



**INTERNATIONAL BOARD OF DIRECTORS MEETING
ZOOM CONFERENCE CALL
December 8, 2020**

MINUTES

AGENDA ITEMS

1. Welcome and Call to Order

Tim Lawrance-Owen

- Roll call was taken. Apologies for absence were received from John Messina and Peter Waugh.
- Tim Lawrance-Owen called the meeting to order.

Officers	Tim Lawrance-Owen, Chair	<u> X </u>	Akemi Mizutani, Vice President	<u> X </u>
	Douglas Justice, President	<u> X </u>	Tom Saunders, Treasurer	<u> X </u>
Australia	John Messina	<u> </u>	Tony Van der Staay	<u> X </u>
Eastern Region of NA	Bill Barnes	<u> X </u>	Steve Castorani	<u> X </u>
European	Tim Lawrance-Owen	<u> X </u>	Ben Gregory	<u> </u>
Japan	Peter Waugh	<u> </u>	Hiroaki Ohashi	<u> </u>
New Zealand	Jill Reader	<u> X </u>	Richard Beaumont	<u> X </u>
Southern Region of NA	Tom Saunders	<u> X </u>	Laura Miller	<u> X </u>
Southern Africa	Elsa du Toit	<u> X </u>	Jason Myburgh	<u> </u>
Western Region of NA	Dharam Sharma	<u> X </u>	Jim McConnell	<u> X </u>
Regional Development	Clive Larkman	<u> </u>		
Staff	Bob Geneve, Intl. Editor	<u> X </u>	Katie McDavid, Intl. Director	<u> X </u>

2. Approval of minutes (9/15/2020)

Tim Lawrance-Owen

- Tim asked for comments, corrections, and/or additions. No comments noted.
- Tim requested a motion to approve the minutes. Tony Van der Staay moved to approve. Seconded by Bill Barnes.
- Some Action Items were tabled to be discussed during committee reports. Bill Barnes stated that the committee for creating policy for in memoriam for previous members has created some templates for this, waiting on Bob Geneve.
 - Bob Geneve stated we want to archive some on the website, some added in the Proceedings. This was approved in 2019. We are

waiting to see what the new website looks like before we can determine where they can be placed on the website.

- Bill Barnes stated we should allow everyone be able to see this, not just on the membership area of the website.
- Douglas Justice questioned why we can't show everyone on the in memoriam site.
 - Bob Geneve stated that secretaries are in charge of deciding who can be included, international does not have guidelines.
 - Bill Barnes used an example of someone who was a member for years but is no longer, when they pass away we should include them.
 - Bob Geneve suggested that we let regions know they are in charge of submitting in memoriam information and they do not need to be current members, Bill Barnes agrees.
- Tim suggested a proposal to table the plans for where to locate the in memoriam for the next meeting once we have seen the new website. Bill Barnes agreed.
- **Action Item: In Memoriam location on new website**

3. International Office Report

Katie McDavid

- a. Rebrand Vote Results
 - i. Katie explained the results for the vote from October 2020 and that the motion to change the name of International Plant Propagators' Society to International Plant Production (or Producers') Society failed to pass with a 2/3 vote. It is important we now focus on ways to improve advantages of membership.
- b. LinkedIn Group Page
 - i. Katie received several comments regarding not removing the group page. For the time being, it will remain live and she will see if she can create more use and interaction with it.
- c. Insurance for 2021
 - i. Katie asked for opinions on amending our current policy to include a General Liability or a hire-non-owned auto policy. Tom Saunders proposed to keep it the same as in 2020. Tony Van der Staay seconded the motion.
- d. Vote for 2021 Award of Honor
 - i. Nominations were requested from any region for an "at-large" award for 2021 as there will be no international tour. Two nominations were received and voted upon.

4. International Editor Report

Bob Geneve

- a. Presentations for NA Summit
 - i. All presentations are being processed to add to the International website, including Alan Jones's award from 2020. Looking into adding a link from the Proceedings to the videos.

- ii. There will be a Proceedings this year.
- iii. Katie commented she will send out an email to Secretaries and Delegates requesting any papers, presented or not.
- iv. Southern Africa has 2 papers, Japan will have 5-6 papers, SRNA has 8-9 student papers, and abbreviated papers or abstracts from the NA Summit.
- v. Dharam will ask for write-ups for the presentations of the two from India.
- vi. Jill Reader commented several people ordered the Proceedings in color and it is really nice and has revitalized the Black Book. Printed via a local printer in New Zealand.
- Tim commented a thanks to Bob for all he is doing for the Proceedings.

5. Treasurer's Report

Tom Saunders

- Tom reported that we are up \$22,000 in Vanguard, we are at the highest point the account has been since we opened it. We have recovered all of the fees we had to pay for the loses for the International Tour in 2020.
- We are waiting for Southern Africa and Europe to still pay dues for 2020. The small deficit showing in our budget will be recovered from the missing dues.
- Budget for 2021 will be worked out soon. Bill Barnes is the fourth member of the committee.
- **Action Item: 2021 Budget**

6. Regional Reports

- a. Due to COVID-19, reports were not requested as little has changed throughout the year

7. Committee Reports

a. Finance and Investment Committee

Tom Saunders

b. Sponsorship Committee

Tom Saunders

- i. No additional sponsorships. John Deere just notified they are not interested in sponsoring at this time as they are having some financial issues. Van Belle did come on as a sponsor but decided to only sponsor the Western Region of NA.
- ii. All sponsors will receive credit towards 2021 as we didn't have much to advertise with them in 2020.
- iii. Bob Geneve mentioned we do have sponsorship logos in the beginning and end of each video being posted from the NA Summit.

c. Membership and Education Committee

Tim Lawrance-Owen

- i. Richard Beaumont created a matrix (pre-Covid) on how regions could exchange but with Covid, nothing will be changing for a while. Right now, it may be best to stay within own regions as New

Zealand has no restrictions based on Covid; whereas, most of the world does.

d. Communications and Marketing Committee

i. Website Updates

Katie McDavid

1. The new website should be launching before the end of the month. We will hopefully have easier control of changes and additions.
2. Tim Lawrance-Owen asked whether we can launch just the payment page as it is difficult to navigate. Katie stated that it is not possible to launch only part of our website but the plans are still for everything to be launched in another two weeks so hopefully will resolve the issue for renewals.
3. Katie mentioned appreciation to Hans Sittig for keeping on top of AfterShock for the new website and answering questions regarding it.

ii. Zoom Webinar License

Katie McDavid

1. Revenue Sharing and Virtual Meeting Guidelines Committee needed
 - Bob Geneve stated this is opening up new opportunities for our membership so we really need to consider the revenue sharing options.
 - Bill Barnes pointed out that the Eastern Region has been doing their micromeetings every month and these are used as a membership recruitment tool as they are available to anyone around the world. They are downloadable and his opinion is the short ones should be free with International promoting it for membership while the large Summits could require fees.
 - Dharam Sharma stated the topic will make a difference on quantity of people but that people will pay.
 - Bob Geneve stated that the Summit was exceptional, and that we shouldn't tell regions how to run their programs and charges.
 - Douglas Justice questioned whether we should have a proposal that we ask regions their opinions stating you can do what you want but free stuff should only be posted for a certain amount of time and that it can be archived behind a paywall.
 - Elsa du Toit stated that they will be hosting an in-person 2021 conference in South Africa.
 - Bill Barnes asked whether this conference could be filmed and posted for other members, even if it was for a fee.

- Richard Beaumont recommended a committee break off and make these decisions as there are many options between free, fully paid, split revenues, etc.
- Tim Lawrance-Owen asked for two-three people to work on making these decisions who understands how these things work. Bob Geneve thought the Education Committee could be expanded to cover these sorts of things. Tim agreed with this idea and the Education Committee will take this up. Douglas Justice volunteered to also help.
- **Action Item: Discuss and propose within Membership and Education committee**

e. Strategic Planning Committee

Jill Reader

- i. Advantages and issues in the organization discussed including new technologies and the biggest threat being the drop in membership, respectively.
- ii. Jill tried to balance International Board vs. Regional Board influences, especially with improving membership; website improvements, member interviews on the websites, webinars, other technologies for meetings
- iii. Demographic survey would be beneficial (nursery workers, education, etc.)
- iv. In general, the world has changed due to COVID and there are many more virtual meetings and online tours
- v. A plea from Jill was to try not to increase membership fees as we will lose some members (specifically the International dues)
- vi. Tony Van der Staay will be stepping in as the committee chair for the Strategic Plan. He commented he agrees with the plan and how we can get the information over to other regions
 1. Bob Geneve said this is a great plan but we need to also add a transition from student members to continuing members. This varies by region as some regions have lots of students and others only have a few but maybe something as simple as asking student members whether they participated into the NA Summit or other ways to determine how to get students to become full members; Richard Beaumont commented it could be due to the pricing; Tony Van der Staay agreed it may be due to pricing and that young people do not necessarily stay in the industry after a few years.
 2. Tony Van der Staay commented that attending a conference is difficult for younger people unless they are sponsored by their employers and we need to encourage our proprietors who run a business that encouraging and sponsoring their staff into IPPS is *a positive move even though we don't know how to do it.*

3. Douglas Justice in Western Region has gotten nurseries to sign up a type of “company membership” that allows you to sign up a certain number of people under a main member at little extra cost. This keeps people in IPPS.
4. Bob Geneve mentioned part of the issue may be whether International can give flexibility in the fee per member.
5. Bill Barnes reminded the Board of the membership at-large category although it is not utilized often; they pay the International Dues only but it is up to regions whether they want to utilize this category.
6. Tony Van der Staay commented that International Dues are drastic in areas where currency exchange is not great; we do not want to have many members at-large as we need the membership to mix together at events.
- vii. Richard Beaumont brought it back to retaining current members, including students, and that we need to include that into the strategic plan
- viii. Steve Castorani asked when the strategic plan was adopted, the last one was a 5-year plan, adopted about 5 year ago but there were many notes with executive appointments and some action items from meetings but no specific strategic plan; he commented we should make the vision and mission statement simple; Bob commented it's a long-term plan not necessarily adopted like in many businesses.
- ix. Jill commented her plan is a framework that each committee needs to utilize to create a plan within the next few meetings.
- x. **Action Item: All committees work on strategic plans**

f. Policy and Operations Manual

- i. Jill commented that she needs to meet with Tim and Alan to finalize the Policy and Operations Manual before it's sent out; harassment policy is ready to be put into the operation manual

g. New Region Development Committee

Clive Larkman

- i. Clive did not attend the meeting but Tim Lawrance-Owen asked whether anyone received an email similar to one from India inviting him to be an honorary member as of the India Nursery Association
- ii. Dharam Sharma stated that the INA is a bona fide institution good to link in; we need a region for India on our website
 1. Guidelines for new regions to be sent out, formalize it and approve at next meeting

8. 2020 Committee Appointments

Tim Lawrance-Owen

- a. Douglas Justice added to Education and Membership Committee.
- b. Steve Castorani to be added to the committee for Strategic Planning.

9. Officers for 2020

Tim Lawrance-Owen

- a. Election and vote taken in the September 2020 meeting

10. Thank you to retiring directors

Tim Lawrance-Owen

- a. Jill Reader is leaving the Board, Richard Beaumont will become the Director and Antony Toledo will be joining as the Alternate Director.
- b. The Chairman thanked her for her invaluable contributions.

11. New Business

Tim Lawrance-Owen

- a. Dates for 2021 Conference Calls, all at 4:00 PM Eastern US Time
 - i. March 9, 2021
 - ii. June 15, 2021
 - iii. September 14, 2021
 - iv. December 7, 2021

Meeting ended at 5:40 PM Eastern USA time.

Next Meeting March 9, 2021 at 4:00 PM EST