

Board Meeting Minutes July 10, 2007

In attendance: Ann and Lee Lundy, Aaron Webb, Tom McBride, Hilda Sukman, Yuko Ota, Marilyn Lauffer, Gary Smith, Eric Wiles, Laura Sobelman, Valerie Lowe, David Smith, Bill Ellis, and Barry Woolf.

The meeting was called to order at 8:00 pm. The agenda and the MOS By-laws were passed out. There were no minutes available so they will be passed out by e-mail. Ann appointed Laura Sobelman secretary for the meeting.

COMMITTEE REPORT

Treasurer's Report

David will transfer \$20K from the society's checking account to one or more of the TRP fund accounts.

Controller's Report

See Show below.

Auction

Bill Ellis proposed budget of \$4,950 for this year's auction that will include facilities rental, the purchase of 200 orchids, publicity and other miscellaneous expenses. The motion was voted on and accepted. Most immediate action item is to reserve the armory.

Away Shows

Valerie reported that the budget for the away shows will likely remain the same as last year.

Membership

Marilyn Lauffer made many suggestions she plans to implement to increase membership. They are:

- sending out a membership renewal reminder campaign to members in the form of a letter, reminder to update contact information and email addresses, return envelope, questionnaire, and flyer;
- creating one consistent membership form, including the one on the web site
- implementing a membership card system
- handing out name tags and pins
- placing a membership renewal reminder in the newsletter

Marilyn also suggested that at the annual auction and show, a color "Become a Member" flyer be placed in the plant buyers' boxes to increase awareness.

Barry recommended raising the membership budget to \$350. Tom seconded the motion.

Program

Ann reported that Tom McBride will discuss this past year's show table results at the September meeting and hand out awards. She also recommended the program budget be raised to \$2,750. Eric seconded the motion.

Show

Lee Lundy presented three fee proposals he discussed with S&L, the annual show facilities management company. The board voted on the proposal to pay S&L 5.5% of the gross or \$2,500, whichever is greater. Tom made a motion to accept this option. Hilda seconded the motion.

Lee also presented several potential options to increase MOS revenue or decrease expenses that could offset the S&L fee

They include:

- Increasing annual memberships dues by 20%
- Sending out fewer publicity postcards
- Increasing donations to the show
- raising the banquet ticket price

Newsletter

The newsletter will continue to be broadcasted as an emailed link to the MOS website which can then be downloaded at one's leisure. Laura requested more help in keeping to the information deadline, which is the first Sunday of the month. Postcard meeting reminders will no longer be sent via snail mail unless we cannot get e-mail addresses for members.

Valerie questioned how to inform members of society-related information and events in the summer months when the newsletter is not published. It was agreed that during this year's summer months when no newsletter will be issued, Barry will send out the orchid-related information that arrived too late to be included in the June newsletter. In the future we will put a check-off on membership forms asking if members want this kind of information to be sent to them. Eric made the motion. Gary seconded.

Education/Activities

Eric has agreed to accept a combined education/activities committee chair position. As one activity, Valerie suggested a trip to the National Capital Judging Center and will check on which months are best.

Show Table

Tom proposed the same budget as last year. He also mentioned the show table is going well but finds it a challenge to get the judging done within the time allowed. He has trouble getting members to volunteer for judging and has gotten comments about the meetings running long because speakers go over their allotted time. It was decided to begin judging at 7:30 pm instead of 7:45 pm.

Valerie suggested that since members with perfect attendance on the show table and at the three away shows this year would have 14 points that Tom should round up the total for those members and give them 15 points for 5 plants. This suggestion was approved.

Other Business

Finance Committee

Ann appointed Hilda and Eric to the Finance Committee to perform a review of the society's financial books and records. Ann also authorized Hilda to procure the *pro bono* services of an acquaintance who is an accountant.

Job Descriptions

Gary handed out society job descriptions and requested feedback from all board members.

Mentoring new members

David suggested Eric take on the mentoring program as part of the Education Committee. Eric recommended we pair up new members with current members that have at least 5 years of experience. Tom noted that he talked to new members who said they were drawn to the meetings because of the friendliness of members as well as the activities.

House committee

Bill Soyke requests help in setting up and taking down tables and chairs.

Budget

To be approved at the next board meeting.

The next board meeting is October 11, 2007. Place to be determined.

Meeting adjourned at 10:30 pm.