

American Dahlia Society
Minutes – Executive Committee Meeting
July 28, 2024

Present: Brad Freeman, Mark Oldenkamp, Alli Richards, Ken Jensen, Charles Miehme, Terry Schroeder, Harry Rissetto, and Jerry Landerholm.

The meeting was opened at 1:02 pm PDT.

Budget

We are doing well with the budget. So far we have collected \$68,203 and budgeted \$76,125 so we have received about 90% of our income. We have spent \$32,503 and budgeted \$69,345 so have only spent about 47% of what we budgeted. The December *Bulletin* is the only major expenditure for the year. There was discussion of putting a portion of funds, about \$20,000 to \$25,000 into a short-term CD or money market fund. Charles felt we would be able to do this. Charles will research the various options – a Wells Fargo, Bank of America, Vanguard, and Ameriprise and get an email out to the executive committee. The positive to a money market is that we can pull out money at any time without a penalty.

Bulletin Editor

The transition to the new *Bulletin* Editor is going well. Linda has given Pat some reports to proof. There is still work to be done to help Pat understand the intricacies of producing each edition of the *Bulletin*. Linda feels that Pat is coming along well.

Communication Coordinator

The search for a communication coordinator has stalled and likely won't get much done until the show season is over. Since Jess has had to step back from being technology resource chair, it was thought maybe the communication coordinator could assist with that. It is hoped that some people can be identified through the talent survey. We need to get a job description that can be shared with people who are or might be interested. We need to manage and train the board members on the use of the google drive. It is felt we need some training and perhaps some written how-to materials on using google drive/workspace so that all members are comfortable using it.

2025 Spring Planning

The New Mexico Dahlia Society has agreed to host the spring planning meeting with the dates of March 28 to 30 that would work best for them. There was discussion about wanting to hold the meeting in the east or south. New Mexico is making overtures about becoming more involved with the ADS and having members interested in judges training. There was discussion about the dates and it is felt there is no perfect time of the year. There has been some discussion with some areas on the east coast members but has not received positive responses. It's felt we should go with New Mexico for 2025 and perhaps try to find a society/conference in the east or south for 2026.

National Show Endowment Fund

We have had some success with this fund, \$3,475 donated by individuals and \$8,000 from societies with some additional pledges from societies. At the national show, we

could have a one-page flyer on the information table and perhaps a short presentation at the banquet. It's felt we need some interest from some additional societies. Sometime during the national show, Dianne Reitan would like to interview someone from a society who has made a donation and one regarding the use of required distribution from 401 K funds. Charles would be willing to do the interview regarding the 401 K distribution. Perhaps we can get someone from Ohio to talk about the DSO donation. Mark will send something out to remind societies about the fund and needing additional donations if Dianne can send him a blurb. People often tend to make more donations toward the end of the year. With pledges, we are about 20% of our initial goal.

Genome Project

Kristine Albrecht wants to continue with the genome project with Ron Miner. They are looking at another phase in the project that will require another large fund-raising effort. There may be more information at Dr. Harkess's presentation at the national show.

Logo Use

Brad has received a request for someone to use the logo to make a patch for his personal use to put on a national show shirt from the 2024 show for himself and two granddaughters. There is a possibility that we will be designing a new logo in the near future. It was decided we would let this individual use the logo but let him know it may change in the near future.

Membership Database

There is concern that Microsoft Access is not user-friendly and may not be available in the future. It is felt we need to find a better way to manage our membership. There are a variety of platforms that are used by other plant societies including apps that may also have the ability to do event registration, such as national show registration. Brad would like to have a task force to look at this starting in October 2024 and coming up with a proposal for the 2025 spring planning meeting.

The meeting was adjourned at 2:18 pm PDT.

Respectfully submitted,

Terry Schroeder, Secretary