



INTERNATIONAL BOARD OF DIRECTORS MEETING

Saturday, July 8, 2017–Gent, Belgium

Sunday, July 9, 2017-Breda, Belgium

Tuesday, July 11, 2017-Amsterdam, Netherlands

MINUTES

[Includes Amendments: October 2017 & December 2017]

SESSION ONE – JULY 8

AGENDA ITEMS

1. Welcome and Call to Order...Alan Jones

In Attendance:		Title:
Officers:	Alan Jones, Eastern N.A.	Chair
	Peter MacDonald, President, Europe	President
	Paul Cappiello, Eastern N.A.	Vice-President
		Treasurer
Australian:	Clive Larkman	Director
	John Messina	Alternate Director
Eastern, N. A.:	Paul Cappiello	Director
	Peggy Walsh-Craig	Alternate Director
European:	Richard McKenna	Director
	Tim Lawrence-Owen	Alternate Director
Japan:		Director
New Zealand:	Lindsey Hatch	Director
	Jill Reader	Alternate Director
Southern Africa:	Hans Sittig	Director
		Alternate Director
Southern, N. A.:	Donna Fare	Director
	Bill Turk	Alternate Director
Western, N. A.:	Gene Blythe	Director
	Dharam Sharma	Alternate Director
Regional Development:	Clive Larkman	Director

- Alan Jones called the meeting to order.
- A roll call was taken. Apologies for absences were received from Jim Johnson and Peter Waugh.
- Paul Cappiello was assigned as Parliamentarian and Gene Blythe was requested to keep back-up notes of the meeting.
- Alan Jones thanked Peter MacDonald and his team for organizing a very good and successful tour.
- Alan reviewed the general schedule for the day, after which he noted committees would meet tomorrow. Routine reports would be reviewed today, with the more-

involved topics held for the full-day meeting. There are a number of items that must be acted on before the meeting ends on Tuesday, these are issues that have been discussed for several years and need resolution. They include the future of the Proceedings and the new editor position.

- Several housekeeping items were brought up by Alan: alternate directors cannot vote unless they are filling in for an absent director. They are encouraged to participate in discussions. Also, the meeting is being recorded.

Richard McKenna moved to approve the agenda, with a second by Donna Fare; approved by unanimous vote of Board.

2. Approval of minutes from March 14, 2017, Conference Call....Alan Jones

- Alan requested a motion to approve the minutes.

Paul Cappiello moved to approve; seconded by Donna Fare; approved by unanimous vote of Board.

3. International Office Report...Alan Jones

- Alan requested the directors refer to the report provided by Terri Breon. Information on membership numbers, as reported by regional secretaries, is shown there.
 - Some numbers were discussed, for instance, the Eastern Region of North America has 252 student members. This represents a doubling of student members over last year. Bob Geneve was credited with that increase as he has his students involved in assignments.
 - There were some questions on actual membership numbers as there seems to be discrepancies. Further discussion explained that the membership numbers are based on what is provided by the regional secretaries, where their numbers are at that particular time. Accessing numbers from the web has proven inaccurate as, for instance, the European Region has not yet adopted the membership renewal date to be January for all members. This should be corrected in coming years as all adopt the January renewal timeframe.
 - Also, June 1 is the cut-off date for proceedings numbers. Clive Larkman requested that this also be the annual membership snapshot date. Subsequent memberships should be credited to the following year.
 - Terri will be asked to confirm the regional member numbers.
- Discussion moved into the benefits of publishing of books. The cost to the Society last year was about \$9000. The cost of editorial review has been fixed cost over the years. Past discussions have considered spreading these costs across the entire membership rather than just those who purchase a book or CD. This will be discussed further in the meetings; however a solution needs to be decided upon.
- There have also been issues regarding the starting time of conference call meetings. The timing indicated tends to be listed improperly, as it does not take into account time differences around the world. Clive suggested meeting times be listed only as US Eastern [prevailing] time and leave it upon those in other time zones to determine the starting time in their area. Census opinion agreed that US Eastern prevailing time should be used exclusively.

4. International Editors Report...Alan Jones

- Volume 66 is now in the queue with ISHS, although no printing schedule has been established. There seems to be a lack of urgency when it comes to ISHS printing the IPPS proceedings. Our agreement with them will be discussed later. This is the last year the proceedings will be published on PubHort. ISHS was given the required six month notice outlined in the agreement.
- Richard McKenna stated that the European Region is unclear about who is editing for their region; they thought Charles was doing this. Alan Jones stated it was only temporary until the European Region found a new editor.
- There was limited discussion about having centralized editing in the future.

5. International Treasurer's Report...Alan Jones

- All investment funds have been moved to Vanguard.
- IPPS operating finances are not in good shape. The budget is running about \$7000 in the red. Need to have a balanced budget for 2018.
- Sponsorship funds were projected to be about \$15,000 for this fiscal year and would directly support the operating budget. None have been received.
 - Proceedings costs are operating at a loss. This is mostly due to several factors, one being that the costs for the books and CDs plus the editors' fees are being paid by the proceeds income from those members who purchase them, another being membership has been decreasing so the number of books being produced have also decreased requiring that the cost be spread among fewer members. As we move to digital storage of proceedings, we will have to re-evaluate the funding model for the International editor's fee. This cost, rightly, should be paid by all members. This might result in a need to increase International dues again, possibly as much as \$10-\$12 per year. This will be discussed later.
 - It was noted that library sales are still strong and the libraries still want to receive a printed book.
 - Paul Cappiello noted that the sponsorship program has been met with a "resounding thud" due to the established dollar levels. He noted that regional sponsors value the one-on-one contact with members, but they don't see the value of sponsoring the International website. Hans Sittig recommended that sponsorships be removed from the International budget.
- It was suggested that individual regions be able to pay the International Dues in advance when exchange rates are favorable. The South African region has done this in the past.

Review of action list items...Alan Jones

- Alan reviewed the list of outstanding action items from the March 2017 minutes.
 1. Nominating Committee: this committee has never been clearly defined.
 2. Student membership: the whole student structure needs to be reviewed. This falls to the membership Committee. Richard McKenna will review.
 3. Student Chapters: Bob Geneve had suggested this would be a good way for students to interact with one another.

4. Welcome package for students: There still needs to be a welcome package for new members, as well as, one for students. There does not appear to be any previously existing package.
 - o The contents of the package need to be clearly defined. Such a package would be useful for all members because they know only what they know.
 - o Presently, for new members, an email is sent when they enroll, with links to various pages on the website.
 - o As members renew the memberships, an email similar to the above should be generated to reinforce what their dues are providing to them.
 - o There is a segment of the membership that waits to receive a time to renew letter. As we are going to electronic generation of these notices, response to a strictly electronic reminder goes unnoticed. Larger companies require requests for dues payment be forwarded to other departments for payment. A hard copy would be nice. Hans noted that it is possible on the renewal website page to print out a copy of the invoice and then it can be sent in.
 - o Hans and the Membership Committee will work on this.
5. The directors and secretaries need to look at the website on a regular basis to ensure the information there is current. The board tends to focus on reports. Secretaries send reports to the regional director who then submits them to the board, after which decisions are made by the board but not well relayed going in the opposite direction.
 - o Although actions and approvals are in the minutes, that does not really tell the membership what decisions are being made. There should be a formalized way of getting information back to secretaries.
 - o Directors need to remember they are the conduit back to the regions.
 - o There was a discussion on the newsletter. The newsletter goes out two times per year, but that will be increasing to four times per year. It should go out shortly after the conference. It is a good conduit share what is happening at the International level, decisions that are being made and other information that would aid the membership in understanding how International is doing.
6. Included in the discussion with #5
7. Corporate sponsorship information. Discussed in Sponsorship Committee.
8. This item addresses the flow of presentations from regional conferences and whether they have been uploaded to the website.
9. See #10
10. Number nine deals with International membership. This year there are no International members. They tend to be a small group. The rights of the International members need determined. Are their rights the same as other regional members? Are they going to be associated with a region? Membership and New Region Committee to discuss.
11. New region guidelines have been updated. This item is completed.
12. ISHS issue is on the agenda for this meeting
13. Reserve funds discussion. Jim Johnson is working on that.
 - o Different funds were set up for specific projects which no longer seem to make much sense. Jim is looking at trying to streamline finances. There

may have been some guidelines set up whenever these funds were established.

- The cash reserve fund is about \$100,000. It was set up to allow the organization to continue in the event that no membership money was received for year.
- Desire is to reduce the number of funds. It should be noted that these are not restricted funds.
- The Finance Committee will be discussing this further.

14. This item, requesting the directors to consider items they want to bring up at the board meeting, is complete.

15. This item addresses forms that directors must sign for tax purposes and policies the Society must have in place. This will be discussed later.

- Conflict of interest policy was discussed. It deals with being transparent in business transactions especially when business entity is owned by a board member.
- Committees should be aware that committee meetings minutes should be retained or created. They do not have to be elaborate but should identify any decisions that were made. The committee reports to the board at its board meetings may be sufficient to meet this item. Alan recommended committees send their notes/minutes to Terri.
- All directors will need to sign the conflict of interest form.

16. Review of policies. We will review policies later on. A number of policies were updated last year; however, there are still a number that need to be reviewed and updated.

17. Geographical boundaries regions. There had not been much discussion on this. The membership Committee should get together with the New Region Committee and discuss.

18. Discussion of memberships: can members join any one of the regions they choose. This will be discussed by the Membership Committee.

19. Secretary communications International office.

- Hans did have a training conference call/webinar with some of the regional secretaries.
- Hans will need to follow up with the regional secretaries who did not participate.
- The International office annual conference call has not happened. It will need to be set up.

20. Hans requested an additional member for the Investment Committee. This will help maintain the continuity of the Committee.

6. Regional Reports...Alan Jones

- There was a general review of regional activities. Full written reports were submitted by directors.

Australian Region...Clive Larkman

- The region has increased dues this year.

European Region...Richard McKenna

- Have been communications issues with European countries/members due to language barriers. This is an issue they must address to increase interest on the continent.
- We have new, younger members on the board. They need to continue to focus on recruiting younger members.
- We must look at membership renewal dates.
- The European tour has given exposure to the European region on the continent. Hopefully this will translate into new members as they see the organization is including the European continent countries. We are excited by the possibilities.

Eastern Region of N. America...Paul Cappiello

- They are working on this coming year's conference.
 - International tour will begin in Brooklyn. There is a wonderful waterfront here. The federal government state and local governments have been investing \$100 million each year for the past several years. They are making significant modifications to the waterfront.
 - The tour will move to Long Island to review wineries.
 - We will be spending some time at Rutgers University.
 - First part of the tour will be focused on gardens while the second part will be focused on nurseries.
 - We will end up at the Eastern region conference hotel in Newark, Delaware. Pre-conference tours will be to the Baltimore area.
 - The elevated rail line landscaping project will be one of the very interesting stops. The city of New York converted an abandoned rail line and turned it into an active pedestrian walkway called the High Line in the heart of the meat packing district.

Japan Region...Alan Jones reported

- Alan noted that Peter Waugh is planning to step down and would like to see the Japanese board members take a more active role with the International Board.
- Due to the 2020 Summer Olympics taking place in Japan the same year as the region hosts the International Board, they have requested the meeting be changed. It had been proposed at the New Zealand board meeting that a director visit the Japan Region. This visit did not occur in 2016 and should be considered again this year. The conference is in November 2017. Jill Reader indicated an interest in attending as she might be visiting her son in Japan in November.
- The Japan region is more academic in membership makeup. There's been little interest from the production industry segment.
- Perhaps a region would like to do an exchange with Japan. Alan noted this is probably an Education Committee issue.

New Zealand Region...Lindsey Hatch

- New Zealand just held their conference.
- A plant disease, Myrtle rust, broke out just before the conference and required New Zealand region to cancel nursery tours. The Myrtle rust has affected a lot of nurseries. A lot of material has been destroyed. It may very well affect membership numbers next year.
- The nursery industry in New Zealand is on the decline primarily due to be impact of expanding urbanization.

Southern Region of N. America...Donna Fare

- Between 225 and 238 members, depending on which reports are used.
 - No student members although they are looking at a student membership program modeled off New Zealand's student model. One issue appears to be the lack of faculty members from southern universities *to encourage student membership and participation*. We are actively seeking to add members from academia. *Our region is establishing a foundation for student education. [italicized wording amended December 2017]*
 - There are a number of new young board members including women.

Southern Africa Region...Hans Sittig

- Southern Africa Region has a program using a sliding scale for membership fees for members from the same company. About one half their membership takes advantage of the program.
- The exchange program with Australia is still going very strong.

Western Region of N. America...Gene Blythe

- Down to about 157 members. Anticipate adding more members at their fall conference. We are experiencing some additional competition with other societies.
- Our exchange program with New Zealand is going well. We also offer an opportunity for students to go to conference by their willingness to work during the conference. We pay for their travel and their stay.
- There will be a Pacific Rim conference in Hawaii next year. Regions in the Rim will be invited to participate.

7. Committee Reports

General Discussion

- Donna Fare will be giving a presentation.
- Hans Sittig will also be giving a presentation on questions that have arisen from the individual regions.
- There was discussion regarding membership on each committee and whether any modifications should be made. Are there too many committees?
 - A request was made to add someone to the Investment Committee and it was suggested that someone from the regional memberships should be selected who is familiar with investment strategies.

- There are 13 current committees. The board should go through the list of committees and determine which ones are standing committees and which ones are more ad hoc. Hans noted that one of the points of the Strategic Committee was to determine the structure of the board and the responsibilities of committee; this hasn't really been finalized. He suggested this be included in discussions this week. This includes responsibilities of each officer and what committee they should be assigned to.
- There is not a standard operating procedure Manual for the board to provide to new board members. Hans reviewed a number of existing policies by name. There is not a table of contents or index. Policies need to be clearly identified from operating procedures. Richard expressed concern that the previous meetings lacked the decisions necessary to move ahead. He was disappointed at last year's meeting in New Zealand and the fact that few decisions were actually made.
- Agenda for tomorrow: board structure, its workings and responsibilities; the policies; the priorities of the different committees. Over the past years we have added committees. With regards to the Strategic Committee, there are a number of important things that must be discussed and decided, for instance, the future of the printed proceedings book, PowerPoint presentations versus PowerPoint proceedings, adding color to the white paper documents for publication, deciding about an Executive Director, and the Editor, the succession plan for the chairman who has served 2 years of his 3-year term. Alan suggested that some of the other committees be discussed today so that there is direction for the Strategic Committee. The Strategic Committee in 2013 came up with what they thought was a good plan for moving ahead. The strategic master plan was updated at the end of 2016. Additional discussion will take place on the full day meeting.
- Conference call meetings during 2016 gave some structure to the Executive Director and the editor positions.

New Region Committee...Clive Larkman

- Clive reported on the New Region Committee and what progress has been made.
- As far as China goes, Ximei has come on as secretary. She speaks very good English and is helping to move things along.
 - Website has been upgraded. Pages have been translated. "How to become a member" is now on the site.
 - We have a Chinese working group. They set a deadline for the Chinese area to become an emerging region within two years.
 - Australia has provided seed money to help establish the Chinese region. It is not a grant. Australia expects China to pay this money back in 3 to 5 years.
 - China is shooting for 125 members by spring 2019. It seems to be a very doable target.
 - The China budget will need to be approved by the Finance Committee.
 - By 2019 they expect to have 100 members. They will charge a AU\$120 membership fee. They should be totally self-supporting by 2020. Clive went through the details of the budget and his expectations of probable expenses. [refer to Clive's budget breakdown]

- The Chinese have been using a program called 'We Chat' which Clive strongly recommended the board download for their use as it allows extremely good translation Chinese to English and vice versa.
- Clive would like to see a process put in place for the development of India into a region. Dharam Sharma is originally from India and will work with Clive to help develop the region.
 - We are discussing having the Western Region of North America be the sponsor region for India. Dharam Sharma will discuss this option with Western Region.
 - People in India are asking what are they supposed to do to move things along. Clive reiterated that the process must be established because of interests in other portions of the Pacific. The guidelines need to be more refined.
 - India's budget will be similar to China's.
- Clive noted that he and Dharam Sharma will meet to develop the process.
- There was discussion regarding the minimum number of members needed to maintain a region. South Africa and Japan were set at 100 members. The Japan Region has dropped to 61 members, but holding steady over the last few years.
- The proposed budgets will have to be reviewed by the Finance Committee prior to being brought to the full board for approval.

Clive made a motion to approve move into China and India and approve the principle of the budget, once approved by the Finance Committee. Paul Cappiello requested that the numbers by year be included as part of the motion. Paul Cappiello seconded the motion with the modification. Motion carried.

Sponsorship Committee...Paul Cappiello

- Paul reported potential sponsors are not excited about the opportunities for sponsorship or the costs.
- There are different types of sponsorships, for instance, ones which provide money for the Society's operating expenses, and others that allow you to do things that are on your priority list that you have not been able to do.
- The Sponsorship Committee needs to work on offering the kinds of benefits potential sponsors are interested in receiving for their donation.
- Paul is of the opinion that attempting to go to the large international corporations is a waste of time without having personal contacts with that Corporation. Some companies allow regional reps to approve a maximum of one sponsor per year; what we don't know is in what amount. If our request exceeds what they can approve, the request gets kicked up the ladder and will likely just die.
- The Sponsorship Committee will work over the next few months to modify their approach.
 - New Zealand was able to obtain \$20,000 in sponsorships at their last conference. They feel that they are successful by maintaining their list of sponsors and how much they have given and providing the potential sponsor with a single sheet document that shows what they will receive for their donation, for instance, what they get for a bronze sponsorship is clearly noted on the paper.

- It was suggested that maybe the International Society have a regular symposium with speakers sponsored specifically by the International Society. This type of conference might be kind of thing to get the larger corporate sponsors interested.

SESSION TWO – JULY 9

Strategic Planning Committee/Proceedings...Donna Fare

- Donna Fare presented a proposal for changes in the Proceedings.
 - Regional editors will submit papers (Word) and presentations (PDF and PowerPoint) to the International Editor either within 60 days or by the end of the calendar year.
 - The International Editor will prepare these for the website. The printed “black book” will no longer be published; all documents will be online.
 - There will be a term limit for the International Editor position, since at some later time this service might be purchased from an outside vendor.
- Donna presented a breakdown of current costs of the Proceedings: over \$24,000 for approximately 600 books.

Paul Cappiello motioned that 2017(conference papers) be the final year for the printed “black book”, and publish only electronically starting with 2018. Seconded by Richard McKenna. In further discussion, it was noted that historical information (“front matter”) also needs to be available online. Clive amended the motion by proposing that the recommendations of the Strategic Planning Committee be accepted and we eliminate publication of the “black book”. Approved by unanimous vote of Board. The original motion by Paul was restated that Volume 67 will be the final publication of the “black book”, with a second by Hans. The motion carried with 1 “no” vote.

- Gene Blythe stated that Directors should focus on the major benefits of the change from the “black book” to online publication when notifying their membership of the change. It was determined that the three main advantages are: 1. Improved searchability, 2. Ability to include color photos and figures in the articles, and 3. Improved timeliness in making the Proceedings available to members.
- Donna Fare noted that the Strategic Plan has been edited over the past 3 to 4 years and led a discussion of possible additional duties of the International Editor. Donna will update the position description for the Editor position.
- Donna Fare proposed that the Board request Alan Jones to stay on a Chair for an additional year (through December 2019) to help facilitate the current focus on a possible Executive Director, Digital Editor, and other issues. Alan agreed to stay on the additional year. Motion seconded by Paul Capiello. Motion passed

The meeting of the full Board was adjourned for the day, allowing time for individual committees to meet during the remainder of the day.

SESSION THREE – JULY 11

Treasurer's Report...Alan Jones

- May 2017 financials are included.
- The Financial Committee, along with the Investment Committee, held a conference call in June.
 - 85% of funds are invested in growth and income producing index funds. The remainder is in Growth and income safety and fixed income funds.
 - One year growth with Vanguard has been 17 and 18%, respectively. In comparison, the S&P growth was 17%.
 - \$10,000 of capital gains was moved from the index to the money market fund. This will help the International Office be able to address cash flow issues.
- IRS 990 form needs to be completed. Alan will work with the accountant. The directors need to complete and sign the new forms that is included in the binder. Investment policy is included.
 - Directors from Europe Region asked about the possibility of investing their region's reserve funds into the International Society's investment funds so The investment income could possibly be used to pay dues. Additional research should be done regarding tax implications, although consensus opinion was that this arrangement should be okay. Alan will check with Jim Johnson and Terri Breon on how this could be implemented.
- Travel insurance policy: this type policy is protection for the traveler in the case they have an emergency that requires evacuation, medical care, etc., or have to cancel their trip. This insurance, as defined, does not protect the Society in the event of accidental injury or other such type incident.
 - The Society pays for a rider policy to cover travel protection. **TERRI IS LOOKING INTO THIS TO SEE IF CORRECT?** It costs \$2500 and lasts for an entire year. Shorter time frames are not available.
 - There was question on whether International could purchase a blanket policy that would also cover the regions. This would have to be further investigated.
- Cancellation insurance to cover the Society/Region should cover unforeseen problems. Look at including the insurance recommendations/requirements into the existing International Tour Policy.
- Clive had recommended that historic data regarding past tours be included in the information to be passed on to the future tour sponsors.
 - Alan suggested contacting the regional secretaries for information from their past tours.
 - Request Terri to compile the data.
 - Also, the ratio of attendees to hotel rooms would be helpful.
- The Finance Committee will continue to tweak costs for the budget.

Hans has been working on the budget. Assumptions he used included:

 - The Society must look at how its decisions impact the budget.
 - Membership dues assumption is \$49 for dues.
 - Stopping the physical production of the Proceedings will result in no income from that source.

- Expenses savings assumptions include proceedings editing, administrative functions, and contracted services.
- Executive Director's cost is based on an estimated 500 hours.
- There will be some income from libraries' purchase of hard copies of the proceedings. International Office will have to arrange for these to be printed.
- The budget will have to be modified to take other items into consideration as well as massaging the assumptions Hans has made.
- Bottom line is that the Society could be looking at another deficit budget without modifications being made, both in expenditures and income (membership dues increase).
- Jim Johnson recommended that the salary of both the director and secretary will have to be budgeted for an overlap period of 60 to 90 days.
- Hans believes that the director's salary will be higher and membership will continue to decline for a period of time.
- It was suggested that sponsorships at the International Tours be marketed to reflect the international aspect of the event. A formula could be developed to split the sponsorship money between the region and International. Paul suggested that the spreadsheet being requested from each region also include the number of sponsorships at each level and their contributions.
- Clive intends to introduce a suggestion that sponsors' funds provide something tangible for them, like supporting student attendance with the student wearing the logo of the company during the tour. It may encourage sponsors to up their commitments in the future. Companies could provide non-money contributions, like paying for meals. Hans noted sponsorship income was removed from the budget.
- Clive will submit a budget for the expansion regions. He will send it to Terri and Alan also. Clive requested the proposed funding from International for the next few years be: \$4000 in this year, \$5000 in 2018, \$2500 in 2019, and \$1000 in 2020. Income from membership dues is projected at \$1500 this year, \$4500 in 2018, \$6000 in 2019 and \$9000 in 2020. Money would come out of the Expansion Fund.

Clive made a motion that this money be included in the budget for expenditure this year for the development of the China Region, pending Finance Committee concurrence. Seconded by Peter. Motion passed.

Sponsorship Committee...Paul Cappiello

- Cash vs in-kind donations are both good.
- Sponsorships that are similar to the 6-pack program will bring exposure to student participants but are not going to help with the bottom line expenses.
- For conferences, sponsorships need to be treated as extra income and not relied on to cover tour expenses.
- Paul suggested that small, logo loop banners on the web at a cost of \$500 to \$1000 might be more acceptable than other types. There has been no interest in actually sponsoring the website. Look at the levels previously set and show what they get for the fee.

- The Sponsorship Committee will need to review and evaluate any proposed changes to the current program.

Membership Committee...Richard McKenna

- Directors were requested to characterize the meaning of Society membership in one-word. Their comments:
 - Friendship, networking, motivation, integrity, sharing, career-building, professionalism, relationships, knowledge.
 - Consider printing IPPS business cards with those “words” printed on them.
- Identify the focuses of each region.
- Pick 10-15 people at conference and ask them why they are members. Make a short video for posting on the web.
- Interview the 6-pack attendees. The Europe Region 6-packers get free travel and lodging to the conference in return for their assistance at the conference.
- Website introductions providing membership information in a variety of languages might be helpful. Possibly five languages. We need a way of immediately connecting to website visitors from some of the countries where we are trying to recruit new members.
- While the focus of the Society is on plant propagation, we have members involved in other aspects of the plant industry. It was suggested that maybe we list some of the members who do more than just propagation. Richard McKenna suggested that under the person’s membership application there be a possibility of checking areas of interest or focus.
- Hans Sittig will address modifying the website to allow a listing of members by town. Hans noted that the website allows members to pick a region and get a listing of all members in that region via an Excel spreadsheet. He will make some modifications to the current website to inform people of sorting methods. Hans noted that people’s position in their company is important to list.
 - A consensus of opinion approved adding members addresses to the website by adding three more columns for addresses. One particular item was brought up as problematic: listing addresses for single women in the organization. They may not want their personal addresses made available through the web portal. It was suggested that there be an ‘opt-out’ box that would alert that this information is not to be on the website.
- Current website upgrade priorities were discussed. There are a number of requests on the list now that will likely absorb this year’s \$2,000 budget. The Board will have to make a decision on whether to increase that to address other desires.
- Hans will investigate what it would take to have a pop-up show up for nonmembers which would provide them with information on how to become a member, why to become a member, and testimonials. Hans was requested to add flags of various countries in the window for interested individuals to access info in their language.

Student Membership...

- We don’t push the global aspect of the society enough.

- We should consider creating a “clearing House” page listing available internships for students. This is worth reviewing and considering.
- Previous discussions included having a website page for student collaboration.

Website discussion...Hans Sittig

- Hans presented Google analytics on website activity.
 - From 1 June to the 31 May, the number of sessions are 38,000; pages that have been viewed are 131,000; actual users of the system are 35,000; 3,718 downloads of papers. Hans also presented a number of other metrics.
- The process of uploading appropriate papers to International website is still ongoing. Some presenters do not follow through with providing the presentations.
- Phase 1 of the website update is completed.
- Phase 2 was to be mostly completed prior to the conference. However, the developer got caught up in some other work. Hans has noted that he has uploaded changes to the website but has not had the time to review those.
- Changes to the membership renewal process were discussed. The system automatically sends out the renewal reminder.
 - There are three options for paying: by check or credit card or by PayPal. Members should be aware they will be routed to the PayPal site if they select the credit card option. No subscription to PayPal is required to use the credit card option.
 - Members should be instructed to go to their membership profile page when they are redoing their membership to make sure the information contained therein is correct and up-to-date.
 - In 2018 there is no option on the form to purchase a CD.
 - In 2019 there will be no option to purchase the book. Beginning with Volume 67, the proceedings book will not be printed in its traditional format. It will be available for members to print copies from the website. Regions may opt to have copies printed and sold on their own.
 - Hans noted that for everything that can be done through the website can also be done off-line. There was discussion on the costs of transfer rates and credit card fees.
 - The Western Region board requested information on the regional website traffic. Information regarding downloads from the Western region website are readily available, however, other information on traffic may require an expanded program. Anything shown as a report on the website can be downloaded as an Excel spreadsheet. Information can be extruded in a variety of ways. For instance, information on the number of downloads can be reported on a particular volume or a particular paper. Board members were reminded that if there is information that should be shared publicly when you submit that information, mark that it is for the public.
 - Hans plans to have updated conference call website training with the regional secretaries soon. He first wants to complete the registration form and the membership renewal form before proceeding with the training.
 - Regarding membership renewal, Hans explained that all information submitted is retained on the website so that it is possible to go back and check the records. If additional email reminders are sent, the website will

know if the payment was received so as not to resend an email to that email address. Because the email that is sent is from a "no reply" address, some institutions may flag such emails as spam and not deliver them to the recipient. This is something that the member will need to speak to their IT staff to allow those messages to pass through.

- With regards to membership rollover and expiration dates, the secretaries have the ability to go in and manually change when a member becomes member and when their membership expires so that if someone was going near the end of the year, the secretary can change the expiration date to the following year.

Education Committee...Gene Blythe

- The Committee had a number of changes they would like to make:
 - Exchange Program: we would like to require that the applications be in at least two months prior to the exchange. In the past it been a nine-month period. There were 2 payments made in 2016 for exchange programs; one of those payments was for an exchange that occurred in 2015. There have been no requests for funds this year so far.
 - Proposing to update information on the webpage. Former exchange participants have been added. Additional text has been added. Regions that participate in the exchange program are listed. Gene noted that the website pages have been created and ready for upload.
 - The application form has been modified to be a fillable .pdf format that can be readily downloaded, completed and sent in. The application must be sent in via mail.

Gene Blythe made a motion to approve uploading changes to the exchange program webpages as presented. Seconded by Donna Fare. Motion passed.

New Regions Committee...Clive Larkman

- The Committee is working on a process for new regions:
 - Create a Working Group consisting of two members from the sponsoring region and 2 to 5 individuals from the new region that understand the basics of IPPS.
 - Set a goal off five years to get to 125 members. If 125 members aren't reached in five years, then it will likely be a struggle to keep that region alive.
 - Appoint a secretary for the region.
 - Set up a bank account.
 - Set up the legal structure for the Association, which will be specific to each region.
 - IPPS has to establish a protocol for translating documents from English to the language of the new region. Also, the region must be able to translate regional documents into English.
 - The Regional Board has to decide how to sell IPPS to its area. What benefits are most attractive to that region, is it education, exchange, networking? Each area will be different.
 - In the first few years, organize mini-conferences, strongly encourage the region to send members to International tours as soon as possible.

- Establish a convention for how the region is named so it is self-evident where they are located. Clive suggested that regions be listed according to their appropriate name in the future so that there is not fusion from others who don't know what the shortened name refers to.
- Clive is going to send out via email the process outline.

Executive Committee...Alan Jones

- Alan indicated the Committee has been focused on the Editor's position description and Executive Director position. The staffing positions haven't been completed. If anyone has any comments or feedback regarding the staff positions please let Alan know privately.

8. Future of "The Proceedings"/Strategic Planning Committee...Donna Fare

- Refer to SESSION 2 discussion on the Proceedings for Board decisions regarding their future.
- Hans Sittig re-reviewed the publications portion of the new member application form with the board. He discussed the black book or CD selection options. The CD option will go away for volume 66 and the book option for volume 67.
 - There will be the opportunity for individual regions to re-add the book option if a region wishes to be able to offer their own copies for sale. They will have to set the price.
 - The wording on the application will have to be very carefully worded so there is no confusion on what the options are. It should be clear that you can self-print the proceedings or you can ask the regional secretary about a full printing option.
 - He then went over the other elements of the form: membership information and payment methods. It was suggested that individuals be alerted to know that they don't need a PayPal account to pay with a credit card; they will be directed to the PayPal site, regardless, to make a payment, but a PayPal account is not needed to use a credit card there. The renewal form saves the data so, if you make a mistake or have to leave the website, the information is still there when you go back; he is not sure about the new membership. The payment site is a secure site. Receipt is sent via email. There's no print option. All regions, except the US, will receive an invoice. It was suggested to include an option on the renewal form to allow for a donation to IPPS (possibly with options to select a region or IPPS International). The secretary will receive an email alerting that a transaction has occurred.

9. Award of Merit 2018 Nomination

- The application is not quite ready yet, but will be shortly.

10. Other Reports

International Tour-Eastern Region of North America 2018/Change Japan Region

- The 2018 International Tour will be hosted by the Eastern Region of North America. [Refer to Paul Cappiello's Eastern Region report.]
- The 2019 International Tour will be hosted by the Australia Region
 - Clive Larkman reviewed the plans for this tour. It will begin in Cairns/Port Douglas and go down the eastern coast to Brisbane.
 - The tour will begin on 4 May 2018 and finish on 16 May.
 - The area is mostly tropical horticulture, including mangoes, sugarcane, avocados, some tropical and subtropical nurseries and a crocodile farm.
 - Short tour will start in Rockhampton.
 - Conference will be in Brisbane.
 - Flight destination is Cairns Airport.
 - Clive would like to get a count of how many people will be attending as soon as possible because they will be sharing this conference with the New Zealand Region. They expect to get a potential of 40 to 50 additional participants just from New Zealand.
 - Target cost is about AU\$4000.
 - The weather will be warm and swimming will be possible.
- There was discussion regarding the Japan Region request to switch their hosting year with the Western Region of North America.

Clive Larkman made a motion to ask the Western Region of North America to consider switching the year they host the International Board- 2021, with the Japan Region – 2020. Seconded by Paul Cappiello. Motion carried.

ISHS relationship, future agreements

- We will not be publishing anything on HortPub after this year. The six month notice was given in June as per the agreement.

International dues

- Dues are set for next year. However, Jim Johnson needs to review where we stand, particularly with regards to sharing editorial costs. Those costs will not be covered by the book so there must be some way to share that cost. That would be about \$10 or \$11 per member. Another dues increase will probably take place in 2019. Donna Fare mentioned that there must be a two year notice before dues can go up. A decision will have to be made this year. It will be important for the regional directors to go back to their councils and explain that the society has been operating in the negative for the past few years. There was discussion about what the impact of another dues increase will have on the membership in various regions. Anecdotal information was shared. The communication to the membership will need to be carefully crafted to explain the dropping of the Proceedings book printing and why an increase in dues is needed. Currently the editorial costs of \$18,000 are paid for by the members to buy the book and CD, up until last year we broke even. ISHS

realized they were losing money and increased costs to the Society. The drop in membership was followed by a drop in book sales, but costs for editing did not change. Therefore, costs were being spread among fewer members.

Policy Updates

- We need someone to look at those policies and start working through them. Jim Johnson will be leading the work; Donna Fare expressed interest in helping to get them organized.

Future Logo on Five Year plaques

- One region had a question about using the new logo for the five year plaque. There was also concern about whether the Society should continue to hand out five year plaques. After discussion, there was Board consensus to not order any plaques for this purpose.

LinkedIn Group

- Alan monitors this group. There are currently 2321 members. The site has seen some discussion. At the beginning of each year, Alan posts the conferences of the regions.

11.New Business

Non-compete agreement /Whistle Blower agreement

- Those need to be signed prior to the end of the conference. It was suggested that everyone sign them immediately. None of the directors present at the meeting appear to have a conflict of interest.

Website administrator payment

- Discussed later during the meeting under 'Super Admin website manager' [*italicized wording amended October 2017*]

Committees for 2018

- Donna Fare will be leaving the role of Chairman of Strategic Planning. If someone is interested in that position let Alan know. Non-directors can be members on the committees. There was additional discussion regarding the number of committees. It was noted that some of the committees are standing and some are ad hoc. It was recommended that certain committees have standing members based on specific official positions. The sponsorship committee may be one that can be eliminated as sponsorship monies will come from the efforts by each region for the International Tour.

Japan conference

- Alan recommended that we have a director go to Japan's November 2017 conference to offer assistance and provide understanding of IPPS, particularly as they will be hosting the 2021 International Tour. It seems imperative to get someone from the Japan Region involved in the International Board. There was a conference held in

Japan five years ago. It was well attended, but there remains a disconnect with the region and International.

- There may need to be airfare funding set aside for a director to travel to Japan.

Future dates for conference call meetings

- The remaining meetings for 2017 are September 5 and December 5. The starting times will be listed as US Eastern [Prevailing] Time. Alan has suggested that the agendas be streamlined to focus on the important items that need addressed.

Strategic Planning Committee

- Donna Fare discussed there were several items of the Strategic Planning Committee had identified and completed. These are:
 - Establishing a Digital Editor position.
 - Agreement on the financial plans that Jim Johnson brought forward.
 - The succession plan for the chairman. This has been postponed for one year as Alan Jones will remain the Chair for 2018.
- The next big obstacle is addressing the Executive Director position. The Strategic Planning Committee and Executive Committee prepared a draft job announcement for release in early spring 2017. It has not been issued yet.

International Digital Editor

- Dr. Heuser has agreed to complete the editing for volume 67.
- Through 2017 and into early 2018 he will prepare the presentations for publishing. The final document would go to ISHS in April or May, with members receiving their copy later in the year. Dr. Heuser would be officially complete once he sends the final document to ISHS. It is at that time he would receive his final payment. His yearly payment is based on completion of a volume cycle.
- 2018 proceedings would be volume 68. At the point of its cycle, a new digital editor must be on board. By the time the first regional conference is held in Southern Africa, the guidelines for how the presenters will provide their presentations for publication must be finalized. That necessitates the digital editor being on board by the last quarter of 2017. That will provide some time for the presentation guidelines to be developed. This work must be done prior to the end of January 2018. Consensus was that the Strategic Planning Committee already has approval to move ahead on seeking applicants. The Committee will forward the finalized description to the board members for any comment, after which it will be provided to the chairman for advertising. Donna plans to have a 10-day turnaround for the Strategic Planning Committee members to review and comment, then another 10-day turnaround for the Board to comment.

Super Admin website manager *[italicized wording amended October 2017]*

- Recommendation was made to give an honorarium to Hans Sittig because of the many hours he put in to the development the website. [As this pertained to Hans Sittig and a potential conflict of interest, Hans excused himself from the room and the discussions.]
- There is a job description for this position that includes the projected number of hours required to accomplish tasks. However there needs to be a backup individual

to handle these functions in the event the need arises. It may be a bargaining point when hiring the executive secretary/top administrator that that person takes on that responsibility for additional compensation. There was consensus that payment to Hans is a temporary situation and therefore could be handled as an honorarium for the present time. A budget line item needs added to address this.

Clive made a motion to submit to the Finance Committee a request to provide a \$3000 honorarium to Hans for his work on the website in 2017. Seconded by Paul Cappiello. Motion approved. [Hans rejoined the meeting.]

- Alan made a clarification that officer elections will not be held until the last conference call, December 2017.

Meeting Adjournment

- The regular meeting adjourned and the Board moved into an Executive Session

tgb 8/24/2017
revised: 1/29/2018