

**American Dahlia Society
Minutes – Board Meeting
June 7, 2024**

The meeting was called to order at 1:02 pm PDT by President Brad Freeman.

Present

Board members present were Brad Freeman, Mark Oldenkamp, Ken Jensen, Terry Schroeder, Charles Miehm, Harry Rissetto, Jerry Landerholm, Dave Smith, Lori Goehring, Alli Richards, Linda DeRooy Holmes-Cook, Pat Looney, Alan Fisher, Heather Ramsey, Mel Epstein, Bob Schroeder, Elva Sellens, Debbie Pavich, Larry Smith, Sharon Swaney, and guests, Nancy Mossburg, Marian Landerholm, Rosemary Freeman, Steve Lamb, Mike Kanga, Heidi Zierdt, Karen Zierdt, Amy Simonson, Katie Lundquist, Sandra Ward.

Agenda

Charles Miehm moved and Mark Oldenkamp seconded to approve the agenda as published. The motion passed.

Minutes

Minutes from the March 10, 2024, meeting were sent to board members. **F moved, and Mark Oldenkamp seconded to approve as written. The motion carried.**

Executive Committee

The executive committee met on February 4, February 18, and May 5. Those minutes were sent to board members. **Alli Richards moved and F seconded to approve the actions of the executive committee meetings of February 4, February 18, and May 5, 2024. The motion passed.**

Remembrances

Brad asked for a moment of remembrance for ADS members who have passed or are seriously ill. Walt Jacenko, a member of the Snohomish County Dahlia Society, has brain cancer; he had a successful surgery and will start treatment soon. Don Dramstad, former ADS President and National Capital Dahlia Society passed in March. Tony Evangelista, member of the ADS board and Dahlia Society of Ohio passed away last November. Ken Walton, member of the Washington State Dahlia Society, originator of the Narrows varieties, avid worker at the Pacific Northwest Trial Garden. Randy Siem, Minnesota Dahlia Society passed away in February. Randy was an excellent dahlia exhibitor and always willing to share his knowledge. Eleanor Shantz passed away about a year ago; her husband Wayne Shantz is in a care facility in the Seattle area after a minor stroke. Wayne and Eleanor had been

OFFICERS REPORTS

President

The minutes of the executive committee have reflected what he has done this year. This will be Brad's final board meeting as he will be stepping down on November 1, 2024. He has been president for six years and has enjoyed being president and working with this group of people. He has been a board member since 2005. He would like to stay

involved in some way. He is committed to the ADS. It was stated that Brad has done more with innovation and stimulation of the ADS than any other president, with the utmost respect for the other presidents before him. It is felt these improvements will have a lasting impact on the American Dahlia Society. As the likely president-elect, Mark Oldenkamp hopes to continue working with Brad. Brad thanks Mark for all of his assistance over the years. Charles wanted to remind all about the upcoming election of officers. The ballot is in the current Bulletin and there is an online ballot and voting can be done online. The deadline is August 15.

Treasurer

Charles Miehme reported we are doing well. The total income for the year is \$62,903 of which the majority is for membership. It is likely we have most of the membership in. Our expenses to date is \$31,964. From now until the end of the year, we will primarily have expenses. We have an operating surplus of \$30,000, with two *Bulletins* still to print. See the table below for the amounts in the funds. The National Show Endowment fund has some donations that have come in since May 31st and with the matching funds, it is hoped we will receive more. According to the budget we are over income \$16,000 and the expenses are \$5,100 under budget, so we have a surplus against budget of \$21,786. **Mark Oldenkamp moved, and Elva Sellens seconded to approve the treasurer's report subject to review. The motion passed.**

Balance Sheet – May 31, 2024

Unrestricted Funds

Ameriprise Investment Account	\$ 5,396.70
Vanguard Investment Account	\$ 45,329.76
Wells Fargo Bank - checking - operating	\$ 89,449.06
Total Unrestricted Funds	\$ 140,175.52

Restricted Funds

Ameriprise Investment Account - Boeke Bequest	\$ 40,419.92
Wells Fargo Bank - checking account - Virus Fund	\$ 9,393.84
Wells Fargo Bank - checking account – 2025, 2026, 2027 National Shows	\$ 125.00
Wells Fargo Bank – savings account – National Show Endowment	\$ 546.63
Wells Fargo Bank – checking account – Tony Evangelista Memorial Fund	\$ 4,375.00
Wells Fargo Bank – checking account – Memorial Fund	\$ 400.00
Wells Fargo Bank - savings account - Genome Project	\$ 99,771.06

Total Restricted Funds	\$ 155,031.45
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Total ADS Funds	\$ 295,206.97
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First Vice President

Mark Oldenkamp reports that since May there has been quite a bit of energy spent on membership issues, which has culminated in a clarification of what an annual membership includes. The Executive Committee has confirmed what is included and provided guidance on the appropriate expectations and communications that new members should receive based on when they initially join the ADS. The goal is to be positive about what an annual membership provides by proactively offering options regarding the version of the *Classification and Handbook of Dahlias* they get or can obtain if they desire.

The selection committee for the new *Bulletin* Editor has completed work and a new editor has been selected. Pat Looney will be working with Linda Holmes-Cook on the August 24 and December 24 issues. We have made a commitment to provide ongoing support to her role along with flexibility to evolve the publication to complement the changing membership interests of our growing ranks. It is typical for some action items to be easy and quick to implement, but others will require more investigation and effort and take longer; some may have costs.

I am pleased with the response to the Evangelista Fund and really excited about the National Show Support Endowment getting started. Thanks to the lead challenge grant sponsors for their generosity. As we build this fund we will manage the investment to allow us to increase our financial support for future host societies for the annual national shows and for the annual ADS meeting. I would like to see all Board members contribute to this effort and encourage your consideration. Even small contributions add up.

Thanks to the Minnesota Society for hosting this planning meeting. Mark looks forward to the presentation on the strategic plan outcomes. We are in a changing world and need to embrace appropriate adjustments in how we manage the American Dahlia Society. There is a fundraising activity that has been confirmed for this event, where the funds are used to support the ADS costs for having these planning meetings. Mark brought started plants and donated tubers for a combination of a silent and live auction to be held on Saturday afternoon. Thanks to others who brought additional donations.

Second Vice President

Alli Richards reports she is stoked about the strategic plan information. Things have been moving forward with the executive committee with a lot of communication.

Third Vice President

Ken Jensen reports there is a high percentage of Canadian members that went digital. The Alberta society has committed to donate \$100 US funds to a national show that has a Canadian Introduction included in their show. The funds do not need to go toward a prize but can be used how the hosting society wants to use it.

REGIONAL VICE PRESIDENTS

North Atlantic Conference

Robert Fackovec reports all the societies in the North Atlantic Conference are doing well. They had a busy spring preparing for their dahlia sales which were successful fundraisers for all.

Spring has also involved us with planting our societies' dahlia gardens as well as our personal gardens. The busy spring season will be worth it when we see those beautiful blooms start to appear. Enjoy the nice summer days ahead. Stay well.

Mid-Atlantic Conference

Dave Smith reports the mid-Atlantic is doing well. There was a glitch in the eastern states information with the listing of blues and higher awards. An addendum has been published and placed on the website that includes that information as well as any of the blooms that got deleted due to that glitch. There was no effect on the Johnson or Connell medals.

The members of The Mid-Atlantic Conference (Gettysburg Dahlia Society, National Capital Dahlia Society, and The Greater Philadelphia Dahlia Society) have adopted a common entry tag to be used at all their shows.

The Greater Philadelphia Dahlia Society (132 memberships including family members) - Dana Miller President

At our March 30 meeting of the Greater Philadelphia Dahlia Society, we had a demonstration and discussion about taking dahlia cuttings. Attendance was excellent, reflecting our increased membership.

We held our most successful Annual Tuber Sale ever on May 11th in front of the Longwood Gardens Visitors Center. This was no doubt due to a number of factors: It was Mother's Day weekend, bringing a huge crowd to the Gardens; the weather was perfect; our many new members brought themselves and their donated tubers, swelling the number of tubers we had to sell; we decided to maintain our very low price of \$5 per tuber; and the popularity of the dahlia continues to grow!

On a sad note, longtime member Sylvia Green passed away on May 8. Sylvia had hosted two of our annual picnics at her beautiful home in the last ten years. She loved gardening and dahlias in particular. Her enthusiasm and friendly demeanor will be greatly missed.

Our annual picnic and judging seminar is planned for August 24. Our annual Dahlia Show is September 7 and 8 at Longwood Gardens, Kennett Square, PA.

National Capital Dahlia society (196 members) Scott Bailey - President

At our March 13 meeting, Nick Weber demonstrated dahlia cuttings and we had a first tuber sale.

On March 28, our friend and long-time NCDS member, Don Dramstad, passed away. As many of the board know, Don previously served as president of both NCDS and the American Dahlia Society, was a long-time senior judge, and an accomplished dahlia

grower. Beyond these official roles, Don was a great friend and mentor to me and many others in the dahlia world. He was always willing to share his vast knowledge in growing, showing, and judging dahlias. We will deeply miss him.

At our April 10 and May 8 meetings, we conducted a little business but most of the time was consumed by our tuber sales.

On May 19, many of our members participated in our Trial Garden Planting at the Montgomery County Agricultural History Farm Park at Derwood, MD. NCDS will host a mid-summer show at the Montgomery County Agricultural History Farm Park in Derwood, MD August 25, and the fall show at Brookside Gardens September 27-29, 2024.

Gettysburg Dahlia Society - John Rost, President

The Gettysburg Dahlia Society started the year with 3 meetings. The April meeting was held at a member's home for a potting party. Dahlias and Pizza are a great combination. They potted up 140 tubers with a tag for their descriptions and 200 tubers in bags. The totals are not in yet but are very promising.

Gettysburg has 4 new members and the loss of 2, who moved away.

Their summer meeting will be a potluck at Straban Township Park on Sunday June 9th. 11am till...bring a dish and they will supply all else, and a guest speaker.

Our show dates are September 13 and 14, 2024. The venue will open for set up on Thursday September 12 in the evening. Entries will be received Thursday night and Friday morning. David Walsh will be in charge of their design section this year, theme to follow.

None of the shows in the Mid-Atlantic area conflict.

Southern States

Lori Goehring reports they are happy the CHD have started to make it to the south. For some reason, the CHD was not being delivered to the southeast corner of the US.

Midwest Dahlia Conference

Randy Foith reports the Midwest Dahlia Conference is in full swing as to everything "Dahlias"! This past Saturday was their Annual Midwest Dahlia Conference Meeting and Plant Auction in Elkhart, IN. Our host for this event was the Elkhart DS. They do know how to put on a special time. Plants came from throughout the conference for the auction. The day opened at 10AM with the meeting followed by a "Panel of dahlia growers" answering questions from the membership. That panel was comprised of Warren Vigor of the Elkhart DS, Missy Weitzel of the West Michigan DS, and John Williams of the Greater Pittsburgh DS. A delicious buffet luncheon followed and allowed time for all to catch up with old and new friends alike. Jim Kassner was again our auctioneer and kept it lighthearted yet moving at a fast pace. He garnered a record amount of proceeds to help the host of the MDC Show, the Elkhart DS. The Elkhart DS presented their summary of the up-and-coming Midwest Dahlia Conference Fall Show in Shipshewana, IN, being held from September 13-15, where exhibitors from the entire conference will gather. The Midwest Dahlia Conference is ready for the 2024 dahlia season! Thank You to the membership of the Elkhart DS for a fun day!

Pacific Northwest Conference

Mark Oldenkamp reports PNDC societies have reported good tuber and plant sales. The planting season weather has been kind. The Canby trial garden was planted in Mid-May.

A judges training workshop will occur on August 3, hosted by River's Dahlias in Veneta, OR. There will be some dahlias blooming then and the options for training will be plentiful which will provide hands-on learning. By holding this in the southern part of the state, we hope to get some new judges to attend and start learning. We hope to use our new technology to make this available to those that cannot attend in person.

The online judging modules are another excellent training/learning tool and we will encourage their use. We are pleased to learn about the self-scoring judging tests that recently have been added for Candidate and Accredited judges. A trial garden judging day in Canby will be held the weekend of August 24-25.

We expect to have a good participation at the National show in Wenatchee.

Federation of Northwest Dahlia Growers

Alli Richards reports times are busy with the Federation of Northwest Dahlia Growers! We are so excited to be hosting the 2024 ADS National Show. Plans are coming together nicely. And the tour on Monday will be a fun way to learn about one geological aspect of our state. We are looking forward to seeing our ADS friends at the show. September 5-9. You can access the registration form here:

<https://www.nwdahlia.org/register-for-the-national-show/>

We will be having our Summer Workshop on July 6 with our judging workshops at the end of July just before the start of the show season. Great times learning and reviewing with our dahlia friends.

Don't forget the National Show in Wenatchee, hope to see you there!

COMMITTEE REPORTS

ADS Store

Dan Baulig reports the store is busy. Postage rates continue to increase regularly and Dan adjusts prices as needed.

Classification

Karen Sanchez reports Classification is gearing up for the summer reclassification list. Blooms requested for class change will be sent out to committee members by mid-July. She is currently working on updating the show reporting (blues and higher) format to live in a google form. The hope is the format will be universally easier to use and more complete information will be provided.

Classification members will also be asked to look very closely at the ball, stellar, informal decorative, and formal decorative forms, and form definitions to see if any adjustments are warranted. There have been a number of requests to alter the definitions. So, we will be especially attentive this summer to make sure the current definitions are where they need to be.

It was reported that there are still some inaccuracies in the numbers of blues and highers for the east in the addendum that is on the website.

Cut Flower

Jess Becker reports this spring the cut flower committee has been focused on planning for our display at the national show as well as working on ideas for videos and ways to engage cut flower growers. We are also looking for a new member that has an interest in writing/cut flowers to help with future articles in the Bulletin.

Due to interest in the subject and requests from a few societies, the Cut Flower Committee created a category specific to cut flowers that can be used in shows.

I think it would be important to note that in **no way** would this be a mandatory category, just an additional category to encourage cut flower growers or others to participate in shows.

The DSO is willing to pilot this at our member show in October as well as a society in CA.

We are also going to film a training video to help anyone interested in learning how to judge this category. We are hoping to film the demo in July and then present this at the national show in September.

Editor

Linda DeRooy Holmes-Cook reports work on the ADS August 2024 Bulletin is underway, with a steady influx of club reports and articles arriving in our inboxes. I am looking forward to bringing our new *Bulletin* editor onboard. Pat Looney from the SW Idaho Dahlia Society has agreed to work with me on the final two issues of 2024 in order to familiarize herself with the process and procedures that Colin and I have in place. Pat is retired from a 40-year career as a high school language arts teacher, where she taught all aspects of English, debate, honors English, and other language and writing pursuits. She is also experienced as a grant writer and is a National Board-Certified Teacher, one of the highest levels of certification available to teachers. Pat submitted her information through the talent survey and stood out as a person with the skill set needed for an editor. We are also hoping to add Dianne Reitan and Debbie Pavich to our Editorial Board/Publications Team.

We continue to explore ways to make the Bulletin better and more valuable as a member benefit. This will be a topic at the June 2024 Strategic Planning Meeting of the ADS Board.

Finance

Harry Risetto reports the treasurer's report covered finances well. He feels the ADS should look at setting up a program for members to give bequests after they pass.

Garden Dahlias

Alan Fisher reports

Historian

Brad Freeman reports we are still keeping our historical archives at the Cherokee Library in Atlanta. Harry Risetto reports we are still missing some of the Bulletins from

1915 to 1925.

Image Library

Heather Ramsay reports the image library is seeking volunteers with photography experience who live near ADS trial gardens who would be able to help collect photos during the growing season. Additionally, we hope to find judges who will be willing to photograph staged seedlings at shows. If you are able to help, please contact Heather Ramsay at imagelibrary@dahlia.org

Insurance

Mel Epstein reports the general liability club Insurance program is going smoothly to date. This year there is increased activity in our online application process with approximately 70% of Societies using it. Almost 100% of the US societies are taking advantage of the insurance program. Now that our insurance will cover the Canadian societies, we hope to bring more of them under the ADS insurance program.

The Mercer/AMBA team is providing certificates similar to past years. We are now 2.5 months into the new policy year and already have 41 subscribing Societies. The required adjustment in the subscription contribution has not affected Society participation in the program.

Judging Accreditation

Bob Schroeder reports the testing committee has completed the new candidate and accredited test. The tests are designed to be taken online, with scores provided upon completion of the test. The committee is currently developing the senior test, which will be available soon. Bob acknowledged Karen and Heidi Zierdt, Minnesota Dahlia Society members, for their fantastic work on the modules and tests that are being developed.

Membership

U.S. Memberships

As of 6/4/24, we have forty-nine participating and three affiliated societies who are current on their 2024 ADS dues. There are eight participating societies who either have zero members or less than ten ADS members who have paid their 2024 ADS dues. These societies are Badger State DS, Connecticut DS, Dahlia Hills, Inland Empire DS, Montana DS, San Diego DS, Utah DS and Wisconsin DS. It appears that the Seattle DS has disbanded. There are two affiliated societies that have not paid their 2024 dues – Steuben County Agricultural Society and Wild Rivers DS. Wild Rivers DS is struggling to obtain members. I sent out reminder emails to these eight societies and received responses from Badger State, Inland Empire and Utah dahlia societies that they should have their members' ADS dues in shortly. Evergreen State DS sent in their membership dues but failed to send me a membership list. I have followed up twice now and the membership chair said that he would try to get a membership list in as soon as he has time to complete the paperwork.

2024 - We have 1,958 memberships – 1,531 Individual memberships of which 422 are new members and 427 household memberships of which 76 are new memberships (427 x 2 = 854) for a total of 2,385 members.

There are 1,015 2023 memberships who have not yet renewed for 2024 of which 435 were new members in 2023 – 282 society memberships and 153 non-society memberships.

Elva acknowledged and congratulated those societies that have done a great recruitment job of obtaining ten or more new ADS members. Knoxville DS is a new society that started in 2023 and they are doing a good job of obtaining new members. She just received twenty-two new memberships on 6/1/24. They have a total of forty-four new 2024 members. Alabama DS has fourteen new members, California DS has nineteen, Carolina DS has eleven, Central States has ten, Colorado has seventeen, Columbus DS has twelve, Georgia DS has thirteen, New England DS has fourteen, Philadelphia has fourteen, Puget Sound has twenty-two, Rhode Island DS has sixteen, SE Michigan DS has seventeen, SW Idaho DS has twelve, Tennessee DS has eighteen, and Whatcom County DS has twenty-five. We appreciate all your hard work promoting ADS.

CANADA MEMBERSHIPS

Canada has eight participating societies and one affiliated society. Fraser Valley DS changed from a participating society to an affiliated society in 2024. The society was going to disband but some of the members decided to continue the society as an affiliated society at this time.

2024 - There are 146 memberships – 118 Individual memberships of which twenty-four are new members with seventy-six print and forty-two digital memberships. Hamilton DS did a great job of getting sixteen new members. There are twenty-eight household memberships ($28 \times 2 = 56$ members) of which twenty-three are print and five are digital memberships. The total Canadian members are 174.

There are forty-one 2023 memberships (twenty-two print and five digital memberships) of which eleven were new memberships who have not renewed for 2024.

OVERSEAS

We have 10 overseas associates of which five are print and five are digital.

National Exhibition

The following Clubs have requested to Host a National Show.

2024 – Federation of Northwest Dahlia Growers

2025 - Central States Dahlia Society

2026 - West Michigan Dahlia Society

2027 - Rochester Dahlia Society

A couple of clubs are asking for information about hosting a national show.

There was a discussion about the National Endowment Fund. The initial goal is to raise \$150,000 so that ADS can provide host societies a more significant contribution. There is currently a \$5,000 matching fund for contributions from societies and another \$5,000 matching fund for individuals.

Photography

Debbie Pavich reports it is time to begin publicizing the 2024 contest on the website and in the August 2024 *Bulletin*. This year, to make submitting photos easier for the majority of entrants, sorting photos, and judging of photos easier and more transparent, I will purchase a software program called Visual Pursuit (about \$250 for the number of photos we receive). Many photo clubs use this program for their photo contests. Photographers upload their images directly to a dedicated website. The photos are blinded and are categorized. Judges log on to judge. It can accommodate a People's Choice format. For the photographers who are unable to upload, I will accept their entries via email.

Publicity/Public Relations

Larry Smith reports Larry offered to help with publicity for the 2024 National in Wenatchee but has not yet been contacted by that committee. While the time has passed to create highlight video to promote the event, there still may be time for coaching and to put together a short PSA if information is soon received.

Larry is re-releasing his "Urban Dahlia Farmer" series on YouTube. These are short and basic 101 level videos targeted toward beginning growers and those interested in starting to show their blooms. The videos may be shown at club meetings and the links can be forwarded to anyone who may benefit:

Basic Early Season Maintenance:

<https://youtu.be/jlj-MGhHmuk>

Topping Your Dahlias for Better Blooms:

https://youtu.be/jUK65ddN_vQ

Disbudding Your Dahlias:

https://youtu.be/5aP--6EdY_8

Tips for Growing Giant Blooms:

<https://youtu.be/gZVPmLnWuBY>

Staging Tips for Triple Bloom Exhibits:

<https://youtu.be/f52VbIVt-ic>

Space Saving Micro Dahlias:

<https://youtu.be/J5vANmUAXOU>

Research and Education

Genome Sequencing

Kristine Albrecht reports things are going great with the dahlia genome project. Zach just dropped off two more exceptionally large sequencing runs for the phylogeny chapter. 36/42 of the total species in the Dahlia genus are represented with multiple individuals each. On the genome chapter, it is also going well and Zach has a solid assembly for the dahlia now. He is presenting a poster at a genomics conference next

month on the genome. He is almost finished isolating DNA from all 500 individuals collected from the 2021 show that will be used for the mutation analysis (to pair mutations with floral phenotypes)

Seedling Bench Evaluation

Roger Walker reports the application to hold the ADS seedling bench evaluation at local dahlia shows in 2024 will again be an online process.

In early June, each local club president as well as each ADS representative will receive an email with a link to the application form. Only one of the club representatives will need to complete the application. The online form should be completed prior to July 1, 2024.

Instructions, forms, and any requested ribbons will be mailed prior to clubs' shows.

Special Awards

Jerry Landerholm reports earlier this spring, an ADS Silver Medal and a certificate were presented to Geoff Gardener of the United Kingdom. Geoff is the Chairperson of the Northern Committee of the National Dahlia Society. He was previously identified as a person deserving of this recognition, serving well as a "dahlia ambassador." This award was presented at the Northern Committee's Annual General Meeting by June Nash, General Secretary of the NDS. Awarding the ADS Silver Medal to major contributors in the UK is consistent with the exchange of Silver Medals between the NDS and the ADS. Congratulations are extended to Geoff and a sincere thank you to June for making the presentation.

Jerry suggested that perhaps there could be someone who could assist with sending out the medals to the local society reps.

Technology Resource

Jess Becker reports everything has been fairly quiet in the past couple months. Outside of a couple of passwords needing to be reset, everyone seems to be able to use their emails ok. Please contact me if you're having trouble with this. If you can't get a hold of me for some reason, Sharon also knows how to reset passwords.

Jess also sees a number of people using google drive to store their documents which is so great! Thanks to everyone who are making an effort to do this; it is appreciated.

Jess would like to pick up the discussion at some point to move off of GroupVine and to Google Groups.

Website Coordinator

Sharon Swaney states since the last report, website activity has mostly involved adding information, adding news items, maintenance, and some new functionality, notably:

- ADS Officer voting information, mail in form, and an online voting capability added
- National Show Endowment information and donation capability added. Thanks, Dianne for the beautiful artwork and Charles for setting up the Doner Box

Don continues to process pictures for the Online Classification Guide. We've recently added several batches of pictures, about 250 total. More on the way! Thanks Don.

If you are the subject matter expert for website pages, please review your pages periodically. Please check for errors and consider providing more information and pictures for your pages.

We are always looking for pictures for the site. We need a variety of pictures - gardens, club activities/events, bouquets, and arrangements, shows and people, etc.

We are also looking for input for Dahlia University. If you have technical information to share, please do so. Sharon will be happy to help wordsmith and polish the information for publication on the site. Instructional videos are also appreciated.

If you have ideas for information that should be on the site let Sharon know.

NEW BUSINESS

Regional VP for Pacific Northwest Dahlia Conference

Mark Oldenkamp states the Pacific Northwest Dahlia Conference has a new person to take on the position of Regional Vice President. Steve Lamb has been nominated for this position. Mark Oldenkamp moved and Alan Fisher seconded to approve Steve Lamb as the PNDC Regional Vice President. The motion passed.

The meeting was adjourned at 8:35 pm CDT on Friday June 7, 2024.

Sunday, June 8, the meeting was opened by President Brad Freeman at 9:08 am MDT.

OLD BUSINESS

National Show Endowment Fund

Brad Freeman stated the National Show Endowment fund is a long-term project. It is important for people to know the board of the organization is behind the fundraising effort and the board members have contributed to it. It is important for all board members to contribute. Board members should also go to their local societies and let them know the board has contributed to this fund and encourage their local society to contribute to it as well.

There was a little over \$1200 raised in the silent/live auction on Saturday. Mark Oldenkamp recommends using any excess over the cost of the auction to go into the National Show Endowment Fund. In contacting local societies about doing a national show, Bob Schroeder has found that one of the largest obstacles is the cost.

Bulletin Content

Brad stated we have gone through a transition with the *Bulletin* and we will go through another transition with a new editor next year. Linda Holmes-Cook states the *Bulletin* needs to be timely, valuable, innovative and provide a connection. Club reports have increased with the new format of the *Bulletin*. This helps the local societies know they are important to the ADS by publishing their information in our publication. There are some items for local societies that are time sensitive; is there a way to deal with this so that people can find out about these items before they have ended, which often happens with information in the *Bulletin*, due to the time it takes to get an issue published. Linda talked about what types of information needs to be in the *Bulletin*. Increase the visibility of people, information for all types of growers, structure, organization, and required content. Linda went through what needs to be in each issue:

advances in research and development, people and dahlia articles of interest, strategies and techniques in the garden, challenges and solutions, recognition. Linda feels the *Bulletin* Editor needs to have a dedicated computer in order to keep the Bulletin information separate from personal information. Some items that are important to have included are citizen science, research information that is at a level that most people can understand, development of items within the ADS, responsive to the changing needs, committee reports/information. There was discussion about whether to include local society reports on the website instead of in the *Bulletin*. It was felt we could put them on a dedicated page on the public side of the website.

Some suggestions for content in the Bulletin were:

- Strengthen the editorial board – help to determine what content is/is not appropriate for the Bulletin.
- Information about what the board is doing/"Get to Know Your Board" section.
- Regular contributions by classification, garden, cut flower and research committees.
- Perhaps use a template for local society reports on the website, more photographs could be used.
- Perhaps can use AI to help with some of the editing.
- Use heavier paper for the cover.
- Put the password in the same area in each issue.

There was discussion about putting the local society reports to the website. Brad stated if needed, we can add another four to eight pages to the *Bulletin* at a minimal cost. **Alli Richards moved, and Mel Epstein seconded to put local society reports on the website and in the *Bulletin*, starting with the December issue. The motion carries.**

Brad encouraged board members to use the list of persons who responded to the talent survey if they need someone to assist with tasks. He asked that persons let him know who they plan to contact and to develop a job description of what you want them to do. The list is on the google drive in the strategic planning folder.

NEW BUSINESS

Standardized Signature Lines

Brad stated Mel Epstein will take the lead on setting up standardized signature lines for the ADS board to use with emails or any ADS communication. It will consist of your name, official title, logo. Mel will develop suggestions and bring those to the November board meeting. Brad stated he has stationery that was developed when the logo was developed and he will put it on the google drive. There was a reminder that we need to acknowledge all donations, large or small.

Audio Visual Equipment

It was suggested that the ADS needs to purchase audio-visual equipment to be used when we have hybrid zoom meetings. There was discussion about needing equipment so that the people who are attending a meeting via zoom are better able to hear and see what is going on. **Alli Richards moved, and Sharon Swaney seconded that we purchase A/V equipment necessary for hybrid zoom meetings including camera, audio equipment, and projector at a cost of no more than \$3,000. Terry Schroeder amended the motion to allow up to \$5,000 for the equipment, and ?? seconded**

the amendment. The amendment passed and the amended motion carried. It was stated there was a package that included everything including a case that can be shipped. We need to let the membership know that our hybrid zoom meetings will be a better quality as we have purchased better equipment so that they are more likely to join the annual meetings. We need someone who knows how to set up the equipment and utilize it. The goal will be to have this for the annual meeting.

DRAFT

Strategic Plan Actions

Brad Freeman stated he will develop an ad hoc committee to look at our options regarding membership.

Brad has requested that committee chairs send to him a list of due dates for their committee activities so he can develop an annual calendar of when information is due. Each committee has some deadlines.

There have been some questions about membership and Brad recently sent out the revised membership policy. Two things he would like to clarify:

1. We eliminated the extended membership as it was transitional and cumbersome.
2. New members who join will get the next issue of the *Bulletin*. It is cost effective to provide and easy to do. It is more difficult to send the current CHD to new members. One thing one local society has done is to purchase a supply of the CHD and provide them to new members at a reduced cost.

Staging Materials

Some societies use shredded foam for staging dahlias and this is not being made any longer and there is controversy about this product. There is a company that is developing a biodegradable oasis. It apparently disintegrates easier than the oasis we have been using. There is a company named Phoomlabs in Minnesota that have a compostable foam. Minnesota Dahlia Society has asked them to speak at one of their meetings.

Spring Planning Meeting - 2025

There was discussion regarding next year's spring planning meeting. It was suggested we ask smaller societies to host the spring planning meetings so they have an opportunity to know the ADS and the ADS gets to know the hosting society. One suggestion is the New Mexico Dahlia Society. There was also a suggestion to have the meeting closer to the east coast.

The meeting was adjourned at 11:48 am CDT.

The next board meeting will be on zoom on November 10, 2024. The annual meeting will be at the national show on September 8, 2024.

Respectively Submitted,

Terry Schroeder, ADS Secretary