

Board Meeting – November 23, 2013
Cedar Rapids

Members in attendance: Jonathan Poulton, Nancy Carlisle, Heather Harroun, Myrna Hass, Lynn Stoll, Lynn Kroemer, Karmin Mullins, Zora Ronan, Sherry Baldonado. Guests in attendance: Debbie Hansen, Loren Hass, and Randy Kroemer.

Board members were reminded to write up their respective job descriptions. JDs are due by March meeting.

The secretary board position is still open. We will continue to seek a permanent secretary. Until that happens, president will send out the NL and communication emails. Eight members currently receive communication via snail mail. (Donna Denly updated the list to remove Susan Minger and add Melvin Burgess and Suzanne & Robert Moffit.)

The plant sales were discussed. Revenue for both sales was below projections. The May sale location is a problem because of parking problems. The board will pursue a possible new location for 2015 unless something good comes available for 2014. The August sale lacked its usual number of customers.

Jonathan Poulton suggested that we need more and better publicity. Heather Harroun suggested using Face Book or other social media. Finding a possible new location for the May sale and developing a publicity plan will be projects for the next year.

Nancy Carlisle will ask Nathan Kirkman if he will update the promotional flier. We need to have it available for the Winter Gardening Fair in February.

Members who remained unpaid for 2013 were removed from the membership list. Five names were removed leaving 117 members.

Programming for the five club meetings was discussed at length. It was agreed to continue the 45-minute main program and a '15 Minutes' short program. Programming co-chairs Lynn Kroemer and Karmin Mullins will follow up and set the programs for next year. They will also set the July club tour and lunch. Two of the '15 Minutes' will be panels answering member questions. One will be on good chemicals and one will be on questions and/or myths. A note in the January NL will ask for questions to be sent to Lynn and/or Karmin.

The 2013 budget was reviewed. This was the first year the club operated with a formal budget. Last year was an unusual year and because of two club-plant returns revenue from returning club plants was up overall. Revenue from plant sales was down. Revenue from the banquet raffle and auction covered the cost of the speaker, both of which were unplanned at the beginning of 2013. The only unpaid 2013 expenses are the dues for national daylily and iris memberships. (Update: These were paid on 12/1/13).

The 2014 budget estimates were reviewed and discussed, resulting in a proposed budget that will be presented at the January 2014 meeting for membership approval. There were several noteworthy budgetary changes when compared with 2013, some of which are outlined below. Taken as a whole, such changes would lead to a significant reduction in the club's bank balance.

Income:

- We have downgraded expected revenue from the plant sales since we don't know why it was down this year.
- We have downgraded expected revenue from the returning club plants.
- We have added expected revenue for the banquet, assuming we will follow the format of having an auction/raffle to defray expenses.

Expenses:

- We would like to keep the banquet expenses at \$2,000. That may require returning to a less expensive venue such as the Riverside Casino or the Touch of Class rather than a hotel.
- The board felt that substantial speaker expenses such as airfare should only cover the speaker, not a spouse or traveling companion.
- Eighty-one members qualify for club plants next year. To keep the plant quality up, an increased allotment was needed.
- The board will purchase Kincaid labels for each club plant. Labels, in bundles of 25, will be offered to members and a bulk order will be placed in April.
- The board felt that a welcoming new member packet including a tote bag would be a good marketing tool.
- The regional meeting is in 2019. The board would like to dedicate seed money into a separate account to prepare for the regional meeting. Money for deposits, plants, etc. is often needed several years in advance.