

**American Dahlia Society
Minutes – Board Meeting
April 22 & 24, 2022**

The meeting was called to order at 7:04 pm PDT by President Brad Freeman. Brad thanked the Pacific Northwest Dahlia Conference and Portland Dahlia Society for hosting the spring board and planning meeting this year. Introductions were made around the room.

Present

Board members present were Brad Freeman, Mark Oldenkamp, Tony Evangelista, Ken Jensen, Terry Schroeder, Charles Miehm, Jerry Landerholm, Alli Richards, Jess Becker, Dan Baulig, Linda DeRooy Holmes-Cook, Mel Epstein, Bob Schroeder, Elva Sellens, Rosemary Freeman, Debbie Pavich, Larry Smith, Marilyn Walton, Sharon Swaney, and guests, Rob Swaney, Bob Chibante, Wayne Shantz, Eleanor Shantz, Linda Taylor, Misty Florez, Steve Lamb, Ken Walton, Wayne Lobaugh, Karen Sanchez.

Minutes

Minutes from the February 6, 2022, meeting were sent to board members. **Mark Oldenkamp moved, and Alli Richards seconded to approve as presented. The motion passed.**

Remembrances

Brad asked for a moment of remembrance for those who are having significant health issues or have passed away. A moment of silence was held for the following members who have recently passed away:

Dave Cap – Dahlia Society of Ohio

Carroll McAllister – Colorado

Brian Killingsworth - Georgia

OFFICERS REPORTS

President

Brad Freeman talked about the executive committee running the ADS on a day-to-day basis and meeting on a regular basis and reporting to the executive board. The committee discusses what is happening in the ADS. They have met twice this year. The first meeting was an in-depth discussion about insurance, both liability and directors' and officers' coverage. He wanted to make sure that all know the D & O insurance is inclusive and covers anyone doing a task for the ADS. At the next meeting, we talked about plans for the spring planning meeting as well as discussion about the financial health of the ADS, dues, Bulletin, new member packets. It showed that these were the areas we needed to focus on. We need reshape our focus to engage those who are not growing dahlias for exhibition.

Treasurer

Charles Miehme submitted the following report, as of 3/31/2022. Ameriprise (restricted) balance is \$47,260.00, unrestricted is \$22,679.65. The Vanguard account is \$73,517.33. The Wells Fargo account has a balance of \$96,761. Since March 31, 2022, we have added a little over \$8,100 in checks and the 1st quarter PayPal deposits, which brings us close to \$100,000 in Wells Fargo. The total ADS funds are \$240,218.00. Restricted funds in the Wells Fargo account are Virus Fund – Sheetz-Chuey Foundation, \$2,623.02, Genome Project, \$77,527.99, 2023 National Show, \$1,900.00, for a total of \$82,051.01 restricted funds in the Wells Fargo bank account. The largest income we have is from dues. The largest expense is the *Bulletin* for printing and mailing. **Bob Schroeder moved, and Linda DeRooy Holmes-Cook seconded to approve the Treasurer's Report, subject to audit. The motion passed.**

First Vice President

Mark Oldenkamp reports he has been busy preparing to host the 2022 annual planning meeting. He wanted to thank Adrienne Hale for her work making the hotel arrangements and collecting reservations. There will be a shared fundraiser tuber and plant auction with PNDC in the evening after they present the seedling medals to local hybridizers.

Dahlias are awake here in the northwest. There are tuber sales for the societies, many new members in societies and renewed enthusiasm for societies to have in-person meetings. What we learned during the Covid era will provide lingering opportunities for those societies that are willing and able to embrace change. The Canby Trial Garden entries are waking up for planting in Mid-May.

Several ADS rep and society president updates were made to GroupVine. `

Second Vice President

Tony Evangelista reports he is fortunate to be a part of the board as the ADS embarks on a new era. It will be great to digest the results of our recent survey to better meet the future needs and wishes of our growing membership, both young and old. We have accomplished much as a society during the pandemic which includes a revision of the *Guide to Judging Dahlias* and the creation of wonderful new judging modules for training new judges and refreshing old ones. It is imperative for our fiduciary responsibility for the ADS to balance its budget.

Third Vice President

Brad has remained in contact with Ken Jensen to keep abreast of what is happening in Canada. Ken was not able to attend due to family responsibilities.

REGIONAL VICE PRESIDENTS

Brad reports he is concerned the regional vice presidents feel they have been ignored due to the reorganization of the board. They are still voting members of the ADS Board. There are two regional vice president positions that need volunteers, North Atlantic Conference and Southern States Conference. Brad will be drafting a letter to the regional vice presidents outlining what their responsibilities are and what the ADS board expects from them. He will also be working to find replacements for the regional vice president positions that are open.

Mid Atlantic Conference

Dana Miller reports nothing occupies a dahlia society's time, finances, and attention like preparing for a National Dahlia Show. Despite the demands of preparing for the upcoming show in Reston, Virginia, Sept 22-25, 2022, the National Capital Dahlia Society continues to put forth their regular output of informative newsletters and in-person/Zoom monthly meetings. They are also working on their trial garden in Deerwood, MD. They have scheduled tuber/plant sales over the next three months. This is possible because of the devoted, enthusiastic people of their society, currently 98 strong and growing. Rich Gibson and Kathleen Hoxie oversee the efforts of the National Show Committee, and Dave Smith, as president, coordinates the regular society business. I have no doubt that the National Capital Dahlia Society will produce another world class National Show just like they did in 1971, 1979, 1990, and 2000.

The Gettysburg Dahlia Society's big Tuber Sale is scheduled for May 14, 2022, at the Harbaugh Thomas Library in Biglerville, PA. Their annual show will be held at the library in Biglerville.

The Greater Philadelphia Society begins its 74th year with new president Wayne Gellar at its helm. The first meeting of the year has been held (two weeks after the original date because of snow on March 12). What a pleasure it was to have an in-person meeting and to be able to see everyone's smiling faces. After the business meeting, a panel of experienced dahlia growers: Jim Thomas, Sue Bunkin, Wes Bowers, and Dana Miller, fielded questions from the 35 attendees. The main tuber sale at Longwood Gardens is set for May 14, 2022. A tuber sale is planned for April 30 at Pratt's Greenhouse in Avondale, PA in coordination with the Kennett Beautification group. Membership reflects the current interest in growing dahlias, swelling to over 80 members. One of the goals of the society this year is to increase our roster of judges. Once again, our Annual Show will be held in the spectacular conservatory of Longwood Gardens on September 16-18, 2022.

Midwest Dahlia Conference

Randy Foith reports the members are busy taking cuttings and getting their seedlings started for a new year. A call to Rusty Ritchie this morning found 3" of snow on the ground in Elkhart, IN. Sure to put a frown on one's face!

The Midwest Dahlia Conference website is up and running thanks to Sharon Swaney. She is truly a diligent member and gem for the conference and others. You can access the website at mwdahlia.org. This project ran with the Midwest Dahlia Report, a quarterly report, started last year to help inform, educate, and pull together the members of the entire conference. We have been sending out a monthly column on all plants and gardening in general. This column is called "Tom's Garden Blog, written by Tom Leggett of the Mahoning Valley DS. It can be accessed on the MVDS website at mahoningvalleyds.org.

The Elkhart DS will again host the Midwest Dahlia Conf. Spring Meeting and Plant Auction at the High Dive Pavilion in Elkhart on June 4th. The members who register will be served a box lunch with dessert. A panel of great MDC growers will field questions from all in attendance, followed by a Plant Auction. Proceeds from the auction go to the Elkhart DS for hosting the Midwest DC Show in September.

Many societies have had good results in growing their memberships through social media. All of our members wish everyone, "good growing"!

Pacific Northwest Conference

Mark Oldenkamp thanks the ADS for accommodating the PNDC to have it annual meeting during the ADS meeting. The societies have had a challenging time with Covid, but most have started to meet again.

The Portland Dahlia Society has grown in society members mostly with online signups. They need to figure out how to serve a larger membership and attempt to engage and mentor those with interest. Most societies have struggled with member retention, so this is a good time to be very deliberate on member engagement. I hope some will become interested in what ADS has to offer.

The planning process for 2023 National show has made some progress but will kick into gear later this year.

The Canby Trial Garden entries are pre-potted and will be planted in mid-May. Trading and sharing of tubers, plants and cuttings is active right now. It is almost time to plant.

Federation of Northwest Dahlia Growers

Alli Richards reports they are all energized from the Spring Workshop held in March. What a terrific way to get ready for the new dahlia season. We had the ADS award presentations. We took the opportunity to get pictures of all the winners that were present for the Dahlia Legacy Project. This will be something documented each year for the DLP. Next, we had an excellent presentation on forms and the continuum between cactus and semi-cactus from Richard Parshall. There was a great discussion on "tweeners" and determining where they fall on the continuum. The next was a captivating presentation by Wayne Lobaugh on formal and informal decorative dahlias. This was our first in-person and hybrid Zoom meeting since 2019. It was so refreshing to see our dahlia family in person. Quite a bit of time was spent catching up.

The following Saturday we had the annual Jack Crawford Memorial auction via Zoom. There were many of the newest varieties available. Our two dynamic auctioneers, Alli Richards and Anne Maria Jacobson, were able to keep the bidding moving and reach over \$3500 in bids. This year we again auctioned off Clearview Danielle and raised \$535 that will be donated to the ADS Genome Project. A big thank you to Karen Sanchez for keeping on top of the bidding and recording the winners.

The Dahlia Legacy Project is moving forward and gaining traction with our local clubs and their members. At the end of April, we will be having an all-member meeting. Our local clubs are creating club profiles to be included on the Wiki pages. We have a few member profiles created with great content. The Wiki page is continuing to evolve for a soft launch later this summer.

The Federation will have their summer workshop and judges training in July. I cannot wait to see what our presentations will be! I know we have scheduled 45 minutes to present an update on the Dahlia Legacy Project, but what else will await us? Stay tuned for my next report!

We wish all our dahlia family a stunning dahlia growing season and best wishes until we can meet again at the National Show.

COMMITTEE REPORTS

Advertising

Jess Becker reports we have one new advertiser for the next two issues (June & September) of the Bulletin, Kristine Albrecht is promoting her book, *Dahlia Breeding for the Farmer-Florist, and the Home Gardener: A Step-by-Step Guide to Hybridizing New Dahlia Varieties from Seed*. Brad reported we are going to transition Jess to the technology resource chair as she has skills in web design and technology.

ADS Store

Dan Baulig reports the ADS store is currently losing money with the products we are offering. He is working toward making it net neutral or making a little money. We need to at least break even.

Classification

Lou Paradise reports they will be getting the electronic file ready so that it can be sent to show reporters for this year's shows. Hopefully, reports will be returned at the rate pre-Covid. There were not many classification change requests this year perhaps because of the lack of shows. Brad reminded us that Lou is retiring from classification chair at the end of this year. Brad needs to find someone who could shadow him this year in getting the 2023 CHD out. This is a huge position to fill.

Editor

Linda reports the March Bulletin arrived on time in most homes and was maxed out as far as content. She is working on the June *Bulletin* right now and should be able to get everything to Dave by the end of April. The Judges Roster will also be included in the June mailing, and the NCDS will have the cover to highlight the National Show in Reston, VA.

She has been processing the questions pertaining to the *Bulletin* from the member survey and will have a presentation to share at the ADS Planning Meeting.

Thanks to all for getting content in to her this quarter.

Finance

Harry Risetto reports the finances of the ADS are in good shape. Even though we are fine for the short term, we need to look at the sustainability of the ADS in the long term, more than we have been. This will be part of our planning information on Saturday.

Garden Dahlias

Alan Fisher reports he continues to add useful articles and links to the garden dahlia page as he finds useful information. He has a copy of the ADS video on growing dahlias in containers and will work with his computer guru to work out a way to translate it into electronic format so we can make it downloadable from the ADS website.

Historian

Brad Freeman reports they are working at the archive in Atlanta, GA and the historian committee continues to gather information. We have received emails from people who have things to donate to the ADS archives.

Image Library

Heather Ramsay reports she received requests for bloom photos from societies, but also requests for images detailing other parts of the dahlia plant or growing process. The image library does not have many photos other than those of blooms, so she has started cataloging images of starting tubers and seeds, taking cuttings, etc., so that those will be available in the future.

Birds & Blooms magazine is planning to publish an article later this year about dahlias using ADS New Introductions photos and giving credit to the ADS and photographers for the photos. She has been in contact with them, and it looks like they plan to use quite a few of our photos in their article.

Brad commended Heather on the excellent job she did on the new introductions with good pictures and the availability to download the program.

Insurance

Mel Epstein reports the renewal blanket club general liability insurance policy was bound on 3/2/2022 for renewal on 3/15/2022. To date 33 local societies have subscribed.

There is a proposed bylaws change which reflects that the ADS insurance program has become more complex. It also corrects the prior version of the bylaws specifying insured entities be “not for profit.” There is no requirement in the general liability policy for any party to be “not for profit.” It is recommended that the submitted changes be adopted by the Executive Board with the proposed punctuation corrections.

There will be a proposal at either the April Executive Board meeting or the Planning Meeting to streamline the insurance process by having the application and payment done online. This initially will be optional. There are many advantages to this approach.

At the planning meeting there may be discussion of benefits that ADS can add to its current offerings. Although ADS may be too small to qualify, Mercer offers a preferred discount insurance program to its large customer Associations. To learn more about their program follow the link to www.proliabilityplus.com. To see the Organizations that currently participate select the button “Association Members?” If the Board has an interest in participating in this program, further inquiry can be pursued with Mercer.

Judging Accreditation

Bob Schroeder reports the 2022 update to the Judging Roster has been completed and sent to the *Bulletin* editor for the June issue. The information has also been sent to the ADS webmaster for updating the online judging information. The candidate judging pin supply has gotten to the point where an order was needed to be placed. I ordered three hundred pins, with receipt already received. These pins are a little larger and the cost was less. He would like to give a special thanks to the judging guidelines committee and the curriculum committee for their tireless work in bringing the ADS judging program current with the rewrite of the judging manual and developing programs to assist in judges training. A presentation will be done on Saturday about the *Guide to Judging Dahlias* and one of the training modules developed by the curriculum committee.

Membership

Elva Sellens provided updated membership information since the last membership report dated 2/6/22. The new memberships have been steadily coming in. In 2021, we had 533 new memberships (11/2020-10/2021) – 425 individuals and 107 family memberships (x2 = 214) for a total of 639 new members. She uses the cutoff date of October since renewals for the following year start coming in November. The 2022 memberships have been coming in droves since 11/1/21. There have been 478 new memberships – 397 individuals and 81 family memberships (x2= 162) for a total of 559 new members so far. Since it is only April, we will likely exceed our 2021 new memberships. She is unsure where we are getting these new members, but it looks like people have discovered gardening and how beautiful dahlias are.

Evaluation of the 2021 new memberships, there were 416 memberships from local dahlia societies and 117 at-large memberships. Of these 533 memberships, 295 have renewed – 245 dahlia society members and 41 at-large members. She was pleased that some at-large members joined local societies. Since there is no easy way to capture that information on the data base, she does not have a record of the change of at-large members joining a local dahlia society.

U.S. Membership

We have 1,892 memberships – 1,374 individuals and 518 family memberships (x2 = 1,036) for a total of 2,410 members. We have 56 participating societies and two affiliated societies. Southtown Dahlia Society does not have 10 ADS members yet, but they expect to meet the minimum number for a participating society after their April meeting. This will make 57 participating societies when she hears from them. New Jersey Dahlia Society is still on a holding pattern about whether or not their society will fold or will continue and submit ADS memberships to continue as a participating society.

Canadian Membership

There are nine participating societies in Canada. We have 151 memberships – 103 individual and 48 family memberships (x2 = 96) for a total of 199 members. In 2022, there were 27 new individual memberships.

Other Foreign Membership

There are 18 other foreign memberships. It was suggested that we only offer the overseas associate member for those outside the western hemisphere as the mailing cost overseas is extremely high and the current cost doesn't cover the cost. All information is sent digitally to the overseas associate membership. **Alli Richards moved, and Bob Schroeder seconded to eliminate the international membership option offering only the overseas associate membership with digital access only. It will start in 2023 or their next renewal if later than 2023. The motion passed.**

National Exhibition

Brad reports this is another board position that is open, and we do not have anyone signed up for 2025 and beyond. Perhaps the ADS should provide more support, advisory and financial, to help encourage clubs to put on a national show. We need to ensure financial support and we should encourage nationwide attendance. We also have some board members and others who can help clubs get started with the planning

for a national show. There will be discussion regarding the new National Show booklet that will be available for societies considering putting on a national show. Brad will have information in his President's message about the need for a national show chair. There are two qualifications he is looking for, 1) previous experience hosting a national show and 2) an ability/desire to market the national show to the local societies. Once we can get that person, we will be in a better position to assist. There was discussion about local society presidents feeling disconnected from the ADS. Brad has a power point presentation, "What is the ADS and What does the ADS do For You." Perhaps have a zoom meeting regionally with the local presidents and/or their board. The presidents need to be involved in promoting the ADS in order to get members to join.

New Society Coordinator

Rosemary Freeman reports there was another inquiry from a couple of gentlemen in Burlington, North Carolina. They are excited about the prospect of starting a new society. They already have ten members ready to join. They are a short drive from another new society, the Central Carolina Dahlia Society that Jimmy Speas organized last June. Jimmy and his members will be happy to help this new group in any way they can.

She received a request for information from the Rhode Island Dahlia Society as they are updating their bylaws and possibly incorporating. She sent them the new society documents about how to start a society, with a caution to check with their county, city, and state on questions about taxes and business licensing. A visit with an attorney or accountant would also be helpful.

The folks from Burlington, North Carolina notified Rosemary they will be sending Elva Sellens their membership information and dues shortly. Their new society will be called The Burlington Dahlia Society in North Carolina.

Linda DeRooy Holmes-Cook moved, and Alli Richards seconded to approve the Burlington Dahlia Society in North Carolina as a participating society subject to them paying their dues. The motion passed.

Alli Richards moved, and Elva Sellens seconded to approve the Youngstown Garden Club in Ohio as an affiliated society of the ADS. The motion passed.

Photography

Debbie Pavich reports the 2021 Photo Contest winners have been published in the Bulletin and on the ADS website and Instagram. Over 400 entries were received. She heard positive feedback on the People's Choice online category. Debbie states there were 800 votes. Thanks to Sharon Swaney, Anna Kandra, and Linda Holmes-Cook for their help. Thanks to Larry Smith for his work putting together a video of all photos. If your society is looking for material for a meeting, show the videos. The link is on the ADS website.

The information for the 2022 contest has been sent for publication in the June Bulletin.

Policy

Ron Miner states there is nothing new to report for policy.

Publicity/Public Relations

Larry Smith reports short videos were created by Larry Smith for each category of the ADS Photo Contest 2021. All 400+ photos were included. Debbie Pavich provided access to the photos and other necessary details. Also created was a video featuring the first place winners and another featuring all photos that were honored with first, second, third, and honorable mention placings. Sharon Swaney promptly added the videos to the ADS website and Anna Kandra was asked to put links to the site on social media platforms. To this point, there haven't been many views. Considerable time was put into creating them, if Larry is going to do this next year, we need to strategize additional ways to market them.

The Chair of 2023 National in Virginia asked Larry for a publicity consultation. A personal connection hasn't worked out to this point, but Larry followed up with an email containing a number of ideas.

How many of you have memberships in the Nextdoor website that is sweeping the country? It is a free service that is marketed as a local neighborhood alternative to Facebook. Did you know that you can create and maintain an interest group on Nextdoor devoted to dahlia growers? Larry started one called "Dahliaphiles of PDX+." This group is used to connect with local growers, share information on dahlia culture, provide outreach about local dahlia society events, and promote our shows and fundraisers. Membership in the group has surpassed 650 and some of them are joining the Portland Dahlia Society. If you have Nextdoor, consider creating a dahlia interest group in your area.

We are stronger together. To achieve best results, Larry asks for each member of the ADS Board to consider themselves as members of the Publicity and Public Relations Committee. All forms of the media prefer to talk to local contacts. Larry challenges each of you, as members of the ADS cheerleading squad, to reach out to your local newspaper and television reporters to spread the word about the good things your local clubs and the ADS are doing. Need ideas on how to approach them; ask Larry! The bells and whistles for the dahlia are the people involved. Having an interesting story about the people and their dahlias will be what gets the media interest.

Research and Education

Ron Miner reports the research teams will be represented at the spring planning meeting even though Kristine and Ron are not able to attend. Alex will comment on the status of the Genome project and Linda will present the status of the virus work on Saturday afternoon.

Brad will talk about the interesting results of the Member survey on Research.

Ron encourages all to get involved in the local Clean Stock effort. Tony has taken the lead along with Randy in the Midwest Conference.

Genome Sequencing

Kristine Albrecht reports all of the RNA transcriptome data from young leaves has been completed. There are billions of sequenced bases from fifteen species and ten cultivar examples. Postdoc Alex Harkness and master's student Courtney Schiebout are busy organizing these data. The dahlia data, species by species and cultivar by cultivar, is organized into lists of genes and a consensus sequence is derived for each gene type. Consequently, from the multiple examples of each gene sequence, the "best" version of the gene's actual sequence is derived. This process takes a few days for each sample, given the huge size of the datasets. Once this task is completed, the sequences are compared between species and cultivars to determine which samples are closely or distantly related to each other. This process is what human DNA analysis does, identifying close and distant relatives. We have multiple examples of the two most commonly mentioned likely parents of modern dahlias, *D. coccinea* and *D. sorensenii*, to obtain an idea of how diverse these species are today. We do not know from which part of Mexico the original species were collected that were sent to Europe. The records suggest that samples were taken from a botanical garden in the Mexico City region, but that garden contained plants collected throughout Mexico. The goal is to complete the analysis and derive a family tree for dahlia by the ADS national meeting this summer. Statistical tests will be performed for every step, to assign a "likelihood" of the family tree presented. We will know whether we have identified the likely parents or whether we need to collect more species in Mexico. If another collecting trip is required, we will know which "branches" of the family tree need to be sampled more densely with all extant species. Fortunately, Mexican botanists just published an excellent summary of the distribution of dahlia species, state by state and by region and habitat, which will guide the collecting.

Seedling Bench Evaluation

Roger Walker reports all seedling bench forms have been updated for 2022 and are posted on the ADS website. Plans are in the works to complete the application process electronically beginning this year. The application generates the mailing of forms and ribbons as needed by local societies.

The updated ADS scorecards are posted to the ADS website. The new scorecards will also be distributed to local societies along with the forms and ribbons necessary to hold their bench evaluation.

Special Awards

Jerry Landerholm reports at our last Board meeting it was reported the ADS needs to replenish the supply of Evie Gullikson and Derrill Hart Medals. We currently have none to award for 2022. Special Awards would appreciate confirmation the ADS should continue awarding the three seedling medals, Dudley, Hart and Gullikson, for the foreseeable future. This affirmation needs to come before we request pricing of the replacement medals. Ordering small quantities has never been cost effective and some companies have minimum order requirements that don't fit the ADS's needs or pocketbook. We have found that having other medals minted (for future ADS needs) has been acceptable. Be advised, replenishing the medal supply will require a significant expenditure of ADS funds.

Medal considerations: Some local dahlia societies have discontinued their medal exchange programs for various reasons and other newer societies have shown little interest in medals. A major reason is likely the expense, both from the cost of the medals themselves and the postage required to get them to their destinations. Has the time come for the ADS to rethink awarding these medals? This includes the ADS Bronze Medal that is given annually to all ADS Participating Societies. Are there alternatives to medals that should be considered?

Should the Board decide to continue the current seedling medal programs, Special Awards would like to be granted the authority to pursue the best pricing and be given an okay to place an order.

The enjoyable part of being the Special Awards Chair is being able to present awards to deserving dahlia people. The element of surprise often plays into this. We are currently contemplating a new award that our "select awards committee" believes would be well received. And, since it would be a surprise, we'll let it go at that.

Trial Garden

Marilyn Walton reports all trial gardens are running normal this year. We have two new directors that she plans to help when needed. This year I will ask (again) that all directors use the proper forms for every variety and also send a photo of every variety. It is rare that all the trial gardens have the same classification. Last year I received photos from only a few gardens. A photo id really something I need, especially for form.

It has been brought to my attention that it has been many years since we increased the entry fee for trial gardens, more than 20 years. The fee this season is \$12 per variety. Marilyn would like to suggest the fee is increased to \$14; this is a fair and needed fee. The sponsoring clubs have many expenses. Water, soil amendments, pest control, forms and document copying plus postage are not getting cheaper. She hopes the board will consider her suggestion and decide by October 1, 2022, so this fee can start in 2023. Thanks so very much!

Website

Sharon Swaney reports Since the last report, she has begun to rework the navigation and design within the members' section. The members' home page now shows eight categories and a view link for each. The seven categories that actually have information are also now shown as submenu items on the members menu at the very top of the website pages. When the user "views" a category he/she will see a nicer looking page with an index to pertinent pages/documents for that category and any announcements for that category. Most of the index pages are cleaned up, just two yet to be cleaned. She will continue working down the navigation, cleaning up, as time allows.

The ADS Store on the website is really not being used as a true store, but simply as an interface to accept orders. The actual fulfillment and record keeping is done from the PayPal notification of sale. In the past there was no reconciliation between orders on the site and actual fulfillment. Sharon has initiated a procedure to send each month's orders-known-to-the-site to Dan as a double check to what he has shipped. Furthermore, it is not necessary to keep old information on the site and, even though we keep no financial data, it is appropriate to cleanse all personal data in a timely

fashion. To this end she is “cleaning” all personal data and deleting the orders in the second month after the order was placed (i.e., clean and delete February orders in mid-April).

She evaluated with the curriculum team to add the judging training modules to the site. They look great and will be a fantastic addition to the site! It would be great to have other subjects for education available in a similar manner.

She posted local society tuber sales although only a little over 30% of societies submitted information.

There was 80+ photos added to the Online Classification Guide. Thanks as always to Don Filand for gathering and processing the pictures. More, more, pictures please.

She has started to analyze the website information from the 2022 Members Survey. Much information was submitted. She plans to summarize the data on the site and answer some of the questions. She has also made some minor changes requested by respondents.

The meeting was adjourned at 9:15 pm PDT on Friday April 22, 2022.

Sunday, April 24, the meeting was opened by President Brad Freeman at 8:35 am PDT.

OLD BUSINESS

National Show Booklet

Brad stated the National Show Booklet has been completed and the draft was sent to the board. Please send any feedback you have to Rosemary.

Membership – Retaining New At-Large Members

Brad stated the majority of new members are joining through local societies. He still believes we need to talk to the local society presidents providing them information about the ADS and building the ADS membership from the ground up. Most local societies have a small percentage of ADS members. Tony Evangelista stated we received a huge response in the survey about interest in dahlias as a cut flower. In order to retain many of the new members, it is time to start a cut flower committee and address those issues. Jess stated she would be happy to start a cut flower committee with the intention of passing it along. We could start to identify areas of how these fit in with the ADS and who we could get involved from the cut flower growers who are ADS members. There are a lot of opportunities to provide information and education that members indicated they are interested. The members who are interested in exhibiting are a small percentage of the full membership and we need to address the interests of the rest of the membership. We do have a committee for garden dahlias and according to the bylaws, cut flowers fall under garden dahlias. Brad Freeman appointed Jess Becker Chair of an ad-hoc cut flower committee with Wayne Lobaugh, Steve Lamb, and others that Jess knows are interested. He asked Jess to get the committee together and bring a proposal to the board.

Store Publications – Pricing

Dan presented information about shipping costs for the ADS Store. The ADS Store has been losing some money on the CHD and *Bulletin*. Postage has been increasing regularly. Dan is recommending the following:

Increase the CHD to \$7.00 for regular and \$10.00 for large print, which includes postage.

Increase the CHD to Canada to \$17.00 for regular and \$20.00 for large print, which includes postage.

Composites in the US is ok at this time.

Composites to Canada requires additional shipping costs.

Mark Oldenkamp moved, and Alli Richards seconded to empower the store manager to set prices as needed to break even or make a little money including shipping costs. There will be no old Bulletins sold in the store. The motion passed with one opposition.

Seedling Medals

Brad Freeman stated that special awards committee is low on seedling medals and needs to order more. **Alli Richards moved, and Terry Schroeder seconded to give Jerry Landerholm to obtain pricing and order more seedling medals for Hart, Dudley and Gullikson. The motion passed.**

Bronze Medals

There was discussion about the bronze medal which is sent to each society. There was discussion as to whether there is value to the medals. **Bob Schroeder moved, and Debbie Pavich seconded to order bronze medals and have them sent directly to Terry to be mailed out to each society. Terry will send out two medals to each society every other year. The motion passed.**

NEW BUSINESS

Bylaw Revision

Brad stated he has sent a few versions of the bylaw revisions to all board members. **Linda DeRooy Holmes-Cook moved, and Terry Schroeder seconded to approve the final draft revision of the bylaws to be brought to the 2022 annual meeting for approval by the membership. The motion passed.**

Printing the *Guide to Judging Dahlias*

Brad reported the committee will be meeting in May to put the finishing touches on the *Guide to Judging Dahlias* (GJD) so it can be sent to the printer. Since our next meeting is not until July, Brad wants to act on approving the funding for this so we can move forward. Brad has solicited three bids. He has received one and expects the other two next week. The bid he received is for 5,000 copies, \$9,945.13, less than \$2 per copy. For the previous GJD we charged \$4 per copy. We are proposing the cost to be \$5 plus postage. It was also suggested that the clubs can purchase at bulk at a discount. **Bob Schroeder moved, and Terry Schroeder seconded to approve the printing of the**

GJD at the best bid received. This will look similar to Dahlias of Today with perfect binding and glossy print. It is expected that the ADS will break even in the first year.

New ADS Award

Jerry Landerholm and Ken Jensen provided information about a new award being proposed, the Clean Garden Award. This award will recognize those gardeners who have gone the extra measure to prevent the spread or control the viruses in their gardens. The thought is to have the three vice presidents collaborate with the regional vice-presidents to identify individuals who have gone the extra measure to control virus. It can be more than one person in a year. This will be something other than a medal but something in that cost range. The decision for those who would receive this award should come from a team. The name is not set in stone, but this is what they are calling at this time. The proposal is for this to run for a period of five years. Part of the purpose is to raise awareness and to get more people to realize the value of clean stock. This is one way to further acknowledge the Chuey's contribution to the ADS. **Tony Evangelista moved, and Alli Richards seconded to approve the proposal of a Clean Garden Award. The motion passed.**

Website

Brad presented ideas on how to improve the website. He suggests having an ad-hoc committee to prioritize some of the issues. He would like to have Sharon Swaney, Jess Becker, and Alli Richards on that ad-hoc committee. Sharon's major concern is liability. Mel will explore the idea of what types of data integrity insurance is available through Mercer. We need to move from having the board's personal emails on the website to using ones that have their position@dahlia.org, e.g. the address treasurer@dahlia.org would go to Charles's email but wouldn't show his personal email. The website will be used streamline our operations; we will use the website as the portal to the ADS. We need to have a plan to determine how we will do that. The task force should meet, decide what they need and bring back to the board. Sharon stated she could use someone who has information about WordPress to help put some of the information on the website. Alli Richards offered to assist with that, although she would need some assistance with WordPress. Pictures are always needed; they should be sent to Heather Ramsay so she can put them in the Image Library and then she can send them to Sharon. Some members felt there wasn't a need for the members only section on the website. The board feels that it needs to continue to have the member section. Currently, advertisers who have advertised in the last year, they are listed on the website. It was suggested that it could be enhanced by including a little more than just a listing; perhaps at least including their logo and information about them. Sharon hopes to have some information at the next board meeting.

Bulletin

Brad stated if we plan to publish a lower number of the *Bulletin*, it is important to transition to this. We need to firm up some details to determine the cost benefits. There are some critical issues: First is how many will we produce each year. This will be less burden on Linda. Unsure if we will save money but we can at least break even. It's important to not burn out our volunteers so that the ADS continues to move forward. **Alli Richards moved, and Bob Schroeder seconded to print three *Bulletins* per year,**

Winter – January, Spring – June and Fall - October starting 2023. However, the logical transition point is in the fall. One question is whether we make the move now in Fall 2022 or wait until 2023. **The motion was amended by Alli Richards and seconded by Rosemary Freeman to start in October 2022 with a President's message that we are remodeling the *Bulletin*. The motion passed.** It is not only a cost saving to the ADS financially but also a cost saving to the quality of life for the people who spend many hours putting together the *Bulletin*. The reports, such as trial garden, will be placed on the website. Sharon would like to see some Constant Contact messages to members on a regular basis to provide more information to the membership. It was suggested that the new format will be January for the new format. If we can get the new format done by October, we will. Second, is whether to do it digital or print. It was decided not to look at digital until the end of 2024 so that we are making a change now that is easy and doable. Brad received the names of three designers who work with the printer for PSDA. He and Linda will interview these three and decide on a designer. The third was to determine the size, current size of 5.5 x 8.5 or magazine size of 8.5 x 11. It was suggested that we need pricing for the two sizes with saddle stitching (staples) vs perfect binding (like Dahlias of Today). Brad will have more information about pricing on the two sizes for our July board meeting.

It was suggested that we need to consider not printing the show reports and have them digitally only. The printed show reports have been contentious and require a lot of time to reformat so that they are only one page and in the proper format for the *Bulletin*. The online show reports can be done in almost any format and can include as many awards as are given. There was discussion of having forums via Zoom with the local societies' presidents and ADS Reps, broken up by regions to provide information as to what we are doing and where we are headed. Brad Freeman asked that all committee chairs make an annual calendar of deadlines to be published on the website and distributed to members. **Committee chairs should send to Terry Schroeder and Brad Freeman an annual calendar of deadlines, showing what they need and when.** We can solve a lot of problems by putting out a schedule of the deadlines and make sure everyone has access to it. **Terry Schroeder moved, and Alli Richards seconded to do online show reports only, no printed show reports. The motion passed with one opposed.** It was suggested that local clubs print a couple copies of the information and provide that to the members who don't have internet access. The easiest way to provide information online is to have persons complete information online and submit it directly to the website. We need to streamline processes to make things easier for our volunteers.

Mel would like to convert the entire insurance process to online. The local society gets an application, fills it out, sends it to Mel with a check. Mel has to tally the check and prepare a spreadsheet to mail to Charles. Most of the forms are completed by hand and is not always completely filled out or legible. Doing it online will allow it to be legible and can be rejected if required information is not completed. Once the application and payment, via PayPal, is made, the computer will send a thank you to the society with instructions to get the certificate application. Charles would receive the payment, identifying which society and Mel would get a copy of the application. Mel proposes not making it obligatory initially but to start to offer it through an online application. He believes this would be streamline the insurance application process. **Mark Oldenkamp**

moved, and Linda DeRooy Holmes-Cook seconded to offer an online insurance application as well as manually. The motion passed.

Spring Planning Meeting ~ 2023

There was discussion of where and when to hold the 2023 spring planning meeting. It was suggested that June may be a better date than March, April or May as those months are typically busy for societies and growers. It was suggested that we select areas that need assistance from the ADS, such as Colorado, Minnesota, Carolina, New England. Bob Schroeder was asked to approach Calvin in Colorado to see if they are willing to host the spring planning meeting in one of the first two weekends in June. If Colorado isn't available, he will look at one of the two new Carolina societies.

Brad Freeman thanked everyone for their work this weekend.

The meeting was adjourned at 12:00 pm PDT.

Respectively Submitted,

Terry Schroeder
ADS Secretary