

Notes from Colorado Native Plant Society Operating Committee Meeting

June 2, 2019 from 4:00 – 5:30pm

Instructions for call-in: phone 712-775-7031, access code 481-598

Invitees: All present!

Mo Ewing
Ann Grant
David Julie
Denise Wilson
Amy Yarger

1. Marketing and Events Coordinator Advertisement, Review of resumes, Interviews (10 min)

Next steps for hiring the MEC, preferably with one person leading

Write/ update the position ad

Review resumes and recommend 3 candidates

Interviews – would like a team of 3 people

David needs a break – someone else will have to lead if they want to start the hiring process this summer. if we can wait until Sept, David is willing to be involved. All agreed to wait, since Denise has stepped into those duties for the summer. The OC agreed to begin advertising in mid September. Both Ann and Mo are also willing to be involved in the hiring process at that time.

We have ad copy we can review and update and go from there. We will have to decide re: 2020 plant sales before posting, since that affects the MEC job position.

2. New OC Member – also need supervisor for M&E Coordinator (10 min)

OC position is open to any CoNPS member. We have a couple of new people on the board: Molly Seeling and Irene Weber.

We will each try to find a person to recommend for the vacant OC position.

We will also advertise the vacant OC position, including the supervision of the MEC.

Denise will send timesheet and brief report each week to OC. She and Ann will be working closely together on the annual conference planning.

3. Garden Tours Summer 2019 Update (10 min)

Denise has 3 potential dates and hosts for tours – but too many who have already contributed in past years (6 out of 8 in Denver are repeats, 5 out of 7 in Boulder). Denise is still searching for potential hosts – she has contacted CoNPS certified gardens. Amy offered Butterfly Pavilion's gardens for Boulder and/or Denver, since they are free and open to the community every day; she will be the point of contact. So far, Sunday afternoons so far are the most promising; Denise will have dates and lineup by end of the week.

4. Lifetime Achievement Awards (10 min)

We have several nominations but no defined criteria – is the award for contribution to CoNPS? For contribution to knowledge or conservation of native plants?

3 nominations from West Slope

Peggy Lyons – Ann knows of her through work @ CHNP

Tamara Naumann – botanist, weed eradication at Dinosaur Natl Monument

Dr Steven Stern – Mesa Univ, expert in grasses

Other candidates

Jennifer Ackerfield - author of Flora of Colorado

Jack and Martha Carter

Sometimes we've given 2 per year, but Mo likes giving 1 per year. We agreed to have the annual conference committee choose 1 person from West Slope.

Ann will ask for bio. The committee should consider all botanical contribution, should be a CoNPS member. The awardee will receive conf registration and certificate...not lifetime membership? **Make decision at Aug mtg with full board – add to agenda**

5. Marketing Plan for Annual Conference & Silent Auction (10 min)

Denise has started a written marketing plan with timeline and specific tasks, this could be used as a template in later years. It's pretty meager at the moment – more work is needed. **Ann and Denise will brainstorm together in the next week.** Ann would like the conference to develop a budget – need the info from last year re income and expenses – to know what we're aiming for in terms of sponsorships. Income comes from sponsorships and registration, as well as silent auction. Bookstore is separate. Biggest expense is typically rental of hall, but there's no rent this year. Lunch will be a big budget item. Smaller # of registrants expected (80 tickets), 7 speakers. Projected income will determine what we can offer sponsors at different levels, such as an ad all year in Aquilegia or on website, allow promotional materials at conference. Last year we charged \$45 a person. **Denise will send last year's info to Ann.** Last year we didn't offer the opportunity to make donations, but made \$740 in 2017 through donations. Most past sponsors have been Front Range, so Denise will have to develop a list specific to Western Slope.

Silent Auction – who will handle it? Get info from Bethanne re: donors. Where did the volunteers come from? David's impression was that Beth rounded them up. Either Denise takes it over or someone from Plateau chapter. Jen felt that offloading activities on the event day was key to success, so it may be wise for Denise to find someone to run it

6. OC operational issues (10 min)

- a. Spokesperson – Since Denise is an employee, she is ok with passing along admin info, but not anything that might conflict with her role. Last year, Jessica gave a “State of the Society” speech, but that hadn't been done before. David recommends omitting it, and we won't present any updates for the Strategic Plan at this year's meeting. What does the spokesperson do? Now that we've established policies and procedures...they put agendas together and send out Doodle polls for meetings. Do we need a spokesperson at this point? We will rotate duties for every meeting. **Next full board mtg is August 17th**
- b. Frequency of Meetings – The OC will meet quarterly before board meetings.
- c. Employee update protocol

7. Future of Native Plant Garden Certification (10 min) – We need to find someone to take Bethanne’s place. Ann sent Bethanne an email if she had anyone who could take it over and administer the program. She had 4 people, reviewers, on her committee (Connie Clem, Beth Hanson, Robin Wilson, Zack Averill) to visit the gardens – could one of these take it over? Bethanne mentioned to Denise that Beth Hanson is likely moving. Bethanne will be asking her committee if someone is willing to step into her former role. **Ann will pursue identifying who can take over the leadership of the certification program.** This could be the job of the Hort committee, once annual conference and Project Budburst is over, Ann could assemble a more robust hort committee. This is a perfect fit. **Denise will send Ann Bethanne’s spreadsheet.** Are there any current applications that need to be reviewed? We need to get all of the data from Bethanne.
8. Discussion of Plant Sale for 2020 (10 min) – for now we will not plan on having a fall plant sale for next year, and we can have MEC figure out a new structure for doing it, perhaps identifying more suppliers.

The plant sale has always had problems, even when we made money. If the person who is hired as MEC has a plant background and has more of an understanding of the industry, some of these problems may be reduced. Ann did a little research, and people who have been doing it successfully for years and years do it from one location. Jennifer had suggested doing something similar and offer a set number of plants, like Garden in a Box. Then, do you make substitutes? It’s complicated! We’d have to develop a native plant pipeline. Let’s get organized and reintroduce it in the future when we have it thought out. Denise’s only concern is how do we keep the ball rolling to keep it a viable option? David: we also participate in DBG plant sale, and people can choose from what we bring. The online plant sale model is much more difficult, “we can’t do everything on the last day”. Someday we’ll have bad weather on sorting day, which is the day prior to the pickup day. Offering what plants are available and letting people pick and choose is much simpler since we don’t have any control on what is available or looks good. We’ll have to think about significant structural changes if we want to do this again.

David will tell Mikl and Jim that we will not run fall plant sale.

9. Next Meeting? (5 min) **1st week of August – Amy will send out Doodle Poll for OC members; and pull together agenda. The OC will discuss annual conference details.**
10. OC Summer BBQ (5 min) – Denise has generously offered to host a potluck for current and recent board members at her house – she is looking at July Fri Jul 12 6 pm.