

American Dahlia Society
Minutes – Executive Committee Meeting
February 2, 2025

Present: Mark Oldenkamp, Linda Holmes-Cook, Alli Richards, Ken Jensen, Charles Miehm, Terry Schroeder, Brad Freeman, Harry Risetto, Jerry Landerholm, and Ron Miner.

The meeting was opened at 1:04 pm PST by President Mark Oldenkamp. He stated that some agenda items were requested to be added to the agenda including the National Show Endowment fund, subpoint under membership about online payment fees, trial garden recognition, and Classification and Handbook of Dahlias.

The minutes from the January 5 and January 12 meetings were sent to the executive committee. The minutes of both meetings were approved and will be shared with the full board at the board meeting.

Charles Miehm sent out the year-end treasurer's report for 2024. We ended the year well; we have a surplus of \$27,472.62. We are already picking up memberships, donations, and cash for this year. He transferred \$4,200 from PayPal, which can be added to what we have. The reconciled balance on the checking account is \$78,510 with approximately \$15,000 in restricted funds. Charles sent the 2025 budget, which we can discuss at the board meeting.

Charles reported that the \$25,000 that had been placed into a money market account with Ameriprise had not been placed in the type of money market account he had requested so wasn't earning the interest it should. Charles has talked with Ameriprise and has been assured it will be placed in the correct account with the correct amount of interest paid from the date of request. However, it needs to be sent to the complaints department; Charles is waiting to hear from them.

On this current treasurer's report, there is a line item for fixed assets, which includes store inventory and the technology items we have purchased, which will be on a depreciation schedule. This was recommended by the person who did our annual review. After discussion, it was decided to thank the reviewer for the recommendation but unless there is a solid reason that we have to do this, we will recognize it as an expense when we make it.

National Show Endowment

We did get information placed into social media but it was after the first of the year. We have had a few small contributions this year, the 2024 total is \$32,188.70 with \$225 received so far this year. There is concern about this fund being static in raising money. We initially said this is likely a several year project with societies and individuals contributing each year; we don't expect it to grow quickly.

Genome Project

Mark Oldenkamp needs to let Kristine Albrecht know that she can begin a fundraising plan to raise the additional \$20,000 for Zach to complete an additional half year. Mark also needs to create a proposed partnership statement as to what we can give them in exchange for what we would like from a partner.

Open Board Positions

We are looking for a new society coordinator as Sarina Lagor has resigned, we are still looking for a communications person, a technology person, and a garden/education vice-chair. It was also stated we need an advertising manager as well as a permanent national show chair. We likely need better job descriptions and all of the executive committee need to be proactive in helping to fill these positions.

Boeke Award Review of Criteria

In 2021, a consensus was agreed upon for the criteria for this award. Charles has been concerned that this is not totally in line with the bequest. Charles feels it should be at least a best in section. There was much discussion regarding the criteria and the award amount resetting or not. It was recommended that, based on the bequest, it should be the best single bloom from small grower, medium grower, large grower and open to all sections and will reset to \$1,000 after being won and increase by \$100 annually until it is won again.

Membership Task Force

Brad Freeman reported they are looking at two software packages and focused on one. They are trying to find references for the software they are most interested to get additional information. They want to make sure this will do what it says and what we need it to do. He does have some possible help with this project. The objective is to put our membership database in the cloud, which will allow us to create reports, automatically create our mailing list for the *Bulletin*, automatically send welcome letters to new members, reminders to renew. These are customer relationship software, CRM. The database will be updated as soon as the membership chair inputs the information. We can have a list for the ADS membership as well as the newsletter list. It was brought up that we need to develop an incentive for societies to submit membership information online. With this CRM software, we can go to a rolling membership, but we need to have a way for local societies to continue encouraging members to join the ADS.

Insurance 2025

Mel Epstein provided information about insurance costs for 2025. There is a reasonable increase for this year and he recommends keeping the costs for local societies the same as last year.

Google Transition

There are a large number of board members who are not able to use google. Changing email addresses when you change officers on the board is difficult. Training would be helpful. It should be talked about at the planning meeting.

Publication Committee

They need to decide on the number of CHDs to print soon and then the number of April *Bulletins*. It's important to keep the numbers of books being printed to close to what we expect to need so we don't need to throw out several hundred CHDs or *Bulletins*. It was also suggested to have a little thicker cover on the Bulletin. It was brought up that Consolidated Press has difficulty using saddle stitching on the CHD due to the

thickness. They would like to go to perfect binding. It was decided to go with perfect binding. There has also been a concern over using plastic bags for mailing publications.

Honorary Life Membership

Linda Holmes-Cook presented a proposal on an honorary life membership. She proposes adding a level of membership called honorary life membership with some eligibility criteria. There is already an honorary membership in the bylaws with no criteria. It was recommended not to put in a specific age as that could cause an issue. There is a presidential lifetime membership award. It was suggested that Linda and Jerry work together with one other person to develop criteria for this membership level. Terry agreed to be another person to work with Jerry and Linda.

Participating Society Grants Program

Robert Fackovek proposed a grants program for participating ADS societies. In coordination with Brad Freeman, a proposal was written. One concern is whether the ADS will be able to sustain it financially but the ADS is also wanting to provide value to our member societies and their members. His proposal is that each year one \$500 grant be provided to each regional organization and one to a non-conference society for an annual maximum of \$4,000. Robert will present at the March meeting and answer questions of board members.

Regional VP Coordination

There has been a need to have regional VPs communicate between each other. Mark asked Linda Holmes-Cook to talk with Robert Fackovek who has expressed interest in having regional VP communication. Linda agrees this could be beneficial and will talk with Robert and determine how to go about this.

Trial Garden Recognition

Jerry Landerholm has suggested that we should recognize some of our trial garden persons. One suggestion was doing a plaque that runs about \$70 each. We would need to determine the criteria for who would be eligible and that it would need to be done prospectively. It could be presented as a proposal at the spring planning meeting.

Spring Planning Meeting

Mark stated the board meeting will be on Friday evening and Sunday. For the planning meeting the agenda currently includes membership task force, and genome project. The New Mexico Dahlia Society has requested a presentation on Growing Dahlias in the Desert and a judging workshop after the regular meetings. The last few years Mark has brought plants for an auction the last few years and he is looking for someone to help manage it. Another possible topic was access to new introductions. Alli agreed to be the auctioneer; she will try to bring some tubers from local hybridizers in the area. Mark felt he could also get some. Linda said she will be driving to Albuquerque and offered to bring something in her car if needed.

Awards for Flowers

Charles, Mark and Alli agreed to receive the award medals for their areas and make an appropriate presentation. Mark agreed to do both the Pacific Southwest and Pacific Northwest Conferences

The next meeting will be March 28, 29 and 30 at starting Friday evening at 7 pm.

The meeting was adjourned at 3:32 pm PST.

Respectfully submitted,

Terry Schroeder, Secretary