

**American Dahlia Society
Minutes – Board Meeting
July 17, 2022**

The meeting was called to order at 1:09 pm PDT by President Brad Freeman. Brad asked for any additions or corrections; there were none.

Present

Board members present were Brad Freeman, Mark Oldenkamp, Tony Evangelista, Ken Jensen, Terry Schroeder, Charles Miehme, Jerry Landerholm, Harry Risetto, Dana Miller, Alli Richards, Jess Becker, Dan Baulig, Lou Paradise, Karen Sanchez, Linda DeRooy Holmes-Cook, Alan Fisher, Heather Ramsay, Mel Epstein, Bob Schroeder, Elva Sellens, Rosemary Freeman, Debbie Pavich, Larry Smith, Kristine Albrecht, Roger Walker, Marilyn Walton, Sharon Swaney, Anna Kandra and guests, Misty Florez, Carol Palmer, Lynda Quinn, Steve Lamb.

Remembrances

Brad asked for a moment of remembrance for those who have passed or have significant health issues. Brad reported Gus Cook, Washington State Dahlia Society recently passed. Dana Miller reported Jerry Livesay, past president of the Greater Philadelphia Dahlia Society from 1999 to 2009, which took them through the 2008 National Show recently passed away. Elva Sellens reported Carolyn Cutt of the Hamilton Dahlia Society recently passed away.

Minutes

Minutes from the April 22 & 24, 2022, meeting was sent to board members. Alli had one correction; there is no “e” at the end of her first name. **Bob Schroeder moved, and Mark Oldenkamp seconded to approve as corrected. The motion passed.**

OFFICERS REPORTS

President

The ADS Executive Committee has been working diligently to make the organization stronger by reining in expenses, streamlining our operations, and utilizing digital technology when feasible.

A report was emailed to the Executive Board on July 2nd detailing some of the actions taken by the Executive Board since April. A copy of that report can be found in the addendum to these minutes on pages 16 – 19. The July 2nd report focused primarily on actions taken regarding membership options and dues. In addition to those actions, an ad hoc committee was created last week to make a recommendation about changing the membership year. Their recommendations are contained in a separate report.

In addition to working on memberships and dues, the ADS the Executive Committee has taken several actions regarding the production of the Bulletin. These actions were taken to reach the goal of producing a modernized Bulletin and delivering it to the ADS members in October. With a small window of opportunity to act the Executive Committee decided:

1. The October Bulletin will be published in a magazine format (8 ½" x 11").
2. Retained the services of Colin Walker for the design and layout of the Bulletin. Colin was responsible for the design and layout of the Guide to Judging Dahlias. In addition, Colin is responsible for the design and layout of Dahlias of Today and Dahlias: A Monthly Guide, two publications of the Puget Sound Dahlia Association. Colin has a deep experience in the growing, showing and hybridization of dahlias. Combined with his publishing skills it was felt that Colin was the ideal person to bring our vision for the Bulletin to fruition. The cost for his services is \$2,000 per edition, which is competitive with other designers.
3. Consolidated Press in Seattle will be the new printer for the Bulletin and Classification and Handbook of Dahlias. Consolidated Press offers a range of printing, binding, and mailing products and services under one roof. This gives the ADS the flexibility it needs to adapt as circumstances change. In addition, Colin Walker has a working relationship with Consolidated Press which helps him communicate our needs to them.

Colin has provided Linda and I with a sneak peek at the layout for the modernized Bulletin; I can say he is headed in the right direction. There are many details that need to be addressed due to changes in the Bulletin and membership options and dues. As we become aware of them action will be taken. For example, we are exploring our options regarding continued usage of our USPS periodical permit. Also, we are working on a plan for production and distribution of digital publications to the Overseas Associates and other members.

If you have any comments or questions, please feel free to contact Brad.

Treasurer

Charles Miehme submitted the treasurer's report. Although there is a significant deficit so far this year, there are several items that are multiple year items which was noted. Of course, we are at the mercy of the markets for the investment accounts. AT&T stock spun off with Warner Enterprises and Warner Enterprises has made some money, which helped that investment. There was a suggestion to itemize each postage item under each appropriate category. There was a question about the PayPal fees, which is the cost of using that service.

Ballots were in the June *Bulletin*. Please send in your ballot. If you are planning to attend the national show, please send in your registration so NCDS can plan accordingly.

TOTAL ADS FUNDS AS OF 06/30/2021

Ameriprise Account (restricted)	\$ 48,401.86
Ameriprise Account (unrestricted)	\$ 23,069.48
Vanguard Account (unrestricted)	<u>\$ 64,029.20</u>
	\$135,500.54

TOTAL ADS FUNDS AS OF 06/30/2022

Wells Fargo Account	<u>\$ 73,057.82</u>
	\$ 208,558.36

Total Unrestricted	\$ 76,916.49
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RESTRICTED FUNDS

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

Virus Fund - Sheetz-Chuey Foundation	\$ 3,277.02
Genome Project	\$ 78,062.99
2023 National Show	<u>\$ 1,900.00</u>
Total Restricted	\$ 83,240.01

Alli Richards moved, and Lou Paradise seconded to approve the Treasurer's Report, subject to audit. The motion passed.

First Vice President

Mark Oldenkamp reports he has been focused on fine-tuning and implementing the directions from the board at the spring planning meeting. Under Brad Freeman's leadership, we have taken on many details and are moving into a new age for the ADS. The *Bulletin*, publications and membership all have big updates. The store is selling more publications than ever before. Our membership is increasing, and we are taking steps to become fiscally sound and to look toward the future. While painful in some respects, the modernization of ADS practices is especially important for our future sustainability.

Mark is enthused by the vision of our leadership and the willingness to embrace change; it is not always easy.

Second Vice President

Tony Evangelista reports It has been exciting and a real pleasure to work with fellow board members and dahlia growers on the details of the transition of the ADS.

We are meeting the challenges and will continue to do so. We have exceptionally fine and dedicated leadership teams in place and their ideas and implementation of such continues to impress. Stay tuned as we progress. Thanks.

REGIONAL VICE PRESIDENTS

Brad reports we are still looking for two regional vice president positions, North Atlantic Conference and Southern States Conference.

Mid Atlantic Conference

Dana Miller reports "moderate" is the best word to describe the weather this spring in the Mid-Atlantic States. Extreme temperatures have been limited to a couple of days here and there. As usual, rainfall depends on where you are. This year, it is favoring those more to the south of the area. Fortunately, we have been spared the extreme hot temperatures that much of the country is dealing with. We consider ourselves lucky so far. With conscientious watering, the dahlias are looking quite good.

We anticipate a great show season. This is particularly important to the National Capital Dahlia Society as they sponsor the ADS National Show in Reston, Virginia, on the weekend of September 22-25. Despite the frenzy of getting all the logistics in order for the show, the NCDS has kept up a regular schedule with their monthly meetings, tuber sales, society picnic, the huge job of planting and maintaining their trial garden in Derwood, MD, and preparing for their Mid-Summer Show on August 8th. The trial garden will be a stop on the one of the tours to be offered at the National Show.

The Gettysburg Dahlia Society had successful tuber sales and is preparing for their Show at the Harbaugh-Thomas Library in Biglerville, PA.

The Greater Philadelphia Dahlia Society had record-breaking tuber sales this spring. The first sale moved from downtown Kennett Square to Pratt's Greenhouse in Avondale, and they had many dahlia enthusiasts looking for tubers. They almost doubled sales at their Longwood Gardens Tuber Extravaganza two weeks later on May 14th, selling over 800 tubers!!! Membership has grown to over 100. Their next function is the society picnic at Dana and Cindy Miller's gardens, where over 300 varieties of dahlias will be on display. Judging seminars, flower arranging, plenty of good eats, and socializing are planned. The annual Dahlia Show is at their regular site, Longwood Gardens in Kennett Square, PA, on September 17 and 18. They look forward to seeing everyone at the National Show the very next week. In the meantime, enjoy the best time of the year for growing dahlias.

Midwest Dahlia Conference

Randy Foith reports much of the conference is experiencing hot and dry weather, and the growth of the plants show its effects. Watering does sustain them, but it sure can't replace the much-needed rain. "We will persevere"!

The Elkhart Dahlia society is in the final planning stages for the 2022 Midwest Dahlia Conference Show to be held at the Farmstead Inn in Shipshewana, Indiana. It will be somewhat a repeat of the 2021 National/Midwest Show in Wooster, Ohio. It will be held in an Amish Community. Shipshewana offers good rural fun and great food to put a wide smile on the faces of all who attend. The date is September 9,10 &11. The Elkhart Dahlia Society is filled with great members, great growers, and just darn nice people. Hope to see all the Midwest Dahlia growers there!

The Clean Stock Offense is being taken seriously with two-thirds of the eligible societies signing up. Tony Evangelista has accepted the role as Midwest Dahlia Conference Coordinator. Our results reflect his passion for everyone to be "Virus Conscious". So, remember, "If in doubt, throw it out!" We hope to achieve the availability of virus free stock for the Midwest Dahlia Conference members. It is so painful to rip a plant from our dahlia patch after having such great excitement of what could have been!

The many local society shows are fast approaching. So, get the plants well groomed. And for the dahlia gardener, be a part of your local society. You will find good knowledge and great people there! We will be looking for you at the show! The Shows in the conference are listed in a supplemental Midwest Dahlia Report.

Pacific Northwest Conference

Mark Oldenkamp reports the northwest societies experienced significant delays in planting their gardens this year. Some did not complete planting until the early part of July. The earlier shows may have less blooms than normal.

Portland is providing a team-taught judging class on July 30th. Some conference members will participate via Zoom. We will be using at least one module of the training tools being developed by the hard-working curriculum committee. The preview shown at the ADS planning meeting gave us a glimpse of how good these are going to be. These modules, along with the new *Guide to Judging Dahlias* will be positive. We have quite a few potential candidate judges that have signed up for the class.

The planning process for 2023 National show has been fairly quiet. Some Oregon-based members plan to attend the National show in Virginia. We hope everyone is saving the date for the last weekend in August 2023 in Portland.

Judging at the Canby Trial Garden will begin soon. The weather has been cooler, and the plants are doing well.

Most societies will have shows this year; one is not planning a show as they try to regroup after Covid.

Pacific Southwest Conference

John Morton reports they are about to be hit with water restrictions again. They got most of their rain in the beginning of the season and almost nothing since. Maybe they need to start shipping water from the Pacific Northwest. Their judging seminar will be at the end of July as they get ready for their show season. Most societies are gearing up for their yearly show; may the best blooms win.

Federation of Northwest Dahlia Growers

Alli Richards reports the Federation of Northwest Dahlia Growers are so happy to be seeing some nice plant growth and blooms! Here's a little insight into our upcoming events for our dahlia packed summer.

This year they are having their annual judging seminar on July 23rd. They will be having all judging classes in-person this year. To help out with travel times and class sizes they host one in the north of the state, and one in the south. The following Saturday the 30th will be their summer workshop. This will be hosted at the Bellevue Botanical Gardens.

They have a full show schedule this year and are excited to see their dahlia family at all the upcoming events. What a fantastic way to share our dahlia passion with the public and interact with them on such a personal level.

Wishing everyone a summer full of blooms, family, and friends!

COMMITTEE REPORTS

Advertising

Jess Becker reports the biggest thing to note is the changes to the ad sizes and rates. All the vendors who had ads running have been contacted to adjust the size of their current ads. At this point, minus one, they are all accounted for. There is one advertiser who has paid for a year that will need to have their last ad moved into the January *Bulletin* since there are only three issues this year. Jess will be reaching out to them.

ADS Store

Dan Baulig reports the ADS store has been updated since our last board meeting. He has been adding and deleting items and adjusting pricing to get us whole.

USPS raised mail rates again on July 9th. This time Media Mail increased 9%. He has again adjusted the prices to USA and Canada/Mexico items in the store. We are no longer losing money on anything. We are making a small profit on all items. We are offering a discount to clubs on larger purchases. Clubs need to contact Dan if they are interested.

USPS started a new program this year with adjustments made every six months. In January it will be packages, in July it will be stamps and media mail. Dan has subscribed to webinars to better understand the increases.

Classification

Lou Paradise reports there isn't much to tell since this is their slow time. He had several requests for classification changes but since the CHD is already printed and the change request list has been sent out to the classification committee, there isn't much that can be done this year. He suggests that clubs put a supplement in their show schedules to "fix" the problem.

Due to upgrading to Windows 11, Lou had lots of problems with his computer so the flow of information between Karen and him has been slow. Rest assured, they will get all the information transferred.

CUT FLOWER – Jessica Becker

Jessica Becker provided a quick update. They've had a great couple of initial meetings with those on the committee. She is thankful for their willingness to participate, and the experience they have not only in the industry but with dahlias as a whole.

They are currently focusing on identifying characteristics of cut flowers which they'd eventually like to post on the ADS website along with resources specific to cut flowers. Their hope is to also include an article for the upcoming *Bulletin* that touches on the need for the committee and how it differs from garden dahlias. Jess hopes they'll be able to educate not just those interested in growing cut flowers but also those who aren't familiar with cut flowers and how they differ from garden dahlias.

They are drafting a survey that will be sent to some of the industry leaders in the cut flower world (chosen by the committee) with the goal of making sure they've touched on the characteristics they look for and to see what value the ADS can provide to them. They are finalizing the survey they plan to send out. They hope to have a table at the national show about cut flowers.

Editor

Linda reports content for the October 2022 *Bulletin* has been received, and with a deadline of July 31, they are receiving club reports and a few more feature articles. Minutes and show reports will no longer be included in the *Bulletin* but will be available online. They are grateful to the Hines family and Parrot Press for their many years of dedication to the ADS and The *Bulletin*. Thank you to all who have carried our standard for so many decades. Our vision for the future calls on us to build on the foundation that has been our history by continuing to improve this important member benefit.

Working with our new production manager, Colin Walker, President Brad Freeman, and members of the *Bulletin* team have been busy preparing for the launch of our newly formatted ADS *Bulletin*. A number of details have been and will continue to be addressed as we work out the kinks in any plan that involves this amount of change. The ADS board is optimistic and excited for the future of the *Bulletin* and their ability to respond to member input, ADS mission and budgetary considerations. We expect to re-activate the former *Bulletin* Committee, with an eye toward possibly tweaking it to reflect current practice and options. With our new capacity for a full-color publication, we are asking that any photo submissions be high-resolution (at least 1MB). If you are preparing anything for the October 2022 issue, please get it to Linda no later than July 31. Much appreciation to all who continue to make us better.

Finance

Harry Risetto reports the good news is we have a lot of assets, and the bad news is we are operating in a deficit. However, we are not insolvent nor anywhere near insolvent.

1. The operating results to date indicate that we will run an operating deficit in 2022, principally due to publication costs. Brad and his team will recommend actions to address this issue.
2. The Society's assets are substantially in excess of liabilities. The ADS is solvent and is likely to remain so into the future.
3. In order to support programs and initiate new ones the operating statistics need to generate an annual surplus.
4. The Annual contribution envelope should be inserted in the October Bulletin

Garden Dahlias

Alan Fisher reports the National Capital Dahlia Society is working to keep their gardens alive and healthy during July, always the most difficult month, and focusing on hosting the upcoming National Show in Reston, VA. A garden dahlia would be those that are aesthetically pleasing. Garden dahlias would include container dahlias.

Image Library

Heather Ramsay reports she has been combing through the image library photos looking for pictures that haven't made their way to the online classification guide and passing them along to Don Filand. There are a lot of matches in the archives!

Her other work-in-progress is adding dahlia images other than blooms to the collection, so that the image library will be a more comprehensive resource going forward.

Insurance

Mel Epstein reports all ADS insurance over the last several years has been purchased and serviced through Mercer Consumer a Division of Mercer which itself is a division of the Marsh McLennan Company. Last quarter AMBA (Association Member Benefits Advisors) acquired Mercer Consumer from its parent company. At this time, the team we have been dealing with remains intact. Senior Mercer Consumer managers have told me that they are not expecting significant changes. Hopefully, that will be the case. Needless to say, we need to monitor this situation closely.

The general liability year is winding down with good Local Society participation. There are a few Societies that have subscribed in the past but not this year. It is planned to send a private email to the Treasurers or Presidents of those few Societies, confirming they have not subscribed to the ADS General Liability Policy this year. This would also serve as a reminder if they forgot to subscribe.

At the planning meeting it was agreed to offer the General Liability Policy online with associated online payments. It is hoped that this will be completed and tested before the beginning of the new insurance season late this fall. This option will make the insurance process more efficient for everyone.

It was also requested that the Insurance Chair explore the desirability of Cyber Insurance. The Policy that has been quoted has three components.

1. Insurance against cyber risks not covered by the other ADS policies.
2. Training of ADS IT personnel on security and related cyber risks.
3. Regular monitoring of ADS electronic media for security weaknesses with recommendations for remediation. The Insurance Company Risk Management staff would perform the monitoring.

Because of the technical nature of 2 and 3 more diligence is needed by ADS IT personnel and their contracted partners before a recommendation can be made to the Executive Board.

Judging Accreditation

Bob Schroeder reports the update to the *Guideline to Judging Dahlias* has been completed, printed, and distributed to all 2022 ADS members. Response to the manual with the addition of color photos has been extremely positive. Special thanks to members of the judging guidelines committee for giving their time with this project. The curriculum committee is close to completing the various training modules which will be posted on the ADS website for all members to view. Bob shared one example of the curriculum that the committee developed and will send out the three curriculums to the board. This is only a suggested outline of training for what should be taught in each level of judging. In response to a question about the number of years our current supply of pins will last, Bob reports the supply should last a minimum of three years.

Membership

Elva Sellens provided updated membership information since the last membership report dated 4/20/22. As of 7/15/22, we have 618 new 2022 U.S. memberships – 514 Individuals and 104 Family (x2 = 208) for a total of 722 new U.S. members. Canada had 31 new 2022 memberships – 28 Individuals and 3 Family (x2 = 34) for a total of 34 new Canadian members. Combining U.S. and Canada, there is a total of 756 new 2022 members. We have a new Participating dahlia society – Burlington Dahlia Society, Burlington NC that officially joined ADS on 5/25/22 and an Affiliated society – Gardens of Greater Youngstown that joined in April.

U.S. Membership

There are 2,091 memberships – 1,537 Individual and 554 Family (x2 = 1,108) memberships for a total of 2,645 members. We have 58 Participating Societies and 4 Affiliated Societies. The New Jersey Dahlia Society did not join ADS this year.

Canadian Membership

We have nine participating societies in Canada. There are 151 memberships – 104 Individual and 47 Family (x2 = 94) memberships for a total of 198 members. Several Canadian members have not renewed this year.

Other Foreign Memberships

There are 18 other new memberships.

National Exhibition

Brad reports this position is still vacant. Brad is looking for someone with the two qualifications, 1) previous experience hosting a national show and 2) an ability/desire to market the national show to the local societies. Shows are booked through 2024; we need a society or conference willing to host the 2025 national show.

New Society Coordinator

Rosemary Freeman reports we have a new society, The Burlington Dahlia Society in North Carolina. At our last meeting we approved them becoming an ADS Participating society pending their payment for their membership's dues. The check was received, and they were sent their Welcome to the American Dahlia Society's welcome certificate to start their society's history.

Rosemary received more requests for information on starting new dahlia societies – or finding like-minded individuals closer to their location. One woman, from Los Angeles, found the other California societies are far apart and impractical to participate in an ongoing basis. Rosemary suggested she join the ADS Facebook or Instagram groups to learn more about dahlias and dahlia horticulture. Eventually she may find more individuals close to her to start a new society. There is room in California for more dahlia societies.

There was another individual from Huntington, West Virginia looking for help. In addition to recommending our Facebook and Instagram pages, Rosemary pointed out the Know and Grow section of our ADS website. She sent them a full set of all the documents she normally sends out. She reminded them there are other societies somewhat close to them in neighboring states.

She received two requests (within a two-week period) from individuals looking for dahlia contacts within Texas. One is in the Austin and San Antonio area. She sent them a complete set of documents for starting a new society. The other request didn't give her much information on their location or situation – just Texas. She is hoping to communicate with this individual and get some more information.

Finally, a woman in West Virginia would like to start a new society in the four-state area encompassing Arkansas, Kansas, Missouri, and Oklahoma. She belongs to the Oklahoma Facebook group. Rosemary sent her all the new society documents to help her along the way. A new society in this area could become quite exciting.

Photography

Debbie Pavich reports contest rules were published in the March *Bulletin* and will appear in the October *Bulletin*. The popular "People's Choice" section returns. The contest will be publicized on the website and social media sites as well.

Policy

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

Publicity/Public Relations

Larry Smith reports his offer to assist member societies by providing tips on how to get publicity for their shows or events and has received very little traction. The few who have made preliminary inquiries have not followed up; this offer remains on the table. Since Larry participates in a number of dahlia shows and fairs during the summer months, his time is more limited during the growing season and recommends planning ahead when asking for assistance.

The *Birds and Blooms* publication article on new introductions has gone to press and will be appearing in the next edition. It is nicely written and will attract some attention. Thanks to the hybridizers of the introductions for providing information and to Heather Ramsay for sending high resolution photos. If you are aware of any other publications that Larry should approach, please let him know.

It was suggested at an earlier meeting that Larry create a national trial garden video at the end of the season. He is willing to do that if a majority of the trial garden directors can send photos/up to 10 minutes of video to him. Larry will also ask the ADS trial garden committee chair to be responsible to coordinate with the individual trial garden directors to obtain the necessary footage and photos.

Research and Education

Ron Miner reports the virus committee is in the process of finalizing the arrangements and scheduling for the local ADS clubs to participate in the Clean Stock Offense. It appears that 18 clubs will be sending between 30 and 60 samples to WSU for evaluation. Vendor interest in the testing has also increased significantly. Social media discussions of virus problems probably contributed to that change. Professor Pappu has been gearing up for the test load in his lab.

Professor Pappu was the recipient of an honorary European Union-OECD's Visiting Faculty Fellowship and has spent eight weeks in various European Universities and Laboratories. One of the assignments was, for example, work with a commercial lab

specializing in tissue culture work like he has been establishing at WSU for dahlias. He was one of the organizers of the 15th International Symposium on Plant Virus Epidemiology held at the CSIC Campus, Madrid where he presented results of various ongoing research projects in his lab. More than 150 virologists from 30 countries attended the conference.

Genome Sequencing

Kristine Albrecht reports Zach Meharg provided the following information on Phylogeny.

He has collected herbarium sheets for 27 species of dahlias from Northern Illinois University, UT Austin, and Arizona State University. Of the 27 species collected, 3 of them are the isotype of the species (the plants used to describe the making of a new species) *D. mollis*, *D. atropurpurea*, and *D. parvibracteata*. Along with seeds collected by Dr. Walbot he currently has 28 dahlia species in hand that he is going to begin extracting DNA from. he plans to reach out to dahlia researchers in Mexico to try and source tissue for the 4 new dahlia species that have been recently described within the past 8 years, *D. mixtenca*, *D. wixarika*, *D. tamaulipana*, and *D. calzada*. He hopes to have a first draft of the phylogeny to present at the ADS National Show in September.

He is still trying to get living plants for as many species as he can. If you have species dahlias in your garden, email Kristine at santacruzdahlias@gmail.com letting her know what you have, and she will get the information to Zach. He currently has seeds or living plants for: *D. apiculata* (living plant), *D. brevis* (seed), *D. coccinea* (seed), *D. campanulata* (seed), *D. mollis* (seed), *D. sorensenii* (seed), *D. pugana* (seed), *D. rudis* (seed), *D. imperialis* (live plant), and *D. rupicola* (live plant, but not looking very good).

On the Genome project Zach is currently growing three clones of Edna C in the greenhouse at HudsonAlpha, the plants have almost reached a size he feels comfortable collecting leaf tissue from for DNA extractions. He plans to do these extractions no later than the end of July.

Seedling Bench Evaluation

Roger Walker reports the application to hold an ADS seedling bench evaluation at local ADS shows is electronic this year. Information was emailed to each ADS club rep as well as each club president in the hope that one of them would respond. Responses were due by July 1; to date almost 30 clubs have responded. Materials will be mailed to clubs that have applied prior to their shows.

Club officials are reminded that they are to use the new ADS scorecards at 2022 shows. Distinction is no longer a characteristic to be judged. The new, revised scorecards will be included in bench evaluation materials mailed to clubs that have applied to hold a bench evaluation. Those new scorecards are also on the ADS website.

Special Awards

Jerry Landerholm reports our supply of medals has been replenished. He believes we are okay for the next five years.

Trial Garden

Marilyn Walton reports she would like to discuss an increase in the trial garden entry fee as there has not been an increase in many years.

Website

Sharon Swaney reports she continues to update the data on the site. There have been several changes to the store, due to shipping increases. She revamped the membership information with the new 2023 prices and other minor changes and am expecting to have more changes as the membership team refines their products and policies. She would like to streamline and enhance the online membership purchase function.

Show reports from local societies will not be printed in a supplement going forward but will be posted only on the website. We have convened a show report team and are trying to automate the process and make it as simple as possible for the local societies. To this end we have requested that each society name a reporter so that we can concentrate our communications. We have had poor response. Thanks to those societies who have named a reporter.

She is also positioning to accommodate the new *Bulletin's* schedule and format. She does not anticipate much impact to the website.

She is posting information about local shows as it is shared with me. About half the societies have provided information about their shows.

Don Filand continues to post pictures to the online classification guide. Corralitos Gardens has allowed us to use pictures they had on their former website; thanks, Corralitos! And as always, thanks to Don for his consistent efforts in this arena. From the members' survey we know that this is the favorite function on our website.

We continue to concentrate on cyber security on the site and in regard to our user's information. Mel has investigated cyber insurance and has what looks to be a viable product. Thanks, Mel, for all you work and guidance in this area. We continue to do research and gather input on this important addition to our website environment. We are also coordinating with our hosting supplier.

OLD BUSINESS

Bulletin

Brad reported we are making changes in the *Bulletin*. Linda provided an update with where we are with the October *Bulletin*. She reported most copy has been received and there are some great ads. The minutes and show reports will be put online only. She will include a brief description of items that can be found online instead of in the *Bulletin*. Changes to the *Bulletin* are exciting. If you have articles you would like in any *Bulletin* issue, let Linda know in advance so she can plan which would be most appropriate. She hopes to have better formatting for regular items. According to the survey, there were comments that the *Bulletin* was disorganized, and she hopes to improve that coordinating with the publications committee. She will turn all copy in all at once instead of dribbling it in as has been done in the past. We were using a 6-week lead time but are now needing an 8-week lead time. *Bulletin* issues are October, January, and June. At this time, the plan is to distribute the CHD with the January *Bulletin*. Linda will discuss deadlines for all publications with the publications committee; Charles Miehme is

chair of the publications committee. Brad also stated he would add Lou Paradise and Karen Sanchez to the publications committee, since they are responsible for the CHD. All committees need to determine their submittal deadlines and they need to be shared with the board. There are two subcommittees within the publication committee, one of which is looking at the production and distribution of digital publications. Previously, they have been scanned into PDF. We now will have a PDF when the publications are completed so will no longer have that scanning cost.

Cut Flower

They are still analyzing the survey they plan to send out. The members have done an excellent job identifying characteristics of a cut flower. The cut flowers are different than cut flowers. They plan to rewrite information for the website. The survey will be sent to some prominent cut flower farmers. They will have a display at the national show with educational information about cut flowers. It is important to recognize there are other interests besides exhibition. The majority of members of our local societies and the ADS are not exhibitors. It was commented that the ADS should include container dahlias. It is felt container dahlias should be included in the garden flower committee/ It's important to keep the cut flower committee focused on cut flowers. There was discussion of developing a list of dahlias that are good cut flowers; that is a question that will be in their survey.

Show Reports

Sharon Swaney reported there is a show report committee. They are trying to get each local society identify a show reporter, not necessarily the same person who sends the report to Lou Paradise. There has not been too much response so they will send requests to ADS Reps and Presidents. If there is no identified reporter, they may not be able to include their show reports. Donna Lane will continue to do the editing. Sharon started testing what the PDF will look like, adding pictures. She thinks this document may be 200 pages and it may not work well on some mobile devices. She hopes to have pictures included in the PDF.

Bylaw Revisions

Brad Freeman reported there are some bylaw revisions that were approved by the board in April. There are likely some edits that are needed prior to the annual meeting. One thing that came out of membership discussions with the Executive Committee. was to drop the lifetime membership as there is not enough participation to go further. Overseas Associates say they must live outside western hemisphere. Since our dues structure includes people in US, Canada, and Mexico, he feels we should change it to those who reside outside the US, Canada, and Mexico. We also are not offering overseas membership with print publications. The last sentence should be dropped as it gives an option for an overseas membership with print publications but that is no longer available. These are a couple additional edits to the bylaws.

National Show Chair

Brad Freeman reported we still do not have a National Show Chairperson. He is looking for someone who has national show experience and the ability to market national shows to our local societies. We do not have a host for the 2025 national show so we may not have a national show if we don't find someone to host that show.

Annual Calendar of Submittal Deadlines

Brad Freeman stated that all committees should have an outline of their due dates so that we know what the deadlines are. Submit the information to Brad so it can be put together and out to the board.

NEW BUSINESS

Dues

Brad Freeman reported the executive committee developed a new dues structure. It would simplify our membership. There were some memberships with first-class postage with extremely low participation so that will be taken away. Dues for members with permanent address in the US are \$30 for individual and \$35 for household. Members with permanent address in Canada will be \$40 for individual and \$45 for household. They will have an option to have a digital only membership for \$30 for individual and \$35 for household. Benefactor and patron membership will go out first class. Student membership is \$10 and overseas associate is \$20. The last dues increase was in 2011. It was decided in order to simplify the dues structure to drop the monetary difference between joining with a society or joining individually. We are looking at ways to connect at-large members with local societies. There is an enhanced membership for new members that gets them a piece of the current year and rolls them into an annual cycle at the same cost and fees as everyone else. Additional information about membership dues and options can be found in the addendum to these minutes on pages 22 – 24.

It was brought up that perhaps we should begin to look at developing a Development Program even to the point of identifying a Development Officer for raising money through donations. Without additional unrestricted revenues coming in, we could find ourselves in trouble as we may not be able to raise dues again without losing members. We have had an ad hoc program, but it is felt that we need to have a formal program for donations to the ADS. At our spring planning meeting in Colorado, we need to look at our ADS Plan for the Future. We did discuss this a bit in Portland but did not spend time on it as some of these more urgent issues needed to be dealt with. There was also discussion regarding selling additional items through the store. There is a document in an addendum that goes into more detail about the dues structure.

Change in Membership Year

Mark explained the concept of when someone joins and how it relates to annual membership became important. Through the subcommittee that was formed, the recommendation was made to change the membership year to May 1 to April 30. The enhanced membership gives the new member two years' worth of membership benefits – the *Bulletin* in print or digital and two editions of the *Classification and Handbook of Dahlias*, current year, and the following year. We hope the changes to the *Bulletin*, *Guide to Judging Dahlias*, and judging modules will make it much easier to retain members. We now have an online resource to offer members now, so we don't need to send print publications. Local societies can send their dues in when they collect dues,

as they have done previously. Letters will be written to new members as to the membership benefits they will receive, depending on when they join. There was discussion about ways to provide information as to the benefits of being a member of the American Dahlia Society, including information about the website. **Alli Richards moved, and Linda DeRooy Holmes-Cook seconded to accept the proposed change to the membership year to May 1 to April 30 with the dues as mentioned including an extended membership that would align a new member with the next current season. The motion passed unanimously.** This requires a change in the bylaws so will need to be ratified at the annual meeting. A letter will be sent to all members explaining the bylaw and dues updates including the change in the membership year. **Alli Richards moved, and Alan Fisher seconded to ratify the dues structure as proposed by the Executive Committee starting in 2023. The motion passed unanimously.** There is also additional information in the addendum to these minutes on pages 20 and 21, providing more detail about the change in the membership year.

Trial Garden Fee

Marilyn Walton is recommending a \$3 increase for each variety entered into the trial garden. That money is used by each trial garden to support the garden. It has been many years since the last increase. **Roger Walker moved, and Jerry Landerholm seconded to approve the proposal of increasing the trial garden entry fee to \$15 per variety. The motion passed.**

Kristine Albrecht mentioned the Genome project is looking for species dahlias. If you have species dahlias in their garden, email Kristine at santacruzdahlias@gmail.com letting her know what you have, and she will get the information to Zach with the genome project. As a fundraiser, with a \$6,000 or more donation to the genome project, you can name a dahlia. They have one person who has donated \$6000.00, and they are looking for a variety for him to name. He would like it to be a larger, good ADS flower. It will have the name Dori T on it in honor of his wife. If anyone has a dahlia they would like to donate for him to look at in making his decision, let Kristine know.

Steve Lamb suggested to give recognition to a society with high ADS membership.

Brad Freeman thanked everyone for their help on all that was covered at this meeting. The next board meeting will be November 6, 2022, at 1 pm Pacific time.

The meeting was adjourned at 4:08 pm Pacific Daylight Time.

Respectively Submitted,

Terry Schroeder
ADS Secretary

ADDENDUM

Report to Executive Board Regarding Actions of the Executive Committee - Emailed to Executive Board on July 2, 2022

To All,

The Executive Committee has been busy over the last two months bringing to fruition the actions approved by the Executive Board in April (see attached meeting minutes). The Executive Committee has met twice via Zoom and exchanged numerous emails since April. In addition, the Executive Committee is working through a myriad of issues that affect the financial health of the ADS. Frankly, the income and expenses of the organization are not in balance, and something needs to be done. Driving the decision of the Executive Committee are two principals: 1.) reduce the burden on the volunteers that run the ADS and 2.) rein in the operating costs of the organization.

The financial reports prepared by Charles show our income and expenses, all member of the Executive Board receive them. In 2021 it was reported that \$24,593.73 was spent on postage including:

- \$10,952.02 for mailing the *Bulletin*,
- \$ 7,416.86 by the Membership Committee, primarily for new member packages
- \$2,767.30 for officers and committee chair reimbursements
- \$3,325.70 in foreign and Canadian postage
- \$401.85 by the Treasurer for his activities.

Postage represents approximately 35% of the entire expenses in 2021. Definitive actions are needed to reduce this expense especially as the cost of postage continues to rise.

The operating budget for 2023 projected a deficit so the Executive Committee felt it needed to act. The actions that Executive Committee has taken include:

- 1.) Adopted a dues schedule for 2023 (attached) including an overall increase in dues. ADS dues have not increased since 2011. Some of the membership option previously offered, such as the "Snow Bird" option, were eliminated. The eliminated options had the least participation but had the greatest cost associated with them. Also, the Canadian members can choose to receive their publications in a print or digital format.
- 2.) Eliminated overseas memberships, in its place offer the Overseas Associate option which provides the ADS publications in a digital format. There are seventeen overseas memberships of which only four are paying members. The remainder are "free" membership to individuals and organization around the globe. There are benefits to maintaining these relationships around the globe. However, at current postage rates, the cost the mail the publications overseas exceed \$1000 per year.
- 3.) Revised the package sent to new members to include only a letter and a copy of the *Classification and Handbook of Dahlias*. The new member package will no longer include a copy of *Dahlias: A Monthly Guide* or a past edition of the *Bulletin*. Instead, the new members can access copies of the digital *Bulletins* on the ADS website. With a

record number of new members in the past few years the cost to provide the new member packages has become unmanageable.

- 4.) Re-energized the Publications Committee to better manage the production of the ADS publications. Last year an expensive reprint of the Classification and Handbook of Dahlias was done mid-year; it was about 3-4 times the normal cost of a CHD. This is a practice we hope to get a better handle on.
- 5.) Reviewed the current *Bulletin* advertising rates and adopted new rates.

There is a significant cost to mail *Bulletins* to the ADS members. The most economical way to mail the *Bulletin* is with our USPS periodical mailing permit. Mailing the *Bulletin* to our members is part of the *Bulletin* production process and is not a separate activity. Any mailings outside of the normal production process is an additional cost to the ADS, which can be significant due to need to use either Media or 1st Class Mail.

We have heard the comments (both good and bad) about the *Bulletin* over the years. We are moving forward to a full color publication that is delivered on-time to our members. To do this, we need to commit to a production schedule that accomplishes what our members are asking for. By moving to a January *Bulletin* all the standing committees, which need to prepare reports in the fall, have additional time to do so. Also, there is additional time in the fall for the ADS members to submit their dues.

For decades, the ADS has wrestled with the issue of not receiving memberships/dues in a timely manner. There never seems to be a perfect time to submit dues with all the dahlia related activities we have, plus our other obligations.

The ADS has asked, pleaded, and cajoled both our members and the local dahlia societies to help resolve this issue. If there is a clearly defined schedule for delivery of benefits, based on when the dues are received by Elva, then an incentive is created for the members to pay their dues on time. Hopefully, the local dahlia societies will be responsible to their members and submit to the ADS the memberships/dues they collect in a timely manner as well.

The 2023 dues information will be sent by email to every current ADS member this summer and fall. In addition, a social media campaign engineered by Jess and Anna should be helpful in reaching our membership goals.

The ADS is going through a transition period right now. Some of the practices and policies of the past no longer working and need to be revised. This is especially true for those that our members are asking to be changed and those that affect our financial future. Please bear with us as we go through this transition. Also know that the Executive Committee has the best interest of the ADS in mind when we make decisions. After all we are all members of the ADS.

Brad Freeman, President
American Dahlia Society

2023 American Dahlia Society Dues

Members with Permanent Address in the US

Individual - \$30.00

Household - \$35.00

Members with Permanent Address in Canada (print version)

Individual - \$40.00

Household - \$45.00

Members with Permanent Address in Canada (digital version)

Individual - \$30.00

Household - \$35.00

Note:

- Memberships are for a calendar year.
- Individual Memberships include one copy of each issue of the *Bulletin* and one copy of the *Classification and Handbook of Dahlias* for the current year.
- Household Memberships include one copy of each issue of the *Bulletin* and two copies of the *Classification and Handbook of Dahlias* for the current year.
- Canadian members have the option to receive their publications in a print or digital version.

Benefactor Membership - \$125.00 per calendar year

Patron Membership - \$75.00 per calendar year

Student Membership - \$10.00

Overseas Associates - \$20.00 per calendar year includes digital versions of each issue of the *Bulletin* and the *Classification and Handbook of Dahlias* for the current year. Must provide current email address.

Membership Benefits - Delivery Schedule

For Memberships Received Between September 16, 2022 to December 15, 2022

- The print version of the 2023 *Classification and Handbook of Dahlias* - delivered in January 2023
- First Printed Copy of the *Bulletin*: January 2023
- Access to the on-line classification guide
- Access to digital *Bulletins* on the ADS website

For Memberships Received Between December 16, 2022 to May 15, 2023

- Copy of the 2023 *Classification and Handbook of Dahlias*
- Access to digital *Bulletins* on the ADS website
- First Printed Copy of the *Bulletin*: June 2023

For Memberships Received Between May 16, 2023 to September 15, 2023

- Copy of the 2023 *Classification and Handbook of Dahlias*
- Access to digital *Bulletins* on the ADS website
- First Printed Copy of the *Bulletin*: October 2023

Notes

- a) The dates correspond to when shipping label information is sent to the printer.
- b) Those wishing to renew their ADS membership for the following year can do so beginning on September 16th of each year.
- c) The *Classification and Handbook of Dahlias* will be shipped by the ADS Store Manager to those members joining the ADS from December 16, 2022 to September 15, 2023.

Changing the Membership Year

An ad hoc committee was created to discuss and make recommendations regarding a proposed change to the membership year. The committee members are Mark, Tony, Ken, Elva, Sharon, Charles, and Brad. The committee met via Zoom on July 6, 2022.

Elva, Membership Chair, provided background information about memberships to the committee. Elva stated that most memberships are received after January 1st. In addition, some local dahlia societies do not meet in the winter which further delays the submission of memberships to her.

With this background information and knowing that there are firm deadlines to produce and mail the Bulletin, the committee recommends that the membership year be changed to May 1st to April 30th (of the following year). A revision to the current bylaws is required but that can be included in the bylaw revisions that will be voted on at the annual meeting this September.

To make the transition to a new membership year current members will have their membership extend from December 31, 2022 to April 30, 2023. Current members will receive both the 2023 January Bulletin and a copy of the 2023 Classification and Handbook of Dahlias. April 30th is a firm date for renewing memberships for the next membership year. We ask all members and the local dahlia societies to have their membership information to the Membership Chair by April 30th each year.

The local dahlia societies can continue to collect ADS memberships and dues. ADS membership options and dues have changed and will be phased in over the next several months. This information should be available for all ADS members along with the local society membership chairs soon. ADS memberships and dues can be sent to the Membership Chair at any time if they are designated for the 2023-2024 membership year. In addition, the ADS encourages the local dahlia societies to recruit new ADS members which strengthen both organizations.

New members join the ADS throughout the year which results in an uneven distribution of publications to them. To remedy this, the committee recommends offering new members an enhanced membership for those joining between May 1st and December 1st each year. The enhanced membership gives the new member two years' worth of membership benefits - Bulletins (print or digital) and 2 editions of the Classification and Handbook of Dahlias (current year and following year).

For example, if a new member joined on September 9, 2022, they would receive the January 2023 Bulletin (print) and 2023 Classification and Handbook of Dahlias in addition to all the membership benefits for the 2023 - 2024 membership year.

Depending on when they join, a new member may miss receiving a print copy of an edition of the Bulletin. New members will have access to the digital Bulletins on the website; the password will be provided in the welcome letter sent to new members.

This enhanced membership would be a substitute for the new member package previously sent to new members. We believe it is an attractive offer that will encourage new members to join and stay with the ADS. The recommended dues for this new member membership option are:

Members with Permanent Address in the US

Individual - \$45.00
Household - \$55.00

Members with Permanent Address in Canada/Mexico (print version)

Individual - \$60.00
Household - \$70.00

Members with Permanent Address in Canada/Mexico (digital version)

Individual - \$45.00

Household - \$55.00

The dues for the enhanced New Member packages are based on a separate recommendation to increase annual dues for the upcoming membership year.

For new members joining between December 2nd and April 30th they will be members for the following membership year; they will pay the regular membership dues. The committee recommends that these new members receive a copy of the *Classification and Handbook of Dahlias* for the current year. In addition, new members will have access to the digital Bulletins on the website; the password will be provided in the welcome letter sent to new members.

For example, if a new member joins on February 4, 2023, they will be an ADS member for the 2023 - 2024 membership year. The first *Bulletin* they would receive would be in June. However, they will receive a copy of the 2023 *Classification and Handbook of Dahlias*.

In addition to discussing the change in the membership year, the committee discussed options for joining the ADS online. We live in an age where digital payments are the norm. With a wide variety of digital payment options available, the ADS needs to make improvements to our online payment system. The committee had no specific recommendations at this time but Sharon and others on the leadership team will be exploring options.

The change in membership year is a positive change which along with other changes underway will help the ADS become a more streamlined and efficient organization. A letter should be emailed to all ADS members soon that will describe all the upcoming changes to the membership options and dues along with the change to the membership year.

Please give our recommendations due consideration,

The ad hoc membership year committee

Response to Questions Regarding Revisions to Membership Dues and Options - emailed to Executive Board on July 16, 2022

The board meeting is scheduled for this Sunday, attached is a revised agenda for the meeting which includes the Zoom meeting information.

I received questions from a board member this week (in green); I will share my answer to those questions with all board members as you may have similar questions in mind. The responses are in blue and are based on the decisions made by the Executive Committee, with input from key committee chairs, since the April board meeting.

1. It isn't clear to me whether members who have already joined will need to pay the new, much higher rates, or if this fee structure is only for those joining as new between now and next April.

If the membership year it changed as recommended by the ad hoc committee, current ADS members will have their 2022 membership extended from December 31, 2022 to April 30, 2023. Current members will receive the January 2023 Bulletin and the 2023 Classification and Handbook of Dahlias. They will need to renew their membership by April 30, 2023.

The updated membership options and revised dues executed by the Executive Committee will become effective starting on May 1, 2023. However, as previously disclosed some membership options that had low participation and high-cost, due to 1st Class postage rates, will be dropped immediately.

2. Is the proposed dues structure only for a one time dues period for 2022-April 2023? If so, what will dues be for the year for May 23-April 24? Now is the time to recommend any changes in ADS dues.

The Executive Committee had two Zoom meetings this spring to discuss membership options and dues. The Executive Committee carefully looked at our income and expenses over the past few years and a projected budget for 2023. In addition, the Executive Committee is aware of every increasing rise in the cost of goods and services especially postal rates.

Numerous ideas and options were discussed, and a consensus was developed. The Executive Committee decided it was in the best interest of the ADS to simplify the membership dues and to eliminated membership options that had low participation and higher costs primarily due to 1st Class postage rates. In addition, the Executive Committee concluded it was time for increase in membership dues; the last dues increase was in 2011.

The new membership options and dues executed by the Executive Committee were sent to the board in an earlier email and presumably will be ratified by the board and at the annual membership meeting.

3. Be prepared to make adjustments after May 1, because some societies miss alerting some members to renew or forget to include them on their lists.

The membership survey last winter made it clear that the ADS members want the Bulletin delivered in a timely manner. Steps have been taken to accomplish that goal including setting firm deadlines when the mailing labels are sent to the printer. This requires that the membership dues to be sent to the membership chair in a timely manner.

We are asking the members and the local societies to help the ADS deliver the Bulletin on time. The expectation is that by changing the membership year, as proposed, the dues will be sent to the membership chair on time. If everyone pitches in it should be doable.

The question is what happens when someone misses the April 30th deadline. The simple answer is they will not receive a print copy of the June Bulletin instead they will be able to access to a digital copy online. The password to the members only section of the website can be emailed to the member, if they provide an email address.

It has become prohibitively expensive to mail Bulletins by 1st Class Mail after the deadlines. Postage is 30% to 35% of the annual expenses for the ADS so the Executive Committee felt this is a cost that definitely needs to be reduced.

Accommodations will made for Bulletins that are legitimately lost or damage in the mail. Again, if we all do our part, we can make this work.

4. What happens with individuals who wish to join ADS or return to ADS (or pay late after April 30? We need to agree on how to handle these situations. My recommendation: defer to Elva on how to handle them.

Specific recommendation regarding memberships for new members (those that have never belonged to the ADS) has been proposed by the membership year ad hoc committee. That information is in their report emailed earlier this week.

After the April 30th deadline, those renewing a prior membership will receive their full membership benefits for the new membership year. However, depending on when they pay their dues, they may miss one or more print editions of the Bulletins. Instead, they will have access to the digital copies online. The password to the members only section of the website can be emailed to the member, if they provide an email address.

We are encouraging the local dahlia societies to continue to collect dues on behalf of the ADS. However, we are looking at options for online membership renewals and if we should accept payments via some of the digital payment options that are available today.

5. What about individuals outside North America who want a hard copy of the publications? We should make them available with membership as long as we cover the cost of postage for the publications. If there are few enough, we can handle this situation on a case by case basis. If some libraries keep hard copies (U.K. memberships), we should have a method to accommodate them.

There are currently 17 overseas members. The only library on the list is the Royal Horticultural Society's Lindley Library in London. The other 16 overseas members are individuals and/or organizations. In June a letter was mailed to each explaining the changes to the Bulletin and asking them if they were receptive to receiving digital publications only. So far, we have received a two response, both ok with receiving digital publications. As more responses are returned, we will deal with each appropriately.

6. There is an implicit assumption of when the spring publication will be. Before discussing this proposal, please announce the publication dates for the three issues and when we start with the new publication dates. Presumably we want the memberships all processed a few weeks

before the publication date of the spring issue so Elva can have the updated address labels in time.

At the April board meeting it was decided that there will be three Bulletins per year - January, June, and October beginning this year. The next Bulletin after the June edition will be issued in October. Production of the October Bulletin is underway.

Earlier this spring the Executive Committee decided to send the individual and household members a copy of the newly updated Guide to Judging Dahlias. This was in lieu of the September 2022 Bulletin, which is no longer being produced.

The deadlines for the Bulletin editions are as follows:

June Bulletin - (1st of the membership year)

Mailed - May 31st

Shipping information to printer - May 15th

Annual membership dues to the membership chair - April 30th (if you want the June Bulletin)

October Bulletin

Mailed - September 30th

Shipping information to printer - September 15th

January Bulletin

Mailed - December 31st

Shipping information to printer - December 15th

There have been inquiries regarding our USPS periodical permit which is the most economical means of mailing our publications to our members. As with any USPS permit there are regulations to be followed and we are aware of those. We will use the permit this year to mail 3 Bulletins and the Guide to Judging Dahlias. We are currently exploring our options on how best to use the permit next year.

Brad