



**INTERNATIONAL BOARD OF DIRECTORS MEETING**

**Tuesday, October 6, 2015 – Biloxi, Mississippi, USA  
and Saturday, October 10, Tampa, Florida, USA**

**MINUTES**

**AGENDA ITEMS**

**I. Welcome and Call to Order...David Cliffe**

		10/6	10/10
In Attendance:			
Officers:	David Cliffe, Chair, Australian Region	x	x
	Patricia Knight, President, Southern Region	x	x
	Alan Jones, Treasurer, Eastern Region	x	x
	Ian Duncalf, Vice-President, New Zealand Region	x	x
Australian:	Peter Lewis (D)		
	Clive Larkman	x	x
Eastern:	Bob Geneve (D)	x	x
European:	Mike Norris (D)		x
Japan:	Peter Waugh (D)	x	x
New Zealand:	Philip Smith	x	x
South Africa:	Hans Sittig (D)	x	x
	Dr. Elisa du Toit		x
Southern:	Rick Crowder (D)		x
	Donna Fare	x	x
Western:	Todd Jones (D)	x	x
	Gene Blythe	x	x

- A. Bob Geneve was appointed parliamentarian for the meeting.
- B. Reminder of policy regarding Alternate Director participation
- C. Acknowledgement of taped minute-taking

**II. Approval of Agenda**

- A. Bob Geneve moved to amend the agenda to remove the regional reports. Philip Smith seconded. Amended agenda approved.

**III. Approval of Minutes**

- A. July 7, 2015 conference call meeting of the International Board
  - 1. Peter Waugh moved to accept minutes; seconded by Clive Larkman. Motion carried.
- B. Review of new Action Items from July 2015 International Board Meeting
  - 1. Include agenda item to discuss strategies on how to retain student members..... discuss later in meeting
  - 2. Directors to send their intentions regarding attendance to the Tour to Patricia Knight ASAP .....done

3. Regional Directors must discuss with the regional secretaries what resources they need to provide website content information to Hans Sittig.....deferred for later in meeting
  4. Send report to directors of number of Pub Hort website downloads.....done
  5. Send email request to directors for agenda items for Tampa.....done
- C. 2016 Committee appointments
1. Finance – Jim Johnson, Chair; Ian Duncalf
  2. Membership – Philip Smith, Chair; Rick Crowder, Todd Jones, Richard McKenny (check with Mike, too)
  3. Education – Bob Geneve, Chair; Gene Blythe, Donna Fare
  4. Staff Review – Alan Jones, Ian Duncalf, Jim Johnson
  5. Award of Honor – Hans Sittig, Chair
  6. Sponsorship – Paul Cappiello, Chair; Clive Larkman, Mike Norris
  7. Marketing – Hans Sittig, Chair
  8. Communications – Hans Sittig, Chair; Clive Larkman, Brie Arthur
  9. Executive – Terri Breon, Alan Jones, Jim Johnson, Ian Duncalf
  10. Strategic – Mike Norris, Chair; Hans Sittig, Philip Smith

#### IV. International Office Report...Alan Jones

- A. Summary of International Office Activities for 2015
1. Terri Breon submitted a report for Board information (in Agenda package)
    - Highlights:
      - a. Volume 64 was sent out much earlier than previous years.
      - b. Forty copies were sold to libraries, generating an income of \$7,000. Libraries continue to show a strong interest in the book and not electronic media.
- B. Staff Time Report for 2015: hours could be close to last year
- C. Reports on 2015 regional membership:
1. International Paying members (1418) are down about 80; but overall membership increased due to 141 student memberships
  2. Eastern Region structures their conference fee so that a non-member can join when registering for the conference and obtain conference registration + a year membership for a slightly lower price than attending the conference as a non-member.
  3. Japan Region has dropped by 3, but then added 4, and are now at 61. (is this They are not interested in sitting on the Board as reps Board should provide any assistance it can to reinvigorate this region. A special invitation should be sent to encourage participation in the New Zealand meeting and tour.
  4. Australian: Building membership, Student membership a struggle. wants to bring in young blood Looking to expand into non nursery industry areas
  5. Eastern intends to focus conferences in more highly populated nursery cities, like Philadelphia, instead of out-of-the-way locations
  6. Western: currently 247 members; membership is a major focus of each regional meeting; have reached out to many major educational programs in horticulture to entice younger generation; larger orgs have cut back

7. New Zealand: 206-208 members; seems to have a great rapport among the members; have been focusing on youth-minded members. Student membership is up
  8. S African: plan to use the website as a marketing tool; at 101 members.
  9. Southern: have pamphlets they hand out at trade shows; 225-240 members; no special student membership program. Students given a job in return for having their conference fees paid.
  10. European: struggling
  11. Currently international office has no Members-at -Large.
- D. Next International Business Meeting will be in New Zealand
- E. Chinese will come to Tampa meeting to present proposals to the Board
- F. Five-year membership plaques report
- G. Calendar of Regional Events
1. Regions should send schedules to Terri Breon as soon as known so they can be advertised
- H. Website Statistics Report
1. 611 downloads by 104 unique users
- I. Report on Proceedings ordered
1. Books and CD's: printing a few less
  2. Alan to check with Terri Breon on why there are so many extra books
- J. In memoriam report for 2014
1. No 2015 Memoria.
- K. Report on LinkedIn site usage
1. Over 2000 members; can't tell who's IPPS members, though

#### **V. Treasurer's Report...Alan Jones**

- A. Current fiscal year income and expenses as of August 2015
1. A new Profit/Loss comparison sheet was provided with corrected values.
- B. Balance Sheet as of August 2015 was reviewed
- C. 2014-2015 Income & Expense comparison was reviewed
1. Budget looks good for remainder of year
  2. Professional fees include the International Editor's fee and proofreader's costs
  3. Europe Region still owes \$5452
  4. Still owe about \$5000 to After Shock for the website
  5. Investment strategy was discussed (managed account vs. indexed).
    - Finance Committee is to evaluate and recommend a strategy/policy by the end of the Tampa meeting.
- D. Alan Jones moved to approve the Finance Report; Peter Waugh seconded. Motion carried.

#### **VI. Editor's Report**

- A. Overview for year 2015
- B. Printing Volume 65 proceedings

1. ISHS will print the proceedings again this year. Cost of publishing will be the same as this year
  2. Ownership of papers remains with the author
  3. Future International papers will be published as in past: submitted, reviewed, and uploaded to website. PowerPoint presentations must be reviewed for completeness (slides and notes of actual presentation made available) and edited as necessary.
  4. Regionally, all presentations will reside on their web pages, will not be edited by International, but will be available to all members to access via the regional webpages.
- C.
1. The editorial process was discussed more about the international editor offering to help to regions (for a fee) that had editorial issues. Europe and western region are losing their editors, and has Clive acting as Australian editor. Bob Geneve was going to talk with Charles about offering services to regions and get his views. There was also discussion about trying to centralize the editorial role.

## **VII. Regional Director Reports**

- A. Oral reports were not given. Refer to reports included in the agenda.

## **VIII. Committee Reports**

### A. Finance Committee...Alan Jones

1. Education...Bob Geneve proposal to access restrictive funds in the amount of \$2000 for the Western Region exchange program which New Zealand has already matched and expended.
  - Bob requested board approval because the matching money has already been spent and the proposal was submitted after the timeframe deadline. Bob moved to accept the proposal to expend \$2000 from restrictive funds to be spent in 2016. Clive seconded Motion carried (2 recusations, Peter Waugh for Japan, and Western Region)
  - Hans read to the Board its rules regarding this program.
  - David clarified that the whole idea behind this matching funds program was to foster exchanges between regions that hadn't done so in the past.
  - Funding is supposed to cycle around the regions.

### B. Strategic Planning Committee...Mike Norris

1. Next challenges:
  - administration of website,
  - international editor, Digital editor
  - appointment of Executive Director (consistency of approach to Board meetings),
  - website strategy – get a random member to go through site and report on its operability,
  - get non-directors to participate on the Strategic Comm. to focus on membership and sponsorship.
  - Develop a strategic plan for China initiative.

### C. Membership Committee...Philip Smith

1. Review Membership categories and current situation, "Membership at large" proposal for discussion:

- Change title to “IPPS International” receives regional status. All members/potential members not residing in any of the existing geographical regions and those residing in potential new regions e.g. China, become members of IPPS International
  - Motion by Philip Smith to change membership name of “IPPS-at-large” to “IPPS International”. Seconded by Mike Norris. Motion carried.
2. Membership Committee was charged with reviewing outstanding issues and proposing positions for the Board’s consideration:
    - Clarify the geographical boundaries of regions, like Europe;
    - Address issue of whether a member can join a particular region, even if they live outside it
    - Should International members be administered by regions as it is currently being done?
    - Benefits to non-regional members living within another region
    - Student membership status.
    - Complete the above ASAP.
    - IPPS International Membership (previously called At-Large) administration duties: should they be handled by the International Secretary?
    - Consider New International membership portfolio on International Board
    - Committee was asked to provide an outline of the benefits of International Membership
  3. Offer following membership categories
    - Basic individual
    - Student individual membership remains with their region (region follows up with students when their 2-yr period is over)
    - Introductory Membership
    - Honorary
    - Retired
    - Need to review fees for these categories
- E. Sponsorship Committee...Rick Crowder
1. Sponsorship page on web
    - Rick charged to move forward with guidelines to include addressing:
      - a. Coordination with regions to identify their sponsors
      - b. Guidelines for approaching potential sponsors
      - c. Determine whether there could be sponsors that don’t have anything to do with the Society
      - d. Sponsorship information to be presented and discussed at the next conference call.
  2. Education individuals for tour:
    - Previous recommendation included having 6 pack participants participate in the International Tour. There is one on the current tour and has found the experience fulfilling.
    - Mike encouraged sponsorship of 8 individuals on future International Tours.
    - Board needs a proposal from the Scholarship Committee to respond to.
    - Education Committee will need to set qualifications criteria.
- F. Nomination award for 2016
1. International Award of Honor: Terry Hatch nominee: he is an IPPS founding member, the nomination included three letters of support.

2. Moved by Ian Duncalf to award the International Award of Honor in 2016 to Terry Hatch; seconded by Peter Waugh. Motion carried.

#### G. China Initiative

##### 1. Future initiative in China

- Don't need government approval until a chapter is actually established. (Australia could be the management region as three members from China currently have Australian membership). There was also discussion about Chinese membership being managed through the international office. Two groups are represented on the international tour and at the conference in a Tampa: Shanghai and Honcho

##### 2. IPPS China business proposal submitted by Rebecca Chow

- Rebecca gave a presentation to Board at 10 A M
  - a. Board delineated the steps the Chinese members would need to follow prior to establishing a region:
    - i. Membership would be IPPS International. It was stressed that memberships are for individuals; not a corporate trades organization
    - ii. Members would be strongly encouraged to participate in the Sponsoring Regions' activities
    - iii. Members would be expected to share information, as well as, obtain information
    - iv. When a critical membership mass is reached (~100 members), a Chinese Region could be established
    - v. Regional establishment includes adopting the rules and organizational structure as every other region has adopted.
  - The other Chinese contingency (Julienne) was invited to the ~~for~~ afternoon session.
    - a. Board restated the steps the Chinese members would need to follow prior to establishing a region.
    - b. The Board encouraged Julienne to continue with her efforts and offered any support she might need.

#### H. Marketing

1. Promote new website & social media presence
2. Newsletter to IPPS members
  - See in-depth discussion below: Section IX, C & E.
3. Press releases to Horticultural Media

#### I. Communications...Hans Sittig

1. New format for regional reports is in Word format
  - See attached proposed format for discussion & approval (Agenda Doc 1)
    - a. Past International issues can be archived on the website, though not specifically planned at this time.
    - b. Regional reports could also be made available; can be limited to Board access only. Any regional report posted on IPPS website should have sponsorship and other financial information removed.
    - c. Minutes are not available to general membership. Consider posting minutes but remove financial data.

**IX. Other Reports****A. Elections of Officers**

## 1. Slate of officer positions:

Alan Jones: Chairman

Jim Johnson: Treasurer

Ian Duncalf: President

Peter McDonald: Vice-President

## 2. Motion: Mike Norris moved to approve the nominees for the officers as listed.

Philip Smith seconded. Motion carried (terms begin January 1, 2016)

- Upcoming Departures: Patricia Knight's term on the Board ends December 31, Mike Norris, Bob Geneve will be leaving the Board in one year, Peter Lewis was appointed ex-officio director

**B. Succession Plans for IPPS Chairman, Treasurer and Editor****C. Website update...Hans Sittig**

## 1. A demonstration of the new site &amp; brief overview of the administration module was covered by Hans. Both international websites will be run in parallel.

Information will need to be maintained/updated on all sites.

- Content review

## a. International site

i. Policies and Procedures: Needs to be reviewed &amp; updated with new logo – Work in progress (Mike Norris)

ii. Mission: (See agenda document 2)

1) Change the wording on the website to reflect the constitution's definition of "mission".

iii. International newsletter will focus on international issues with a listing of regional events, to be issued quarterly.

## b. Regional website administration

i. Proposal: International digital media editor to advise regional editors on style &amp; layout to maintain a consistent look throughout all IPPS websites, marketing &amp; communication

## 2. On-line proceedings library

- Edited papers: procedure remains the same
- Un-edited presentations: will be up-loaded in pdf format directly after conference
- Video recordings of presentations: format & minimum standards must be established
- Discontinue CD format

**D. Video project**

## 1. Proposal: Create a series of 'how to' videos

## 2. Brie Arthur &amp; Peter MacDonald prepared to assist.

- Need funding from International for:
  - a. Presenters & filming
  - b. Professional video editing

## 3. Establish a basic format &amp; layout to maintain professional standard

**E. International newsletter policy outline**

## 1. Will use free MailChimp mailing service.

## 2. Newsletter editor: Appoint for two years (Brie Arthur?)

- Editor would be responsible for content, bring material together and check for correctness. Brie Arthur has offered to participate in the effort. Seek other volunteers for these positions.
- 3. Newsletter publisher: IPPS Secretary (Terri Breon)
  - Management of mailing list
  - E-mail newsletter on time
- 4. Quarterly editions: Mar / Jun / Sep / Dec
- 5. Content:
  - Style: Headlines with short info sections and 'read more' links to website for detailed information
  - News focused on International affairs & events
  - Highlights of most important regional news & events
  - Promote social media presence
- 6. Sponsorship exposure for website sponsors
- 7. Regional newsletters:
  - Will use same logo and style as International
  - May use any suitable mass email service
  - Email header with new logo available for each region (see Agenda Doc 3)
- 8. Peter Smith: Motion to not change logo to the one on the new website until taken to members for input. Second by Bob Geneve. Motion defeated.
- 9. Bob Geneve: Move to launch website with (current) amended logo but have a further discussion on changing the logo for official IPPS purposes. Seconded by Mike Norris. Motion carried.
- 10. Terri to check on Bylaws document availability in Word so the font can be changed in the .pdf file. Send to Hans- completed
- F. Rotation of International Board Meeting sites
  1. 2017 tour is in Europe in May. Need to set up a schedule for the tour. A quick survey was conducted for date preferences.

## **X. Old Business ...**

1. Nothing presented

## **XI. New Business**

- A. International Dues: \$3 increase starting in 2017. Regions need to be given advance warning. This is the first increase in a number of years. While the cost of running the society has not increased the decline in membership has increased the cost per member.

International Member (formally Member at Large): Online international membership increase \$3 to \$69. Dues with book - \$125, dues with CD\$100. David Cliffe to send out a message.

- B. Proceedings Volume 65 to be printed by ISHS – Discontinue publishing in CD format after volume 66.
- C. ISHS ongoing relationship
- D. 2016 International Tour – New Zealand to be held in April starting 17th conference starts 21st ends 24<sup>th</sup>. Board members were asked to let Shirley know by the end of the year which option (short or long tour) they would be participating in.

**E. Role descriptions**

1. Digital Media Editor: proposed new role. (see Doc 4 of Agenda) role description
  - Communications Committee oversee; can and should appoint someone soon (no pay, at this time); how do we handle Facebook interfaces (8 currently); would act as central control to monitor conversations for appropriateness of content (Brie, Hans, Carl)
  - Digital editor oversees everything online. Parallel to what Charles does.
  - How will this cost be paid for in the future? Can this cost be covered by sponsorship?
  - Need to watch content as digital becomes old very quickly
2. Website administrator: (see Doc 5 of Agenda) role description.
  - Terri Breon to act in this role; provide Board with cost for this service

**XII. Closing comments and presentations**

- A. David Cliffe's final remarks: great learning experience; making forward moves even though an all-volunteer org. Support of Board has been very appreciative.
- B. Awards/handouts:
- C. Hans was presented with a plaque of appreciation and recognition for his 2013 term as president
- D. Patricia was presented with a plaque of recognition for her term as president and two plant books signed by the author Dr. Allan Armitage in recognition of her efforts in organizing the international tour.
- E. Alan thanked David for his service to IPPS and in particular his four years as chairman and presented him with a miniature gavel made of woods from various regions. This gavel was made by Peter Waugh.

**XIII. Adjournment**

- A. Meeting adjourned at 5:00 PM