20th Ave & Baker Rd., 20th Ave Gwen, Kelsey Aria, Sungate's Avery, RaeAnn's Antares, RaeAnn's Gemini, Sungate's Beverly are new introductions on the SBE in 2019 or 2020 and being introduced in 2021.

Social Media

Anna Kandra reports the following information on social media:

Current stats

Facebook followers: 3,126

Facebook group members: 3,843

Instagram followers: 1,368

Posts planned for November will include additional reminders about the upcoming photo contest deadline, and membership benefits along with encouragement to look for local societies. She has been working on a draft of some formal rules for the private Facebook group; a couple of minor administrative issues have popped up and it would be more efficient to give members feedback if there were rules established to point them to.

Anna also shared a post that was made in the ADS Facebook group last month that included a bit of feedback from a Canadian member about not receiving the September *Bulletin* prior to the Annual Meeting, as well as her reply.

Constant Contact is getting approximately 15 new members per week; we are now up to about 2500 participants on Constant Contact.

Special Awards

Jerry Landerholm reports Special Awards remains responsive to fulfilling its role during these unusual times. Recently received, was a box containing the new silver medals honoring Les Connell. These were purchased by the Washington State Dahlia Society and approved by the Executive Board to be awarded annually by the American Dahlia Society. Terms of the award have been previously discussed and approved by the Board. Special Awards received 23 of the originally minted 25 medals. Two were retained by the WSDS to be awarded in 2020. He will be getting information for the Hart and Gullikson medals for the trial gardens.

Trial Garden

Marilyn Walton and Jerry Zierdt report they emphasize the use of proper classification for dahlias and using the proper forms to enable them to tabulate the results in a timely manner. Jerry sends out an excel sheet to each director to be used to report results from that trial garden. It would be nice to have pictures from all trial gardens on the website.

Website

Sharon Swaney reports the emphasis is on security, privacy, and complying with government rules. She has tested "cookie" compliance software and is evaluating analytic software with the goal to quit using Google Analytics. After further study of the recent California rules, it looks like they give charities a bit of an "out", but she thinks we need to be proactive and as up-to-standards as possible, since regulation is a trend in website development, and we want to give our website visitors the safest and most transparent experience we can whether we can get by with less or not. There will be some cost for the new software, but not anything too expensive.

Per Nick Weber's question in September, she is reviewing our security procedures and policies.

She is also posting the seasonal information, though there is not as much as usual due to the COVID restrictions on activities, and some information has just not been supplied. She encourages board members to check the website areas that fall in their control and area of expertise and verify they are up-to-date and accurate. If there are changes or additions or more pictures, please let her know.

OLD BUSINESS

Updated Requirements to Become an Accredited Judge

The updated requirements to become an accredited judge were reviewed and discussed. **Alan Fisher moved and Rosemary Freeman seconded to approve the updated requirements as edited.** There was discussion about requirement #5: "Must serve as a candidate judge on a team with ADS accredited and/or senior judges in at least six dahlia shows in a period not to exceed six years or serve as a candidate judge in six dahlia shows during a three-year period." For some, there might be someone who misses a show due to illness and would need to start over. At times, we may need to look at special exceptions. It was decided to add a footnote, **"These requirements may be altered, due to extenuating circumstances, at the discretion of the Chair of the ADS Judging Accreditation Committee."** Terry Schroeder moved, and Art Haskins seconded to approve the footnote. The motion passes.

Printing of CHD

Brad Freeman reported Elva Sellens, Lou Paradise and Cammi Waggoner will get information about the number of CHDs they have. Brad Freeman will send to the Executive Committee a proposal for a number to print to provide for new members and those who lost or destroyed their 2020 CHD.

NEW BUSINESS

Spring Executive Board

Brad Freeman reported it does not appear we will be able to have an in-person Spring Planning Meeting in 2021 so will need to postpone again.

Brad Freeman stated the next board meeting will be February 28, 2021 at 4 pm EST/1 pm PST via Zoom.

Brad thanked everyone for attending today.

Alan Fisher moved and Bob Schroeder seconded to adjourn the meeting. The meeting was adjourned at 5:58 pm, EST.

Respectively Submitted,

Terry Schroeder
ADS General Secretary