

THE PLUMERIA SOCIETY OF AMERICA
BOARD MEETING
April 27, 2019

The board meeting at the home of Ray Allison, 1310 Crocker, Houston, Texas 77019, was called to order at 11:15 a.m.

In attendance were:

- Ray Allison
- Fred Yoder
- Lisa Berger
- David Holloway
- Red O'Laughlin
- Warren Sloane
- Paula Furtwangler

Approval of Minutes

Warren made a motion to approve the minutes from the January 5, 2019 board meeting. Red seconded and the motion was approved unanimously by the board.

Lisa made a motion to approve the minutes from the January 15, 2019 general meeting. Fred seconded and the motion was approved unanimously by the board.

Red made a motion to approve the minutes from the March 2, 2019 board meeting. Fred seconded and the motion was approved unanimously by the board.

Red made a motion to approve the minutes from the March 12, 2019 general meeting. Fred seconded and the motion was approved unanimously by the board.

Financial Report

Lisa presented a financial report for year 2018 (attached). The balance at the beginning of 2018 was \$17,340.29. At the end of 2018, the balance was \$28,342.50, and increase of \$11,002.21. The balance as of April 26, 2019 was \$25,993.14.

Fred made a motion to accept the year 2018 financial report, seconded by Warren. The motion was approved unanimously by the board.

Lisa recommended transferring \$15,000 to a savings account at Bank of America. A minimum balance of \$15,000 is required for free checking. Any funds withdrawn from the savings account would require approval of the board. There were no objections from the board for this proposal.

Membership Report

There was no membership report as Sharon was in Thailand. Ray will send the current membership roster to board members.

General Meetings

The speaker for the May 7th general meeting will be Emerson Willis who will speak about Bud Guillot.

For the July 9th meeting, Joy Columbus, VP of Horticulture, Houston Botanic Gardens, will be the speaker. Ray will check with Joy to see if she needs a projector and if she will bring a laptop for the presentation.

For the October 8th meeting, the topic of preparing plants for winter storage was discussed. It was suggested that three different points of view be presented on winter storage. Paula Furtwangler agreed to be one of the presenters, and she will ask Karen Abrahams and Loretta O'Steen if they will also speak on this topic.

Home Shows

The PSA will participate in the home show on June 22 - 23, 2019 at NRG. Red will reserve a booth for this home show. (Following the board meeting, David verified that the NRG calendar shows the Houston Home & Garden Show scheduled for June 22 – 23, 2019. The dates on the board agenda were incorrectly listed as June 20 - 23). No plants or cuttings will be sold. Bags of seeds will be given away and there will be a bloom display.

Red will also reserve a booth for the October 19 - 20, 2019 home show at NRG. (The board agenda incorrectly listed the date as October 18, 2019).

Fred suggested that the PSA purchase a TV to use for a PowerPoint display of blooms. The board agreed that Fred should purchase a TV. Lisa will prepare a PowerPoint presentation. It will be necessary to have a power source at the home show booth.

Plant Sales

The plant sales will be on June 8 and July 20, 2019, both at the Bay Area Community Center in Seabrook. Renee Riley will coordinate the sales.

The growers' meeting will be on May 7 following the general meeting.

The board discussed the need for having sales tags for books and other items sold for the PSA.

There will be no outside or member vendors at the plant sales this year.

The idea of having a third plant sale was discussed. Because of tax issues for both the PSA and for sellers, the board agreed that this is not a good idea. A third sale would open the PSA up for an audit and for additional tax reporting.

Recognition of German Collazos

Ray made a motion to make German Collazos a lifetime member of the PSA in recognition of his many years as director of plant sales. Warren seconded the motion and the motion was unanimously approved by the board. Ray will make the announcement at the May 7 general meeting.

Website

Karen Abrahams provided Ray with the name of a web designer. Ray also spoke with a friend in Houston about the website project.

The board discussed topics that should be included on the website and examples of other plant society websites.

Examples of other plant society websites:

- Houston Rose Society <http://houstonrose.org/>
- Southern California Plumeria Society southerncaliforniaplumeriasociety.com
- American Orchid Society www.aos.org

Number one issue is having easy links to become a PAID member. Need less confusing way to pay with PayPal. Once payment is made, instant receipt of payment should be sent to the new member, with notification sent to the membership chairman.

Photos and descriptions of our Registered Plumerias viewable to the PAID members. (Hoping the fact that photos and descriptions are not available unless through paid membership will increase our member rolls).

List of our Registered Plumerias viewable to the unpaid public.

List of Pending Registered names viewable to the unpaid public.

List of known plumeria names.

A highly visible Calendar of upcoming events so people may plan in advance to attend meetings. The Calendar should be viewable to the unpaid public, hoping that we will encourage new people into attend a meeting and/or becoming PAID members.

Ability to update the events section and lists is also important.

Provide Links to our Facebook Page and Group. The Page is mainly informational, whereas the Facebook Group is more interactive with other members. I personally wish the Group was for PAID members only, but that may be just a pipe dream.

Care Bulletins viewable to the unpaid public. (These should be updated).

FAQs

History of PSA

Member Discounts (what businesses offer discounts to PSA members).

Updated list of officers.

Approach the website from the perspective of the PSA as being THE official plumeria website of America.

- This would mean the website should be PROFESSIONAL.
- This would mean it deserves spending the money for a top notch professional web designer.
- This website should be the place to get accurate information. If there is a recall on ground beef, I don't go to Kroger's website, I go to the USDA website.
- Now that may mean this website will be different from some other websites in that an effort should be made to avoid anecdotal "information".
- Have a committee of highly knowledgeable and reasonable people to approve any content, both transferred from the current website, as well as future additions. (Think Milton and George)
- Check and double check for proper grammar and typos. Personally, if I go to a website and find typos in the first 2 sentences, I exit, and go elsewhere.
- Have links to other websites, but with the caveat that the PSA does not necessarily endorse content on other websites.

PAID members should be afforded extra privileges besides just getting the newsletter. Perhaps we could reduce the fee for members who opt for the electronic version. Note that Sou-Cal society charges \$50 for international memberships to cover mailing costs.

We still need to have a print version available for various reasons:

- A list of registrations must appear in print each year, because the PSA is the sole International Cultivar Registration Authority for plumerias in the world. The Royal Botanical Society rules state that ICRA's must produce a list in a publication (not on a website).
- Some less internet savvy members prefer to read a real copy.

All past newsletters may be available in archive form on our website as a benefit for PAID members.

Include a backdoor to all of the PSA information, such as minutes, records, etc. Access would be limited to the PSA board and the password would be changed every two years.

Lisa will contact Jeff Timme about updating the officers and other outdated information. Trish Weeks asked Ray to have her name removed from the PSA website and other communications, as Trish no longer wishes to be the publicity chairman. Paul volunteered to be publicity chairman.

Facebook Page

Vicki Jenkins told Ray that the PSA Facebook page is hers. She also recently removed Ray and Karen Abrahams as administrators.

There are two types of Facebook pages for the PSA:

- The Facebook page was created Mark Wright
- The Facebook group was created by Vicki at Mark Wright's request when Mark was president of the PSA.

The minutes from the board meeting of January 12, 2013 state that "Mark will investigate the requirements for setting up a Facebook page for the PSA." The minutes from the board meeting of March 3, 2013 state that "The PSA is now on Facebook. George Hadjigeorge suggested that we form a Facebook group for the PSA so that people can ask questions and get prompt responses. The group should be open so that others can view the postings, but only members would be able to post."

Ray will speak with Mark Wright about what he discussed with Vicki concerning setting up the Facebook group. We will need an affidavit from Mark stating that he never relinquished ownership of the PSA Facebook group. We also need affidavits from Paula and David stating that they never heard Mark relinquish ownership of the PSA Facebook group.

Once the ownership issues are resolved, we need to post rules for the Facebook group. We also need to have a committee to regulate the PSA name. The president of the PSA could be the owner of the Facebook group and appoint several administrators.

The PSA name is trademarked and should be protected. All newsletters and correspondence should include a statement that the use of the PSA name requires permission. Any groups, Twitter, etc. should be monitored for unauthorized use of the PSA name.

IPC 2021 (International Plumeria Conference)

Mike Atkinson is seeking a commitment from the PSA to support the IPC 2021 in Balboa Park, San Diego. After the IPC 2016 in Naples, Florida, the PSA board voted to help support the IPC 2021 and float the seed money, which would be expected to be repaid.

Paula spoke with Danny Kashou last year when she visited California. Paula learned that the three California societies all have different visions of how the IPC should be handled. The three California societies are:

- South Coast Plumeria Society in Huntington Beach
- Southern California Plumeria Society in San Diego
- Coachella Plumeria Society in Cathedral City near Palm Springs

The board feels that someone from the PSA should be on the IPC planning committee. There could be two representatives from each of the plumeria groups:

- Houston
- Florida
- Corpus Christi
- Huntington Beach
- San Diego
- Palm Springs

Red recommended that the presidents of each society begin a conversation to create a structure for the IPC. Ray will contact the presidents to initiate the discussion.

Election Year

Ray and Red are not running for re-election when their terms end at the end of this year. Ray will make an announcement at the May 7 general meeting asking for members who are interested in running for office.

Future Board Meetings

The dates for the 2019 board meetings are:

- June 29, 2019
- September 28, 2019

Meeting Adjourned

Warren made a motion to adjourn, seconded by Red, and the meeting was adjourned at 1:24 p.m.

Newsletters were stuffed in envelopes and prepared for mailing following the board meeting.