

**NORTHERN CALIFORNIA-NEVADA-HAWAII DISTRICT (NCNH)
OF THE AMERICAN ROSE SOCIETY (ARS)
Spring Business Meeting Minutes- March 26, 2022
Hosted by Butte Rose Society
Chico Veterans Memorial Hall, Chico CA**

CALL TO ORDER AND WELCOME- SUE BENNETT

- The meeting was called to order by Sue Bennett, District Director at 10:12am
- Additions to the agenda: Mike Bertain, Garden Tour, Stansbury House and Gwen Quail, definition of Non-Profit and status of such.
- Sue Bennett and Rebecca Shaw, Consulting Rosarian Chair, presented Karen Ann McCann a certificate for being the recipient of the NCNH 2021 Outstanding Consulting Rosarian. Congratulations to Karen.

ROLL CALL- CINDY PHIPPS

- Roll Call was conducted by Cindy Phipps, Secretary.
- Rose Societies present:
- Butte, East Bay, Gold Country, Humboldt, Marin, Monterrey Bay, Mount Diablo, North Bay, Peninsula, Redwood Empire, Reno, Sacramento, San Francisco, Shasta, Sierra Foothills.
- Rose Societies absent: Honolulu, Lodi-Woodbridge, Mother Lode, San Mateo, Santa Clara, Southwest Oregon and Woodland Library.
- A quorum was established. Sixty Four people attended.

MINUTES OF FALL BUSINESS MEETING (10/31/2021)- CINDY PHIPPS

- Minutes from the Fall Business Meeting were posted on the NCNH website and emailed to everyone ahead of the meeting (Local Rose Society Presidents and Board Members) and copies were provided at the meeting as well.
- Sue asked the delegates if there were any corrections, additions or deletions needed and there were none. Therefore, the minutes will be filed as presented and will remain on the NCNH website.

TREASURER'S REPORT- LOU EVANS

- Year End Treasurer's report was posted on the NCNH website and emailed to everyone ahead of the meeting (Local Rose Society Presidents and Board Members). There were no corrections. The end of year report will be filed for audit.
- The 2022 NCNH proposed budget was emailed to Local Rose Society Presidents and Board members ahead of the meeting. The budget was reviewed. Sue Bennett asked Lou to add a new line item: Deputy District Director expenses for election year (if needed). The next one is in 2024.

- Lesa Lane motioned to approve the budget as presented and Louise Cullen seconded it. All voted and the budget was unanimously approved.
- Lou read his **Treasurer Notes** as follows: “2021 continued to be a pandemic inspired year of minimal financial activity. The Board approved a preliminary 2022 budget which optimistically forecasts a “normal” year. These amounts are all open for discussion, recommendation, and/or revision at this meeting. I would like to publicly thank a few rose societies for their special donations to the NCNH District in 2021: Peninsula RS \$1,000; Butte RS \$100; North Bay RS \$60. In early 2022 we received a \$200 donation from Ann Marie Harris and just last week Redwood Empire RS donated \$2,000. Thank you to all. Sue Bennett requested that I add a new line item to the budget: Deputy District Director. This category will be funded during the triennial election years, where there may be some expenses incurred by the Deputy District Director. The next election year is 2024. There are about five societies still unpaid for the 2022, \$50 Criterion/Trophy Fund. I have contacted them all and I’m confident they will be sending in their donations soon. Thinking ahead to 2023, I’d propose that the Criterion/Trophy Fund be increased to \$55 (\$45 for the Criterion and \$10 Trophy Fund) and to make the accounting easier I’d recommend that these funds be paid starting 1/1/2023. Since I’ve been Treasurer, there’s been a lot of “donating” of the cost of updating the Trophies, and we cannot always count on that, so that’s why I’m proposing to bolster the Trophy Fund reserve. This should be voted on by the delegates at this meeting or the Fall Business Meeting. So far in 2022, I’ve only written four checks: two donations to ARS for Bob Martin’s memorial \$200, and our annual Educational Endowment Trust donations of \$1,000 and one to ARS for CR certificates \$13.50, and one to Linda Burg for the Spring Criterion expenses \$23.32. We’ve had deposits of \$350 for the Criterion/Trophy fund and \$2,200 in donations. Our current checking account balance is \$14,803.49. Our Certificate of Deposit at First Republic Bank was rolled over again in February for another four month term. Rates are still low. The current balance is \$17,050. Please be generous with your raffle ticket purchases today, our first fundraiser since the 2019 Fall Conference in Auburn.”

NOMINATIONS AND AWARDS REPORT- JAN BURNHAM

- The Silver Medal is for outstanding service at the District level.
- Nominations for 2022 have been received and submitted to the Committee for their vote. Half of the Committee members have voted. I’ll send out a reminder next week for the remainder. The Silver Medal Award recipient will be awarded at the Fall Business Meeting.

DEPUTY DISTRICT DIRECTOR REPORT- LESA LANE

- Nothing to report

- Lesa mentioned that she is the back up to the District Director. She has held several NCNH Board positions over the years and can offer historical perspective.

DISTRICT DIRECTOR REPORT- SUE BENNETT

- Sue thanked and awarded a Certificate to, Butte Rose Society for hosting a successful Spring Business meeting and thanked everyone for coming to an in-person meeting which had not been held in 2 years.
- On May 7th she attended ARS Board meeting in Shreveport. There was a wine and roses evening and tour of the American Rose Center (ARC).
- Sue showed some ideas for advertising your local rose society; a “pot sticker” and discussed other advertising ideas from ARS.
- The new Treasurer for ARS is Carrie Bergs. This is the first time ARS has been in the “black”. The Christmas Roseland did well. The annual fund increased by 19%; Calendar by 11%; Gift shop 146%. Editorial/advertising was down 4% and Membership down 2%.
- Changes were made to the ARS data base and some members are not getting their ARS magazine.
- Member trends between 2018-2021 have fallen 7%; dues 2%. ARS has 6,598 members. Only 20% of local rose society members are also ARS members.
- Barbara Norkus stated at her rose society they make their own pins themselves. ARS is no longer making them. This is good for promoting new members.
- Rose Gilardi mentioned that no one is promoting a “life member”, the cost is \$5,000.
- ARS no longer sends thank you letters. They are considering a digital ARS magazine.
- ARS is looking for ideas to boost membership

PARLIMENTARIAN REPORT- RICK SYDOR

- The Bylaws Committee is Lesa Lane, Ann Marie Harris and Jan Burnham. They are working on the Job Descriptions. Hope to have updated Bylaws by next year including the job descriptions.

IMMEDIATE PAST DISTRICT DIRECTOR- JOAN GOFF

- Nothing to report

COMMITTEE REPORTS

CONSULTING ROSARIANS (CR)- REBECCA SHAW

- New CR's: Glen Fukuda, Kleyton Jones, Ramon Lopez, Jean Miller, Maryann Recaido, Betty Ann Stevens and Paula Agostino. She thanked the local rose societies for promoting the CR program.
- ARS is looking for information on your favorite climbing rose.

ARRANGEMENT & HORTICULTURE JUDGES- KAREN ERNSBERGER

- Currently have 44 Horticulture judges (5 didn't submit annual report) and 11 Arrangement judges (1 didn't submit annual report).
- Karen has reached out to ARS to find out who the National Chairs are.
- She is in the process of getting Emeritus CR certificates from ARS.
- Judges Schools: There is one planned the last weekend in August. She needs people to help run these programs and to talk about topics in the Judges Manual. ARS has to approve the school. Also let her know about prospective candidates to serve as judges.
- Karen needs to review the Rose Show schedules and approve them prior to the show.
- Judges need at least one judged show per year. There is also an issue with several rose societies having their show on the same date.

PHOTOGRAPHY JUDGES- EILEEN JACKSON

- Eileen is hoping to get more societies to include photography in their schedules. It's a popular event at shows and the public likes to see them.
- If you want to be a Photography Judge you need to enter Photography as an Exhibitor at rose shows.

PROGRAMS AND SPEAKERS- CHARLEY MALARKEY

- Charlie sent each speaker the list of programs and speakers and asked for any changes. He has 20 speakers in total.

WEBSITE ADMINISTRATOR- GAIL TRIMBLE

- Nothing to report

TROPHIES AND AWARDS- DAVE COOP

- Nothing to report

RAFFLE- SUE MAGILL AND CHERILYN DUNCAN

- Nothing to report from the Fall Conference. No raffle was held.

DISTRICT DIRECTORY- SUE BENNETT

- Sue goes by what was in the District Directory prior for the current year's directory. Please respond to her regarding new members, death, Bronze Medal recipient, how many copies needed, etc.
- Thanks to Dave Coop for printing and distributing them

HISTORIAN- ANN MARIE HARRIS

- No report submitted.

MEMORIAL FUND- ROSE GILARDI

- Fund was established a few years ago for members to honor special friends, rosarians, etc. Send requests to Rose Gilardi for a thank you letter.

YOUTH- JULIE MATLIN

- Julie sent several questions to each local society presidents regarding various programs or events working with youth. She has received many positive responses.

THE CRITERION- LINDA AND TED BURG

- Cindy read their report: “We encourage anyone in the District (especially Consulting Rosarians) to submit an article of interest to publish in *The Criterion*. There are many subjects to write about: photography, arranging, exhibiting, classes of roses, rose culture, insects, diseases, garden design, companion plants, composting, water systems, plant nutrition and types of mulch. The list goes on. Please consider writing an article for *The Criterion*.”

ROSES IN REVIEW (RIR)- DEBBIE ARRINGTON

- Debbie reviewed how the roses are selected to go on the list for RIR. ARS is in communication with commercial growers and that’s how they are selected.
- She will send out a reminder to complete RIR this September.

MEMBERSHIP- BARBARA NORKUS

- Barbara is the new Membership Chair. She mentioned that you need to be consistent with the message and process. Her local society has done some very imaginative things for their members to let them know they are special. This goes for new and current members.
- She referenced a membership checklist put together by Pat Shanley in 2006.
- Barbara will send information to Cindy to put on the NCNH website under Membership.
- Good idea to have business cards with your local rose society; information that you can pass out as applicable.
- Other rose societies brought their new member packets for others to peruse.
- Kleyton Jones from SF Rose Society mentioned that it’s important to have personal contact with people, especially younger ones.
- Judy Webster from Redwood City said that they increased membership through social media as well have having Zoom meetings. They also offered complimentary memberships to speakers and sponsored an intern from a local college.

SOCIAL MEDIA- OPEN

SITE DEVELOPMENT- OPEN

UNFINISHED BUSINESS

- Future Meetings/Conventions? Any local rose society that will host the Fall Convention can receive \$5000 in “seed” money to help with expenses. Rose Societies can also co-sponsor a conference. So far, no local society has volunteered.

NEW BUSINESS

- Next Spring Business Meeting Hosts: North Bay RS, 2023 and San Francisco RS for 2024
- Gwen Quail asked about the definition of a Non-Profit, Legal status 501(C)3. Our mission is education and we get our status under ARS (we don’t pay taxes on it). Our meetings are free and open to the public.

A RAFFLE WAS HELD AFTER THE MEETING

Meeting Adjourned: 12:55PM

Respectfully Submitted

Cindy Phipps

NCNH District Secretary