
Minutes of the Board of Directors Meeting of the Native Plant Society of New Mexico

August 11, 2005

Garden Center, Albuquerque, New Mexico

Present:

Officers: Wynn Anderson, President; John Freyermuth, Membership Secretary; Chick Keller, Vice President; Sandra Lynn, Recording Secretary; Donna Stevens, Treasurer.

Committee Representatives: Finance, Jack Carter; Website, Lolly Jones; Posters, Gary Runyon; Newsletter, Andy Wasowski (outgoing editor), Renee West (incoming editor), and Carolyn Gressitt (mailing).

Directors-at-Large (Chapter Representatives): Tiana Scott, Albuquerque; Marshall Carter Tripp, El Paso; Janet Lydia Gilchrist, Gila; Alan Krueger, Las Cruces; Chris Baker, Otero; Leslie Lundquist, San Juan; Thomas Antonio, Santa Fe; Judy Lister, Taos.

Other Participants and Guests: Sally Wasowski, Kym Anderson, Art Baker, Bob Sivinski.

A. Call to Order—Wynn Anderson, President

Wynn Anderson announced that a quorum of at least eight board members was present.

B. Approval of Previous Minutes—Sandra Lynn, Recording Secretary

The minutes of the January 29th board meeting were approved without correction. Chris Baker moved to approve them, and Janet Gilchrist seconded. The motion passed.

C. Treasurer's Mid-Year Report—Donna Stevens, Treasurer

Tiana Scott asked why membership dues returned to chapters was listed as being zero. The reply was that membership dues have not been returned yet this year.

D. Membership Secretary's Report—John Freyermuth, Membership Secretary

John reported a slight increase in membership, up by 33 to 767 members. The Taos Chapter increased by nearly 20 memberships and has minimized deletions. Supporting memberships paying at the \$50 level are up by 12. Wynn Anderson emphasized the importance of chapters' following up on deletions and welcoming new members, and he reiterated the goal of building the organization to the 1000-member level.

E. Committee Reports

1. Finance Committee—Jack Carter, Chair

Jack reported that the average income on the NPS's investments in CDs was 3.75% and provided copies of the proposed annual budget for 2005 with revisions from the January 29th board meeting. He discussed the increase of funds for the Gila Chapter as an example of successful investing. He presented three alternative (other than CDs), conservative investments to be considered for the state organization's portfolio and asked what the board wanted to do about these possibilities. Wynn responded that he thought there was not yet enough information available from Edward Jones, the NPS's brokerage firm, to make a decision. Some questions were raised about other kinds of investments. Some suggestions were made regarding the percentage of available funds that might be invested in alternative conservative investments. Jack made a motion that no investment decisions be made without further discussion with Edward Jones and to take up to 25% of the funds available for investment to invest in stocks or bonds rather than CDs, with the Finance Committee making that decision. Tiana Scott seconded Jack's motion. Kym Anderson offered an amendment to the motion that would set a dollar amount of \$25,000 rather than a percentage of funds available, in order to make bookkeeping easier. Jack accepted the amendment. The motion passed unanimously.

2. Book Sales—Lisa Johnston, Chair

Lisa Johnston was not present, but her "NPS Book Sales Semi-Annual Report for 2005" was presented by Wynn Anderson.

3. Posters Sales—Wynn Anderson

Wynn introduced the new poster chair, Gary Runyon. He was appointed by Wynn, who asked the board to approve the appointment. Les Lundquist moved to approve, and Al Krueger seconded. The appointment was approved.

Gary had some questions about the disposition of posters, which have been stored in various places. Wynn said the NPS is trying to tighten up its accounting for publications. Gary has submitted a written report to Wynn about the inventory of posters. Wynn asked for someone from the southern part of the state to help Gary market posters. The potential of sales to parks was discussed. Marshall Tripp offered to help with sales in the El Paso area. The pamphlets that originally came out with the posters were then discussed. Gary wants to go back to providing pamphlets with plant identifications and descriptions with each poster (a decision had been made earlier not to do it any longer). Gary moved to continue to include the pamphlets with the posters. Jack Carter seconded. The Board approved the decision to return to the practice of including pamphlets. Wynn reminded everyone that it is NPS policy to provide free posters to schools to distribute however they wish.

4. T-shirt Sales—Lisa Mandelkern, Chair

Lisa Mandelkern was not present. Al Krueger reported that the inventory remaining was about 40 t-shirts.

5. Website—Lolly Jones, Editor

Lolly reported that Jane Mygatt has redesigned the website. The pamphlet just discussed, which accompanies the posters, was removed from the website when it was redesigned. Wynn suggested that the pamphlet be returned to the website. Lolly

recommended removing the chapter pages because they haven't been kept current. Discussion followed about the value of the chapter pages and why they have not been kept current. Wynn polled chapter representatives to see how many think their chapters should be represented on the website. Eight representatives said they think their chapter pages should be retained. The consensus seemed to be that the effort to keep the chapter pages updated should continue and that Lolly should restore them to the website. Lolly also mentioned other points from her website report submitted to the board, including the fact that information is now on the website about *Central New Mexico Gardens*. She noted the conclusions she reached after researching the feasibility of merchandising and providing for applications on the website. She had recommended that a marketing committee be appointed to consider the question of using the web for marketing NPS products, such as publications and t-shirts. Wynn suggested a resolution of appreciation to Jane Mygatt for her contribution to our website and an appreciation gift. Janet Gilchrist made a motion in favor of a resolution of appreciation and gift. Les Lundquist seconded. The motion passed.

Wynn also asked for a resolution of appreciation for Mary Whitmore's work as former poster chair. Donna Stevens made a motion in favor of such a resolution, and Chick Keller seconded. The motion passed.

6. Newsletter—Wynn Anderson

Wynn Anderson thanked Andy Wasowski for his work as newsletter editor and then requested approval from the board to appoint Renee West as the new editor. Janet Gilchrist moved to appoint Renee as the newsletter editor, Marshall Tripp seconded, and the board approved. Renee discussed some of her ideas for the newsletter. Wynn emphasized that the board must assist her. He also requested a resolution of appreciation for Andy Wasowski. Chick made a motion for the resolution of appreciation, Les Lundquist seconded it, and the motion was approved by the board.

7. Publications—Wynn Anderson

A two-page report was provided to board members with some sales data for the two most recent NPS books for 2005. (The data previously supplied for *Chihuahuan Desert Gardens* has not changed.) The numbers were not all available for *Southern Rocky Mountain Gardens*, but at least 117 copies have been sold in 2005 for a total income of \$945.80. The new *Central New Mexico Gardens* has sold 277 copies for a total income of \$2366.46.

Wynn brought up the possibility of reprinting, and discussion of the timing followed. He recommended waiting on the decision until the next board meeting when there may be a new chair of the Publications Committee. Chick Keller disagreed with waiting and made a motion that the Publications Committee reprint *Southern Rocky Mountain Gardens*, with the number to be determined in discussion with the printer. Tom Antonio seconded. The board approved.

Carolyn Dodson reported that Katie Babuska is now in charge of book sales for *Central New Mexico Gardens*. The book is selling well. Discussion followed about how the proceeds are to be divided. A subcommittee comprised of Sally Wasowski, Chick Keller, and Wynn Anderson recommends that the Albuquerque Chapter get to keep 50 percent of the gross income once the state has recouped its original investment. This

would be a change from the old policy, under which chapters bought all copies wholesale and then kept the proceeds from those sales. The proposed new policy would extend also to the Taos and Santa Fe Chapters for *Southern Rocky Mountain Gardens* (with a proportional split between the two chapters). Tiana Scott, President of the Albuquerque Chapter, suggested a different split with more to the chapter up front. She said that the statewide organization is now collecting all proceeds up to the break-even point even though the Albuquerque Chapter has been doing the legwork of selling the book. Judy Lister suggested dividing the revenues from the outset as the books are being sold rather than giving it all to the state initially to cover the costs of publishing. Discussion followed concerning what happens with profits and how much should go to the state and how much to chapters. Tiana moved that the subcommittee recommendation be accepted with a change to a 60/40 split. The motion was not seconded. Judy made a motion to accept the recommendation of the publications subcommittee. Chick seconded. The motion passed with 8 yes votes, 2 no votes, and 1 abstention.

Chick Keller moved that the board pass a resolution of appreciation for Sally Wasowski's work with publications. Judy Lister seconded. The motion passed.

8. Conservation Report—Jim Nellessen, Chair

Jim Nellessen was not present but submitted a written report. Wynn Anderson brought up item #3 on the report, a pre-proposal for a National Fish and Wildlife Foundation grant to assist with the plant rescue endeavor for the expansion of U. S. Highway 62/180 from Carlsbad to the Texas line. The NPS would be responsible for matching the grant, possibly \$5000. Discussion followed concerning whether the NPS could provide the match and what the process would be. Authorization is needed from the board in order for Jim to submit a grant application. Marshall Tripp moved that the board authorize the proposal, and Tom Antonio seconded. The motion to authorize passed.

9. Workshops—Gene Jercinovic, Chair

The fern workshop scheduled for May was cancelled due to lack of registration. Gene has resigned as workshop chair, so a volunteer is needed to take that job.

F. Old Business

1. Native Plant Day. Chick Keller was responsible for getting the legislative resolution for Native Plant Day passed. Chick asked the board to collect any press coverage on the August 10 event and provide it to him, so that it can be displayed during the next annual meeting. Chick said he is not sure but believes he will have to repeat the process every year, i.e. he doesn't think Native Plant Day was established on a permanent basis.

2. Status of funds seized by the IRS. The money seized from the Otero Chapter has not been returned. Kym Anderson discussed the options. Jack circulated a copy of a letter from the accounting firm, Stone, McGee, & Co., about the effort to retrieve the monies.

3. Festival of the Cranes—Chris Baker reported no one has yet been found to represent the NPS in a booth at the Festival of the Cranes. Tom Antonio volunteered the Santa Fe Chapter to do it.

4. Blue Hole Cienega. Bob Sivinski reported on the establishment of the preserve. This is the first wildlife preserve ever set aside by the state of New Mexico. The Forestry Division bought the property. The NPS is obligated by its endorsement of this project to offer volunteer help.

5. Endangered species monitoring. Members reported endangered plant monitoring by the Otero, Albuquerque, and Taos chapters.

6. Report on 2005 grants. Wynn Anderson reported on grants. All monies were distributed as the board had voted at the winter board meeting. These grant amounts and purposes were detailed in the minutes dated January 29, 2005.

G. New Business

1. Marketing Committee. Lolly reported that ways to market our products via the internet need to be considered but that we can't do it on our present website. Kym Anderson reported on her investigation of ebay as a means of selling NPS products on the internet. She had tested a sale of NPS posters on ebay and found some interest, so she concluded that ebay may be a viable alternative for marketing some of our products. Wynn offered to work with Gary Runyon, the new Posters Chair, and Lisa Johnston, the Books Sales Chair, to see if NPS can make use of ebay for sales of those items. He asked if there were any objections, and none were voiced.

2. Coordinated statewide publicity. Wynn said that the society needs a public information person and requested suggestions of persons who could do this.

3. Proposal to digitize slides. Jack Carter presented a written statement suggesting the following: that a committee be appointed to make the decision about what to do with 1500 to 2500 plant slides that belong to the society and that some funds be allocated for the effort. Wynn proposed that the \$1000 budgeted for workshops, money that has not been used, be provided to Jack to begin the selection process. Jack would use the money to work on a possible model of a CD. Janet Gilchrist made a motion to use the workshop money to help Jack get started on digitizing the slides and developing an appropriate format. Chris Baker seconded. The motion passed.

4. Request for revision of dues rebate to chapters. Marshall Tripp from the El Paso Chapter requested an increase in the dues rebate from the state. Albuquerque Chapter has a similar problem of not having enough local funds and concurs with the request. Discussion followed of chapter fundraising and local costs. Wynn suggested a reconsideration of dues structure at the winter board meeting and the role of the statewide organization versus the individual chapters. Marshall suggested a workshop at the winter board meeting that would include fundraising.

5. **Annual meeting.** Marshall Tripp also announced that the annual meeting in El Paso will occur on the second weekend in August 2006. The theme will be “Three States, Two Countries, 1 Desert.”

6. **Next board meeting.** The next board meeting will take place January 27 and 28 at Sevilleta. As was the case at the last winter meeting, there will be a workshop, this time on marketing.

H. Adjournment. Tom Antonio moved to adjourn. Chick Keller seconded. The board adjourned a few minutes after 5:00 pm.

Respectfully submitted,

Sandra D. Lynn
Recording Secretary