



INTERNATIONAL BOARD OF DIRECTORS MEETING

Wednesday, August 13, 2014–5:00 p.m. to 7:03 p.m. Conference Call

MINUTES

AGENDA ITEMS

1. Welcome and Call to Order...David Cliffe, IPPS Chair

In Attendance:

Officers: David Cliffe, Chair, Australia
Hans Sittig, President, So. African Region Alternate Director
Patricia Knight, Vice-President, Southern Region Director
Alan Jones, Treasurer
Charles Heuser, International Editor
Terri Breon, International Secretary

Eastern: Bob Geneve

European: Bernard Brennan & Mike Norris (Alt)

Japan: Peter Waugh

New Zealand: Phillip Smith

Western: Jim Conner & Todd Jones (Alt)

2. Approval of Minutes

A. June 18, 2014 conference call meeting of the International Board

MOTION: Jim Connor moved to approve as written; Hans Sittig seconded; passed

B. Review of Action Steps from June International Board Meeting

1. Alan to investigate options for types of audits and costs – *talking with Eastern Region's accountant. Ongoing.*
2. Develop an agenda and goals for Shanghai - *Alan Jones: we need to have Board members submit agenda items. Terri to send an email note to Board members requesting submission of items. Also, David would like directors to set goals for Shanghai.*
3. Regional secretaries phone meetings: conference calls need to be formalized and reports of the meetings' outcomes minutes made available to the Board – *ongoing*
4. Executive Committee to select a nominee for the Chair-elect by June 15, 2014 teleconference meeting – *an agenda item for later in the meeting.*
5. Develop Newsletter template options and present to Board at June meeting – *Hans Sittig's committee continues work on this*
6. Ask International Secretary to put together newsletter in a pre-designed template – *combined w/#5. Tied to Hans' efforts.*
7. Check with Terri on what the bylaw rules are regarding International Tours. Forward to Phillip Smith. - *done*
8. Communications and Website Committee: ok to put proposals together along

- with budgets; due by June meeting – *Hans will provide a report later in the meeting*
9. Strategic Committee: update job descriptions and provide new ones – *Mike Norris to provide update later in meeting*
 10. Membership Committee: June teleconference will discuss membership levels/international exchange program – *Bernard has put forward a suggestion that will be discussed later*
 11. Hans to have 3 proposal options for redesign of website and other communications devices to review, along with budget costs, for the June meeting – *done*
 12. Prepare a final report of the findings of the Strategic Review Committee for Board review and future distribution to the membership - *done*
 13. Each region to send to International Office the name of their regional sponsorship coordinator - *Regional Secretaries: not done; needs to progress (Rick Crouder is responsible for the regional sponsorships) Rick has been making progress on the exchange program*
 14. Pass proposed structure to Regional offices for comments. - *done*
 15. David will set up a conference call w/Terri to further discuss performance issues that have been raised to date. – *not done. David will set up a call in near future*
 16. Year-to-date budget update will be sent at end of 2nd quarter - *done*
 17. Obtain membership numbers from Europe, Japan and S. African Regions - *done*
 18. Bob Geneve to contact Joseph to let him know he and David will be at the ISHS conference – will talk to Joseph in Brisbane
 19. Put completion timeframe to the work on Role Definitions – *touched on*
 20. Put completion timeframe to the work on Communications - *touched on*
 21. Put completion timeframe to the work on Membership Categories – *in progress; will be a report later in meeting*
 22. Put completion timeframe to the work on Finances -
 23. Circulate membership data to the Board and Regional secretaries – *not finished. Terri just got numbers from Europe. Will share later in the meeting.*
 24. Firm up dates, publish on-ground costs for Shanghai meeting - *done*
 25. Establish next meeting date using Doodle Survey - *done*

3. Treasurer's Report...Alan Jones

- A. Comparison Budgets were sent out; have started putting past years on, as well
- B. Profit/Loss is down, several regions have not sent in dues yet: South African and Europe.
 1. 2014 Membership at 1429; this is down about 100 from last year
 2. This year [2014] expenses: more this year compared to last; due mostly because the meeting date of the Southern Africa conference was much earlier than last year's; hence more expenses to be paid earlier
 3. Investments are doing quite well
- C. Europe's membership has fallen by 74 members, to 114. Problems cited were that secretary has been physically ill for an extended period of time. The Region is trying to untangle the membership issues and get an accurate count of how many members have renewed. Numbers should be tabulated in 2 weeks.
- D. There was an issue with restricted Board designated funds proceedings funds: Pat Heuser changed numbers from the end of the year. Number was off about

\$10,000. Number reported on this month's report is correct.

- E. Question on expenditures-to-budget: Alan noted that if Europe's membership numbers are not as bad as seemed that membership dues and the investments increase will balance the budget by year's end.

MOTION: Alan moved; Peter seconded that Treasurer's report be accepted. No objections noted.

4. Review of Volume 63 Progress... Charles Heuser

A. Volume 63 status:

1. All files were sent by March 26 to ISHS
2. June 16th – received the material from ISHS
 - a. Material was sent to regions for final editing
 - b. Returned to ISHS on July 20
 - c. Does not believe any work is being done on this right now as ISHS is preparing for their conference in Australia

B. Volume 64 status:

1. Charles has received material from New Zealand; waiting for Australia and Southern Africa

ACTION: Bob, Charles and David to have a discussion regarding ISHS after this meeting.

5. Regional Reports

A. Australia Region: David Cliffe:

1. Not much action since after the New Zealand conference.
2. New president is starting.
3. Three area meetings are proposed.
4. Retail has been good

B. Eastern Region: Bob Geneve:

1. Sept. meeting Niagara Falls, Ontario, Canada.
2. Cincinnati will be location of 2015.
3. 333 paid members (30 new members). 100 student members.
4. Newsletters continue to be produced and are archived on the Eastern's web site.

C. European Region: Bernard Brennan:

1. Difficult year, two resignations.
2. Video conferences six have been edited and available. A small fee from the membership fee would pay to have these type videos edited.

D. Japan Region: Peter Waugh:

1. Executive Committee in Japan does not believe they should push to bring in the *younger [Amended October 2014] generation*, even though they have the time and the money, nor do they believe the younger generation is interested in membership.

E. New Zealand Region: Phillip Smith:

1. Economy is improving.
2. Region has 214 members, expect that to drop to under 200 in the next 2 years.
3. Field trips are being planned.
4. An exchange program with Japan is planned for end of October.

- F. Southern Region: Patricia Knight:
1. Annual Meeting scheduled for the end of October in North Carolina.
 2. Want to send brochures to trade shows to increase membership.
 3. Working on a PowerPoint presentation to send to colleges and universities to increase membership in that area.
 4. Had a very good sponsorship for the Executive Committee in June.
 5. 2015 Annual meeting is cancelled.
 6. 2016 Annual meeting will be in Virginia.
 7. 2017 will be somewhere in Texas.
 8. They have 211 members.
 9. They are sending letters to non-renewing members to encourage renewing.
- G. South African Region: Hans Sittig:
1. Held 2 successful field days.
 2. 2015 Annual Meeting to be held in KwaZulu-Natal.
 3. The Region has 100 members.
 4. They are sending out notices regarding the next exchange program, to be held with Australia.
- H. Western Region: Jim Connor:
1. Lost membership this year.
 2. Annual Meeting Oct. 1-4 in British Columbia.
 3. Two Field days in Oregon were successful.
 4. Put out a newsletter this summer.
 5. Retail has increased, around 10%.
 6. Several producers have gone out of business and with them 1500 acres of production land was lost this year in Oregon.

6. Membership Proposal...Bernard

- A. Update from a previous meeting. Bernard is proposing an introductory membership.
1. Would have a mentor for one year.
 2. Cost would be low or free.
 3. Membership numbers would increase if as low as 25% retention rate.
 4. Would like to push this proposal out to the Regions for their opinions.
 5. Discussion:
 - Membership Committee has been working on a proposal to have a 2-year 50% reduced rate for students. Bernard would like to see this membership as a gift.
 - Peter Waugh favored the proposal because of membership issues in Japan
 - Charles Heuser suggested that, in addition to a charge for the hard cover book, a charge be made for the CD version as that costs the International real money. The papers are available for download on the website as soon as they are received, so the other materials are extras.

Action: A draft statement will be prepared within the next 2 weeks. David will discuss with Bernard and the Membership Committee what the draft language of the statement should be.

Action: Phillip Smith will circulate the statement to the other directors.

MOTION: Bernard Brenner moved to allow a draft membership proposal to

be developed that would include an introductory membership rate and free student memberships and sent to the regions in time for it to be considered at their upcoming conferences. Seconded by Peter Waugh. Okayed by Board.

7. Strategic Committee...Mike Norris

- A. There was some confusion expressed from the regions regarding the new Board structure and job descriptions being proposed.
Action: Mike to redistribute that material.
- B. He has been in contact with Jim Johnson and Todd Jones regarding the proposed changes in relation to the constitution. One item that may not pass the constitution muster is co-opting people on the Board for specific roles.
Action: Alan Jones will contact Jim Johnson to make sure he's still interested in assisting Mike's committee on constitutional issues.
- C. Mike would like to see the work approved in Shanghai.

8. Website Proposal...Hans Sittig

- A. Off the shelf communications: proposal has been sent to Board.
 - 1. Credentials are good.
 - 2. The end product will be as good as how well the design firm interprets what IPPS needs.
 - 3. The end product will be a website and combined with a database that serves as a document management system.
 - 4. There are six standard pages that IPPS administrators can manage independently of the website designers (no help should be required from them).
 - 5. Bulk of updates will be done by IPPS administrators.
 - 6. Cost is \$16,000 US dollars.
 - 7. Proposal seems very indepth, very professional in presentation.
 - 8. It's noted that the website would be hosted by a company in Arizona.
 - 9. The proposal allows IPPS to relocate the Proceedings volumes to this new website and allow restricted access to IPPS members only. Additionally, IPPS will be able to add PowerPoints, videos, other information.
 - 10. Website is written in a language that can be easily searched. It was noted that earlier versions of the Proceedings are images only, not searchable documents.
 - 11. Another key proposal requirement: a dedicated server, with mail system, daily backups. There will also be an IPPS server backing up the website as well.
 - 12. Virus protection is included and it is guaranteed to be safe. Outside 3rd party sites, like merchants, cannot be guaranteed to be safe.
 - 13. Monthly fees: are listed on last pages of proposal.
 - 14. Regions will have to abandon their websites and adopt the International.
 - 15. Improvements that are included are event management, membership registrations, on-line payments, document management system. Members-only and public pages are available for Regions, as well.
 - 16. Have not considered whether Regions should pay anything towards the development, maintenance and hosting costs. Annual basis contribution should be considered since each region has to currently pay some sort of annual fee for their website.

17. On-site consulting is not seen as being necessary as other remote contact methods exist, like Skype.
18. A users' manual will be developed by the consulting firm.
19. Concerns raised that need some additional investigation:
 - What's the reputation of the company?
 - How are language differences being handled (e.g., Japanese)?
 - Migration from regions websites to the International may not be as simple as it seems. They will have to be convinced of the value.
 - Also, the site administrator is not considered.
 - What recurring costs can be expected for the regions?
 - Can Aftershock do a presentation at the next Board meeting (at Shanghai)? May be a cost involved to set up a demo as the product right now is not active (just the look has been presented).
20. Send concerns to Hans for his records.
21. Hans to get with Terri and discuss issues raised, discuss with Aftershock and send clarifications to the Board. No decision made at this point.

9. Nomination of Chairman...David

- A. After last meeting, David and others approached Alan Jones to consider the position; he is amenable.

MOTION: Hans moved to approve Alan as next chair; Peter (Japan) seconded; no objections.

10. Shanghai Meeting

- A. Dates have been set; activities scheduled.
- B. Outstanding issue: who should attend? Board decided only directors will have trips paid and since incumbent directors will be replaced in January, the Board requested the new director be allowed to attend instead of the incumbent. No restrictions on who could attend but would be at their cost. David Cliffe to resolve the issue within 48 hours and let the Board know the outcome.
- C. David Cliffe wants to get agenda items and proposed goals from the directors soon.
- D. David Cliffe to check with Peter Lewis regarding status of the Chinese government invitation letters. Limit of 25?
- E. Which directors are going and whether spouses are going? Directors to send counts to Terri ASAP. Other information: accommodations required, how to apply for a China Visa (must have invite letter). Travel agents seem to have a good handle on the procedures.

11. Adjournment

- A. Meeting adjourned at 7:03 pm Eastern time.