

Minutes of the Board of Directors Meeting
Native Plant Society of New Mexico
August 9, 2012
Holiday Inn Express Conference Room, 100 Kerry Ave.

Present:

Officers: Tom Antonio, President; Renée West, Vice-President; Lolly Jones, Membership Secretary; Pamela McBride, Recording Secretary; Kym Anderson, Treasurer

Directors-at-Large (Chapter Representatives): Bettie Hines, Albuquerque; Charles Holmes, Gila; Judy Lister, Taos; John White, Las Cruces; Carol Johnson, Santa Fe; Hildy Reiser, Otero; Kathryn Barton, El Paso; Bob Powell for Al Schneider, Four Corners

Committee Chairs: Jack Carter, Finance; Gary Runyan, Posters; Jim McGrath, Conservation; Rachel Jankowitz, book sales; Bob Sivinski, workshops

Other Participants and Guests: Helgi Osterreich, Otero; Martha Carter, Gila; Barbara Fix, Santa Fe; Russ Kleinman, Gila; Cheryl Garing, El Paso; Wynn Anderson, El Paso

- A. **Call to order, Renée West, Vice-President:** Renée called the meeting to order at 1:00 p.m., August 9, 2012 and determined that a quorum was present. The meeting agenda was approved unanimously.
- B. **Approval of February 11, 2012 minutes, Pamela McBride, Recording Secretary:** Hildy motioned to approve, Bob Powell seconded. Approved unanimously.
- C. **Treasurer's Report, January 1 to June 30, 2012; Kym Anderson, Treasurer:** Kym went over the report.
1. Total revenue received since 12/31/2011 was \$18600.00. Operating expenses were \$18,300, so as of 6/30/12, we are showing a profit of \$300. The Operating fund balance is \$15,680. The current value of the Carter Fund is \$39,532. Total unrestricted value is \$117,949. Total restricted and unrestricted investments fair market value is \$157,481.
 2. Bob Powell moved to accept the report, Barbara seconded. The Treasurer's report was accepted unanimously. The report is attached as Appendix A.
- D. **Membership Report, Lolly Jones, Membership Secretary:**
Lolly reminded everyone that John Freyermuth is the other half of the membership secretary position. Membership revenue is down about \$1000 from last year at this time, although memberships are up by 11 from this time last year because of the workshops that Bob Sivinski has been leading this year. The majority of new memberships came from web-based membership applications through Network for Good or PayPal. The reason revenue is down is because more people are joining at the senior or reduced membership rate. Since 2008 membership numbers have been fixed between 700 and 800. Her report is attached as Appendix B.
- E. **Committee Reports**
1. **Finance Committee, Jack Carter:** The total of the Carter Fund investments was \$32, 962 as of 8/6/2012. The unrestricted portfolio total as of 8/6/2012 was \$83,294. Barbara made a motion to reaffirm that Jack Carter is our investment representative, working with Edward Jones and that he need not seek prior approval before making investments for both the restricted and unrestricted funds. Bob Powell seconded. Passed unanimously.

2. **Workshops, Bob Sivinski:** Five workshops have been presented: one on plant morphology, one on cactus, and three on trees and shrubs. The trees and shrubs workshops have been particularly successful, two of which sold out and we actually made a little money. At the very least, we will break even on the Asteraceae workshop in September as there are already 17 signed up for the workshop. If the workshop fills up, then we can make a little money on that workshop as well. Bob thinks that he and Cindy need to talk about whether he needs to take on more responsibility for the registration process for workshops since he feels he has taken up a lot of her time in that way.
3. **Conservation Committee, Jim McGrath:** Jim went over his report. He summarized all of the plans and activities of the committee. His report is attached as Appendix C. Jim has set up a checking account as authorized by the Board (see February 11, 2012 minutes) with the NMEFCU to cover expenses incurred through committee activities. Bob Powell reported that the Four Corners chapter has had two conservation successes: one at Hermosa Creek where they were successful in lobbying to have Senators Bennett and Udall introduce a bill (S312) to protect lower reaches of the creek and the other at Javilan Lake Fen (the site of rare orchids and other plants) where the chapter promoted a bill to designate the fen as a Colorado Natural Area by the Colorado Dept. of Parks and Wildlife. Unfortunately, the U.S. Senate is not taking action on any of these types of bills, but the chapter should be commended for promoting such conservation initiatives.
4. **Book Sales, Rachel Jankowitz:** The total revenue was \$1,518 and total expenses were \$3,054, almost all of which was for the purchase of books. \$1,900 was spent on the remaining copies of DeWitt Ivey's *Flowering Plants of New Mexico* book (\$38 each). The beginning balance in the checking account was \$6,642 as of 12/31/2011. The balance as of 6/30/2012 was \$5,106. The total inventory value of the books right now is \$4,394, calculated based on the cost of books to members. Rachel is working on restructuring book prices based on the true cost of the books, including shipping. Lolly suggested that we advertise for a volunteer to help Rachel with children's book buying. There will be an announcement in the newsletter and on the website asking for a volunteer. Her report is attached as Appendix D.
5. **Posters, Gary Runyan, Chair:** Poster sales have totaled \$445.00 so far this year. 40 Spring, 39 Fall, and 2 cacti posters have sold this year. Gary proposed that instead of having printed updates of taxonomic nomenclature that are given to poster buyers, that the latest nomenclature be posted on the website instead. Gary will work this out with Cindy. There were no sales to the National Park Service. Gary will work on contacting the NPS in the coming year to try to market the posters to them.
6. **Website, Newsletter, Tom Antonio for Cindy Roper:** Cindy has renewed her contract for the next year. The NPSNM website is operating as a free-standing site separately from UNM and seems to be working well. We are using vertical response to send the notices when the on-line newsletters are ready to be viewed. In June, 687 notices were sent with a 45% open rate. One of the advantages with vertical response is that you can track things like when an email was opened or deleted as well as how many recipients opened an email.

F. **New Business**

1. **Skype as an alternative to Board Meeting Attendance, All:** After some discussion, it was determined that this would probably not work as an alternative to attending Board meetings in person. The value of meetings is the one-to-one discussion and exchange of ideas. Kym stated that it is incumbent on chapters to find someone to attend meetings if at all possible. The annual meeting locations were especially designed to alternate between

southern New Mexico/northern Texas and northern New Mexico in an effort to be fair. The suggestion to use Skype as an alternative to attending meetings was rejected.

2. **Procedures for Society Archives, Tom Antonio:** The president and the recording secretary need to save minutes of the Board and finance committee, grant proposals, state and chapter treasurer reports, chapter annual reports, and annual meeting programs for seven years. Tax returns should be archived for perpetuity. The recording secretary should send copies of these to the archives at New Mexico State University.
3. **Distribution of new membership brochures, Tom Antonio:** Tom brought stacks of brochures for each chapter representative to take. The amount of brochures distributed was based on membership. The Albuquerque chapter had the most brochures because the chapter has the most members.
4. **Second Renewal Notice via email, Lolly Jones:** Renewal notices are sent out quarterly and cost a little more than a dollar each. We could save \$300 a year by sending second renewal notices out using the vertical response email application, although we will continue to send hard copies to those without email. The Board authorized Lolly to give this a try in the coming quarter.
5. **Ideas for getting new people to help on projects, Bettie Hines:** There are ideas on the website, primarily offered by Frances Robertson, so it was suggested that everyone look on the website.
6. **Chapter Book Sales, Bettie Hines:** Everyone should email book sales chair to order books if they want to order from the society. Otherwise, they can order books on their own directly from book sellers or publishers. This year, the Otero chapter decided to sell books at the annual meeting, in part because Hildy was unclear whether the state was going to continue to sell books. Book sales at the state level were intended to be for the education of members and are one of the services provided with membership in the society. The sale of books by the state at the annual meeting is an opportunity for the state to make some money. The issue of who handles book sales at the state annual meeting will be one of the agenda items to be discussed at the winter Board meeting.
7. **2013 Annual Meeting, Bettie Hines:** The 2013 annual meeting will be held in Albuquerque at the MCM Elegante hotel, August 8-11.
8. **Board Election Results, Tom Antonio for Cindy Roper:** Votes were unanimous for
President: Renee West
Vice President: Barbara Fix
Recording Secretary: Pam McBride
Membership Secretary: Lolly Jones
Treasurer: John White
9. **Discussion of Amazon link on our website, Tom Antonio:** The Amazon Associates link has been up on the website since June 24th and we have accumulated only \$3.94 since that time. Everyone needs to remember to go to the NPSNM website when ordering anything on Amazon.
10. **Meeting adjourned:** 4:12 p.m.