

THE PLUMERIA SOCIETY OF AMERICA
BOARD MEETING
June 29, 2019

The board meeting at the home of Ray Allison, 1310 Crocker, Houston, Texas 77019, was called to order at 11:12 a.m.

In attendance were:

- Ray Allison
- Lisa Berger
- David Holloway
- Warren Sloane
- Elgin Blackwell
- Mark Wright
- Sharon Wright
- Renee Riley
- Paula Furtwangler

Approval of Minutes

Elgin made a motion to approve the minutes from the April 27, 2019 board meeting. Lisa seconded and the motion was approved unanimously by the board.

Lisa made a motion to approve the minutes from the May 7, 2019 general meeting. Elgin seconded and the motion was approved unanimously by the board.

Financial Report

Lisa presented a financial report for January – June, 2019 (attached). The profit for January – June, 2019 was \$2,350, a decrease of \$1,425 from the same period of 2018 of \$3,775. The decrease in the profit for 2019 is due primarily to the following non-recurring expenses:

- Banner for home shows \$341
- Projector \$450
- TV for home shows \$107

At the April 27, 2019 board meeting, 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 Any funds withdrawn from the savings account would require approval of the board. As an update to this proposal, Lisa recommended that we wait until the end of 2019 to open the savings account. By waiting until the end of the year, the PSA will have a full year of financial operations and will be in a better position to make a sound decision about the amount to be deposited to the savings account.

Plant Sales

The June 8, 2019 plant sale had gross sales of \$38,459, an increase of 12% over last year's sale. Of this amount, \$28,851 was paid to vendors. Expenses for the sale were \$1,956, resulting in net income of \$7,611.

The 2019 sale was promoted more heavily with 10 days of advertising on Facebook as opposed to 7 days last year.

For future plant sales, a list of all plants will be posted without table assignments. The list will only include cultivar names in alphabetical order. A printed list will be available at the sale with table assignments and vendor names.

The next sale will be on July 20, 2019 at the Bay Area Community Center in Seabrook. Renee reported that 16 members have committed to sell as of this date. Lisa recommended that the growers' memo be reviewed at the sales meeting. 90% of the items sold should be plumeria plants. No plant flipping is allowed.

Membership Report

The PSA currently has 220 names of the membership roster, many of whom are couples. Of those 220 members, there are 10 Lifetime members so designated for their contributions to the PSA. There are 10 international members.

Month	New Members	Renewals
April	6	3
May	13	5
June	11	12
3 Month Total	30	20

General Meetings

The speaker for the July 9th meeting will be Joy Columbus, VP of Horticulture, Houston Botanic Gardens. Paula will bring her laptop and hook up the audio/visual for this meeting.

For the October 8th meeting, Paula, Karen, and Loretta will speak on the topic of preparing plants for winter storage. Since this is the 40th anniversary of the PSA, a slideshow of past events in the history of the PSA will be shown as guests are entering the meeting room.

For a future presentation, Mark Wright has volunteered to speak about the plumerias of Thailand and show photos of his recent trip to Thailand.

Lisa has some potential speakers lined up for next year's meetings. One speaker will be from the Bromeliad Society. Another possibility is Ken Tacata from California. Ken is Hawaiian and knows the history of all of the cultivar names of plumerias from Hawaii.

T-Shirts & Caps

Elgin made a motion to approve the purchase of T-shirts and caps at a cost of no more than \$3,000. Ray seconded and the motion was approved by the board. Lisa will coordinate the purchase. The T-shirts and caps will be resold at meetings and at plumeria sales.

Newsletters & Postage

Newletter printing of \$2,136 and postage of \$1,654 for January – June, 2019, make the printing and distribution of newsletters a significant cost. Elgin made a motion that beginning in 2020, members should be informed that newsletters will be delivered via email unless Sharon is informed via email or a completed form that a printed copy is requested. Lisa seconded and the motion was approved.

Since this is an election year and ballots will be mailed, a form will included with the ballots that will offer members the option of continuing to receive a printed newsletter. The form will stress that the PSA will distribute newsletters via email in the interest of being a "green" organization.

Website

Linda BrooksHart, friend of Karen Abrahams, quoted \$1,000 and a timeframe of a week as long as all of the content is ready to update the website.

Lisa said that her cousin will help at no charge. Lisa will contact Jeff Timme about obtaining the domain password.

Ray made a motion that Lisa and her cousin work on the website, but the board also authorize \$1,000 as a backup to redesign and update the website. Lisa seconded, and the motion was approved.

Facebook Page

As discussed in the April 27, 2019 board meeting, Vicki Jenkins told Ray that the PSA Facebook page is hers. She also 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.

Karen Abrahams spoke with an attorney about this issue. The attorney advised that the board send Vicki a letter to cease and desist as owner of the FB group. Affidavits from Mark Wright, Paula Furtwangler and David Holloway should be notarized and presented to Vicki along with the letter. The affidavits will state that Mark requested Vicki to assist in creating a FB group page for the PSA. Neither

Mark nor the board of directors granted Vicki ownership, written or otherwise of this page or the rights to use the PSA's name to gather content. Paula and David were witnesses to this discussion.

The board decided to first take a personal approach with Vicki before sending a letter with the affidavits. Lisa will ask Vicki to step out as administrator of the FB group. If this does not, Vicki will be told that the board is considering other options. The concern is that Vicki will shut down the FB group, so Lisa will wait until after the July 20 sale to speak with Vicki. Around August 1, 2019, the affidavits and letter will be ready.

IPC 2021 (International Plumeria Conference)

Ray contacted the presidents of the California societies to begin a conversation about creating a structure for the IPC. The presidents were not very helpful.

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 discussed establishing a standing committee to explore the possibility of IPC 2021. Lisa, Paula and Karen were suggested as members of this committee. It may be determined that California is not the best location for IPC 2021. Hawaii was suggested as a possible location.

Standing Committees – Additional Volunteers for Various Jobs

- Food for meetings and plant sales: There are already three volunteers to handle food so no additional volunteers are necessary.
- Audio Visual for General Meetings/Facebook Live: Karen Abrahams does a great job with this, but she may not always be available, so two more volunteers are desired in addition to Karen. Paula will handle audio/visual for the general meeting on July 9.
- Expand membership committee so we have members who can call former members and get them to rejoin. Lori and Warren will call former members.
- Arrange for speakers and get more information (on website and FB Page) to advertise the speakers. Lisa has potential speakers lined up for 2020. Mark Wright also has volunteered to present "Plumerias of Thailand."
- Social Events – yard tours, trips to South Texas Botanical Gardens, etc. Ray will ask for yard tour volunteers at the July 9 general meeting.

- Home Show Coordinator. October 18 – 20 NRG event. Red will not be a director after this year so someone else is needed to handle this job. Ray will ask for volunteers at the July 9 general meeting.
- Members to collect seeds, cutting, plants, etc. for general meeting, visitors and PSA table at sales. Ray will ask for volunteers at the July 9 general meeting.

Lazy Gardener's List of Gardening & Environmental Speakers

Paula will update the list with Brenda Beust Smith to include Ray, Mark, Lisa, and Loretta. She will remove Eulas from the list.

Future Board Meetings

The next board meeting will be September 28, 2019.

Meeting Adjourned

Warren made a motion to adjourn, seconded by Lisa, and the meeting was adjourned at 1:30 pm.