

# MINUTES OF THE APS BOARD MEETING IN CRAIG, COLORADO JUNE 4, 2010

These are the minutes from our last board meeting as best as I remember them. I guess I forgot to ask someone to take them

## 1. Membership Report - Joan and Truel West

It was reported that our membership stands at 215 fully paid members. Our membership roll includes 402 people but about 50% of these are seriously in arrears with their dues. They have sent out more than one reminder to each delinquent member with only limited success. The board asked Truel to prepare a list of delinquent members by state and voted to divide this list up among our members and contact each by phone to encourage them to become more active again or to determine why they have dropped out. The results of this survey will be distributed to members.

Joan and Truel West announced that they had completed their assignment as Membership Chairmen and following the meeting Dale Lindgren and Phoebe McFarlane were appointed co-membership chairmen to fill out the remainder of the year and agreed to run for the same job for 2011-12.

## 2. Treasurer's Report - Mary Cunningham

It was reported that we have about \$25,000 in funds as of the first of June. This compares with about the same amount as a year ago.

## 3. Endangered Species Proposal - Steve Caicco

Steve was unable to make the board meeting but sent a report for the board on what he felt out society should do in the area of protecting threatened and endangered penstemon species. This report can be summarized as follows,

- a. We should use our Special Projects group for funding penstemon research.
- b. We aren't big enough, don't have enough funds or in-depth knowledge to mount individual APS programs in this area. We should select someone to research what others are doing and report relevant penstemon related projects in our newsletter where members can elect to help out with their time and/or money.

The board agreed with these conclusions and requested that we look to find someone to be the "Endangered Penstemon Projects Communicator" for our newsletter.

## 4. Membership Marketing Proposal - Ginny Maffitt

Ginny presented her plan for Membership Marketing with the objective of increasing the size of our organization. The initial focus will be to canvas our own members to develop a list people in organizations and schools that might be interested in receiving our newsletter and

passing it along to others. Other activities will include guest speakers from the APS to these organizations.

The board approved this plan.

5. Report on Annual Meeting 3-Year Plan - Val Myrick

It was reported that plans for the 2011 annual meeting in the Siskiyou Mountains are well along under the leadership of Ginny Maffitt. The dates of the weekend following the 4th of July, 2011 were approved.

The board approved holding the 2012 annual meeting in the Big Horn Mountains of Wyoming under the leadership of Hugh MacMillan. No date has been set yet.

The 2013 meeting location has not yet been selected.

6. Proposal to convert Newsletter to all electronic distribution - Bob McFarlane

This item was deferred until we get a better handle on our membership situation.

7. Proposal to pay for part of expenses for collecting specific species of penstemon seed - Louise Parson.

This item was briefly discussed and Louise was to research it further and present a proposal if it still seems worthy. No board action was taken.

8. Development of Candidate Slate for 2011 APS Officers - Libby Wheeler

It was reported that we have a set of replacement tables with at least three candidates for each office. Most of these people have not yet been contacted but represent those that the Nominating Committee believes would do a good job. Libby said that she would send a copy of this slate to all board members for their information.

9. Proposal to Create a Logo for the APS - Bob McFarlane

Attempts to develop a logo have not yet been successful. The board agreed that we should have a logo. It was decided that each board member should send in the penstemon species that they would favor using as a basis for a logo and the top two or three would be selected for a membership vote with the winning species name being given to a botanical illustrator for development of our logo.

10. Report of Special Projects - Barbara Lewis and Lynn Ackerman

Barbara Lewis handed out her prepared report on Special Projects to the board just before the meeting. The board acknowledged receipt of the plan and had no questions since time was so short. The board had previously commended Barbara and Lynn Ackerman for their outstanding work in this area. Barbara indicated that she would like to see the budget increased to \$2000 per year for Special Projects.