



INTERNATIONAL BOARD OF DIRECTORS MEETING

November 25, 2014–Shanghai

MINUTES

AGENDA ITEMS

1. Welcome and Call to Order...David Cliffe

In Attendance:

Officers:

David Cliffe, Chair, Australia
Hans Sittig, President, So. African Region Alternate Director
Alan Jones, Treasurer

Australian:

Peter Lewis

Eastern:

Bob Geneve

European:

Bernard Brennan & Mike Norris (Alt)

Japan:

Peter Waugh

New Zealand:

Philip Smith

South African:

Annemarie Van Der Westhuizen (absent)

Southern:

Rick Crowder (Alt)

Western:

Jim Conner

Bob Geneve was appointed parliamentarian for the meeting.

2. Approval of Minutes

A. Oct 16, 2014 conference call meeting of the International Board

1. Corrections to the minutes:

- Paul Cappiello is the alternate Director of the Eastern Region, not the New Zealand Region.
- "Conference was held at Atsugi Campus, Japan",
- Jim Connor: #3 Western report: 315 should be "237",
- Hans Sittig: website: item 9: #5 "\$1,200 per year" and
- #6, delete: "proceedings will no longer be stored on the ISHS site"

2. Jim Connor moved to accept amended minutes; seconded by Peter Waugh.
Minutes accepted as amended.

B. Review of new Action Items from October International Board Meeting

1. Get mailing list to ISHS for them to send out Proceedings DONE
2. Review the three website proposals side-by-side in tabular form Hans Sittig
3. Yearly website costs and how costs will be divided need reviewed and decided Alan Jones
4. Publications need to be added to the Shanghai agenda UNSURE OF MEANING
5. Put Shanghai meeting documents on DropBox; also email docs to attendee list PROBLEMATIC
6. Add a Shanghai agenda item: discuss appropriate location to store and access the Proceedings (ISHS website or new IPPS) TO BE DISCUSSED TODAY
7. Inform Alternate Directors of decisions made at Shanghai meeting via conference call TO DO AFTER MEETING

3. Treasurer's Report...Alan Jones

- A. No change in Membership from October
- B. Books and CD's: slight change in income; down from last year. Approx. \$16,000 in printing costs. Bill was received and paid.
- C. Profit/Loss vs. actuals can be sent to anyone who wants a copy. (Alan didn't have the correct report printed). Running very close to budget.
- D. Ordinary income is still at \$21,000. Not all expenses for this meeting are accounted for. This meeting's expenses are approved for payment from the money market accounts. Alan had converted some investments to cash at the height of the Stock Market in July. Placed in money market fund.
- E. Forecast: Income may be down \$3-4,000 due to change in categories of memberships. There's about \$8,000 of outstanding dues (mostly Europe). Could be a surplus of an amount in the high teens (thousands).
 - 1. Board will have to decide what to do with the surplus.
 - 2. Could there be a quarterly report of a forecast for the remaining year? Alan to work with Terri on generating this report for the quarterly conference calls.
 - 3. Alan to check on the number of extra printed proceedings that would be available to hand out. Books, if available, can be purchased for the difference between a membership fee that includes a book versus a membership that does not.
- F. Alan moved to approve the Finance Report; Peter Waugh seconded. Accepted

4. Website Proposal...Hans Sittig

Review four specific sections: 1) act on proposals, 2) determine financial implications, 3) decide on the proceedings format, 4) project rollout.

- A. Act on Proposals: Hans reviewed a spreadsheet comparing the three proposals received. The Committee recommended the firm, Aftershock from South Africa, based on the quality of their proposal, the inclusion of the website elements requested, the ease of information updates and uploads, the integration of the International site with the Regional ones, document management, security, expandability, dedicated hosting server, and integral email service. Other specifics:
 - 1. Site will be designed to accommodate various mobile devices.
 - 2. Members only section, accessible by password.
 - 3. Updates can be done without needing programming knowledge.
 - 4. Up-front costs will be higher but ongoing maintenance costs will be lower.
 - 5. There would be someone at the international level who could access the entire web site, while a regional individual would have privileges to their section.
 - 6. Regions can modify portions of the webpages to give a distinctive appearance to their home page.
 - 7. The site's coding will belong to IPPS.
 - 8. Site can be switched to another hosting service.
 - 9. Aftershock's contract is annual.
 - 10. GoDaddy , a data center located in Arizona, USA, will host the dedicated IPPS server.
 - 11. Hans to investigate cost of translation software.
 - 12. Hans made the following motion: *'That the proposal from the South African company, Aftershock, be accepted on the basis that it offers a cost effective and*

- technically sound solution to the web development needs of IPPS. And that Hans Sittig takes responsibility as project manager'. Seconded by Peter Waugh. Motion was unanimously accepted.*
- B. Financial implications of new web development
1. No costs to Regions for at least 2 years, until end 2016. It is anticipated that the advantages of the new site will become evident during this time period. The regions' contribution will be assessed at that time.
 2. International to fund all once-off costs from existing restricted fund reserves. Costs estimate: US\$18,000.
 3. A maximum 20% additional funds will be budgeted to handle cost overruns. Project manager will report on and get approval for all items not within budgeted cost estimate.
 4. Estimate of yearly website hosting costs: about 13000. At 1500 members it is \$8.60/member; website, rounded up costs about \$10.00/member per year.
 5. Contract payments are:
 - 50% at signing
 - 40% at delivery
 - 10% final payment
 6. Sponsorship committee to investigate and solicit potential sponsors to cover running costs. – Rick Crowder to head up.
 7. Investigate VAT (tax) refund – Hans Sittig to follow up.
 8. Run background check on the company, Aftershock, re: tax payments and liquidity – Hans Sittig to follow up on. Please see attach documents with minutes.
- C. Proceedings, ISHS relationship and printing of the black book
1. The existing agreements with ISHS and the editor Charles Heuser remain. The Proceedings will continue being hosted on Pubhort. The Black Book will be printed for as long there is demand and it can be done in a cost effective way.
 2. Parallel to the above, the new document management system will be implemented, eventually hosting all past and current proceedings. Once this phase is complete, the ISHS relationship should be reviewed and a decision can then be made regarding the best way forward
- D. Web development project roll out
1. Web content review
 - All current web content, including that of the regional sites needs to be reviewed before inclusion in new site. – Hans Sittig to develop process
 2. Web administrator training
 - The web developer will provide a basic user manual. Further training as needed, to be done online via e.g. Teamviewer – Hans Sittig to develop
 3. Total estimated time required for project: 4 months – 6 months
 - Design phase: 4 weeks
 - Database development: 7 weeks
 - Hosting server configuration: 3 weeks
 4. Uploading of past Proceedings timeframe: unknown; has to be investigated in detail

5. Publication, Newsletter Templates

- A. Hans reported
1. Mailchimp account & template is in place

2. Test run: Mailchimp service and template was used for mailing of new web development proposal to IPPS regional leadership
 3. Policy regarding objective and content of newsletter to be formulated. Good planning & preparation important before launching newsletter – Hans Sittig to develop
 4. Full membership email list needs to be uploaded
- B. From discussions the following points:
1. Need to find someone from board to assist with International newsletter. Brienne Arthur, of the Southern Region, was proposed, she has already taken responsibility for social media and maybe could add this to her role? – Hans Sittig to follow up with her.
 2. Check Terri's role regarding the newsletter function. Any additional costs? – Alan Jones to follow up.
 3. Newsletter functional ASAP, by end January 2015 - Hans Sittig to develop

6. Strategic Planning Committee...Mike Norris

- A. Job Descriptions - General considerations:
1. A New Director welcome pack should be created and provided to new board members regarding Board functions and the officers/directors responsibilities.
 2. Establish a standard operating procedure to insure implementation of this.
 3. There is information regarding responsibilities on the website; however, this is now out of date [review and revise]. A CD was created in 2006 that listed all the functions and expectations of a director [available?].
- B. Regional Secretaries roles:
1. Investigate possible duplication of functions on regional and international level. Coordinate functions to avoid inefficiencies. Ask secretaries to report on their function/duties and how international could support them – Mike Norris to follow up
 2. Evaluate service of secretaries annually
 3. Website administration a new job responsibility to be introduced and budgeted for
 4. Need the minutes from the RS conference call.

7. Membership Committee Report...Philip Smith

- A. Student Memberships
1. The following motion was proposed by Philip Smith: *Student Memberships will include free access to website, no cost, no international dues. Membership will be for 2+2 years maximum and will cover both two and four year degree courses.*
 2. Seconded by Bernard Brennan. Passed unanimously
- B. Introductory Membership
1. The following motion was proposed by Philip Smith: *For the initial first two years international dues will be reduced by 50%. This only applies to members who have never been IPPS members before. Does not apply to lapsed members. Regional dues charged will be up to regions. This modification will be reviewed in two years.*

2. Seconded by Bernard Brennan Passed by a vote of 10 for and one opposed (Hans Sittig).
- C. At-Large Membership renaming was discussed such as using the title "International Member". Also suggested was to assign a Board member to be responsible for members without a region. Consideration was tabled until next meeting.

8. Sponsorships...Rick Crowder

- A. Goals: To cover the cost of Regional Exchanges, and website maintenance without competing with Regional sponsorships.
 1. Regions need to commit to exchange program
 2. Rick asked regions to send him names of current sponsors, he only heard from the three US regions. May have been some confusion about why he was asking for information. It was not to steal the names, but to avoid asking the current regions sponsors to give more.
 3. Motion by Rick Crowder: *Board approval to allow the solicitation of sponsorship funds to cover the cost of website maintenance and exchange program.*
Seconded by Peter Waugh. Unanimous approval.

9. Role of IPPS...Bernard Brennan

- A. Suggests creating a template for Directors' Regional reports. Fill out the information about dates of meetings, membership #'s, attendance at conference etc. Make it much easier to present a report and offer similar information from each region.
- B. Board will review and send to Terri Breon before the next conference call or board meeting
- C. Bernard Brennan will create the template

10. Southern Region International Tour 2015...Rick Crowder

- A. Rick Crowder presented the current tour plans. Seven day tour.
- B. Beginning in New Orleans
- C. Speakers are being solicited, if any Board members wish to present.
- D. He was asked to make sure that the board meetings took place at an appropriate time during the tour in case some board members could not make the entire tour and wished to join the short tour.
- E. Other tours being planned:
 1. New Zealand: mid to late April
 2. Europe: July?

11. Future Topics

- A. Membership-at-large
- B. Future relationship with ISHS (no change at present)
- C. Communicate with membership about Shanghai meeting
- D. Communicate with membership about the website development. Needs to be done very soon.

12. Adjournment

- A. Meeting adjourned at 3:30 PM

Special Board Meeting of November 28.

1. Meeting purpose: This meeting was called in response to the very positive reaction IPPS received during various visits during the week, especially the meeting with Paul from Senhe.
2. The following issues were discussed:
 - A. What are the expectations of the Chinese nursery community?
 - B. How will they engage with us and how will we engage with them?
 - C. Offer an international membership obtained via the internet.
 - D. Need to establish membership criteria.
 - E. What is the critical mass for membership?
 - F. Step 1 - Simple process for joining
 - G. Step 2 - Website development
 - H. Step 3 - Region formation
3. Online registration – fee based
4. Ned to sit down with Julianne to discuss what she thinks our next step should be.
5. Separate unit within IPPS, join as an international member
6. Chinese members would gain:
 - A. Allow them ISHS access
 - B. Attend a regional meeting and conference at membership rates.
7. David asked Alan Jones as the Chairman incoming chair to take responsibility for making sure all this happens.
8. Discussion with Julianne:
 - A. Need to have everything in place before the Chinese New Year February 19th
 - B. Organization must be legal. Julianne will find out how to get IPPS registered as a legal entity before anyone in China joins.
 - C. Who can run the organization in China?
 - D. Julianne will assist with establishing and introducing IPPS to the China industry, but she is not interested in running IPPS China. Angela (Julienne's assistant) will likely do most of the work.
 - E. Marketing to attract young people
 - F. High level of young people speak English
 - G. Need to provide Julianne with the authority to look into the legality of IPPS.
 - H. If Chinese came to Tampa we will likely need an interpreter
 - I. Second week of March a huge flower show at Xiaoshan flower market (we visited this market). This would be a good place to introduce IPPS to a large number of growers.
 - J. We need to prepare a Press Release to inform the world what we are doing and what we accomplished.
9. Action Plan:
 - A. Category: International e-membership?
 - B. Cost?

- C. Who will drive this initiative?
- D. Members obtain: ISHS downloads, individual membership Access to Book and CD
- E. Attend regional meetings at Membership price.
- F. Need to charge enough to cover the potential for a large number of free downloads.
- G. Nursery association membership is 1000 RMB
- H. Suggest IPPS membership be 600 RMB
- I. Present all new Chinese members an IPPS pin in person at one of the major events.
- J. We need to also use Lily as part of the team that introduces IPPS to China. We need to determine what the correct balance between Julianne, Lilly and Angela should be.

12/13/14 tgb
REVISED 1/12/15 tgb