

Board of Directors Meeting
Saturday, March 4, 2017
Westech, Helena, Montana



Attending: Gretchen Rupp, Bob Person, Betty Kuropat, Shannon Kimball, Peter Lesica, Annie Garde, Jeff Copeland, Clare Beelman, Libby Knotts (by phone for Annual Meeting Section) and Rachel Potter, recording.

Welcome, Agenda Review- *Gretchen Rupp*

Vice President's Report - *Gretchen*

- Karen Porter sent report from Calypso Chapter. See chapter reports below.

Secretary's Report - *Rachel Potter*

- Rachel will be preparing a summary of candidates and ballot, which will be mailed to her, then she will send to Patrick before the meeting who remains the Electoral College.
- Thank you to those that submitted comments/ revisions to the Fall Minutes. Approval of minutes as amended, MSC (moved, seconded, carried). I will try to put action items in red, but don't count on all action items being in red. **Please still read through all minutes.**
- Board member contact updates - see revised list. **Replace old lists with this.** Emails – **be careful of "reply to all" if it is an old email.** Rachel will make a point of sending to a good email list.

Treasurer's Report - *Shannon Kimball*

- In light of shady practices and more at Wells Fargo, Shannon recommended changing our bank to the Missoula Federal Credit Union, the most convenient one for her and Jenny. Approved. **Treasurers will make the switch and contact Cathie Jean for PayPal switch. Or is it Jenny?**
- Jenny Tollefson agreed to run for another 2 year term as co-treasurer (her fourth.) Shannon will take on more duties.
- 2016 Budget Summary was presented and it was noted that there are several budget lines where membership lines can be listed. **In the future, board suggests entering costs as follows:**
 - Membership – mailings, renewal reminders, PayPal costs, etc.
 - Publications – brochure, along with the field trip flyer.

- 2017 Budget Summary was presented. Approved (MSC) as amended. **Shannon will distribute when she incorporates changes.** Changes include approval of up to \$1000 for reworking of logo. See Marketing below.
- While proposed expenses are more than proposed income, we have \$45,000+ in the bank and our year ending balance has stayed fairly steady.

Newsletter Editor Report - Gretchen for Caroline Kurtz

- *Deadline for the spring issue of Kelseyia is March 10 (I sent a reminder to everybody already). I'm always looking for and am happy to receive Chapter news, articles about botanical natural history, news of events, meetings, book reviews, etc. Photos are great, just please send them as ATTACHED jpegs at high resolution and be sure to include who took the photo, who is in the photo, where and when photo was taken, and any other info of interest.*
- **Deadline for the Field Trip Guide is April 10.** PLEASE make sure that people submit their field trips to me as well as to Bob by then, with as complete information as possible.
- *As I mentioned, the Printery printed our Winter newsletter in color for free as a thank you for business. Randy Garrison tells me that going to full color would add about \$125 to each issue. They do not separate the printing vs. mailing costs in our invoices, but he said that the last issue (400 copies), for example, broke out as follows:*
 - *The average cost of the newsletter to mail is \$85.00 each time for qty's. of 400.*
 - *The packets, which are the groups of 10 to various clubs, are \$7.00 each. Canada postage is \$3.00.*
 - *The cost of the newsletters does vary because some of have inserts and others don't, but the basic cost of the newsletters has remained the same over the course of the past year.*
 - ✓ *The last invoice breakdown:*
 - setup: \$20.00*
 - printing: \$297.00*
 - Folding, stapling, finishing: \$90.00*
 - Mailing packets \$7.00 ea. (9 mailed) = \$63.00*
 - Postage \$85.00*
 - Canada Postage: \$3.00 ea. (3 mailed) = \$9.00.*
 - Total: \$567.00.*

So based on a print run of 400, the cost per unit would go from \$1 (b&w) to \$1.33 (color). I don't know if going to full color in the printed newsletter is something the Board would like, but this is what it would roughly cost. Personally, I am on the fence,

but color is more eye-catching and professional looking so that it may improve Kelseya's use as a publicity/marketing/recruitment tool.

The board reaffirmed that a great *Kelseya* is important and that an additional \$500/year for printing is okay if we like the outcome. There may also be extra work-load/expense for prepress editing of color photos, which are trickier than black and white. We would like more mockups. There was concern about the color of the photos on the buff paper. While the buff paper is great for B&W, white may be better for color. **The board will address at the October meeting, but would like Caroline to provide another example (not a whole run). The board will study the paper Winter Kelseya with a more judgmental eye.** A number receive digital. Will a color *Kelseya* lose some digital subscribers?

Don't forget that **our Kelseya guidelines call for** (among other things):

- Spring issue Due March 10: small grant report
- Summer issue: summary article about the past year's activities from each chapter.

The field trip brochure should include: " Please discuss with your group preparing a short report and sending photos to the MNPS newsletter, *Kelseya*, as well as webmaster@mtnativeplants.org." While this should be the Field Trip Leader's responsibility, it may inspire attendees to pitch in.

Membership Report - Cathie Jean and Sasha Victor

- *As of Dec 31, 2016 we have 689 members (an increase of 7 from 2015).*
- *Once we catch up with renewals (~mid-March) I'll send an updated membership list which will show members who expired in 2017.*
- *Finally, all at-large members have been assigned to either Western or Eastern-at-large.*
- **Board directed membership to delete deceased lifetime members. Keep lifetime members with no address for one year before deleting.** If a lifetime member resurfaces, there will be no problem checking old records and reinstating. This should be incorporated into policy, or officially revise policy.
- **Effective immediately, please change my cjean0456 email address to terracasa45@gmail.com.**
- *Request \$500 budget in 2017 for updating brochure (\$200 for Walt Curtis - adding logo, text edits, changing colors and working with printer, \$300 for PrintingForLess - print another 400 brochures). Approved by the board with 2017 Budget, but the board requested that reprinting be postponed, pending possible revision of the logo . Should be included in publishing, not membership costs.*
- The current PayPal account does not have the option to pay for multiple years. A more expensive account might allow us to do this. No action noted. Clare pointed out that young

members are used to auto bill pay, even automatic renewal, and are more likely to space out annual membership. **Bob will put a notice with the online membership page that you can pay multiple years if you pay by check and print out and send in a form.**

Webmaster Report - Bob Person

- There was a \$200 charge for Cedar Mtn. to put logo to replace previous graphics. They changed the banner plus fab icon (when save favorite, etc.). Bob is not sure why those files are hidden away. We should be able to do it ourselves. **He will investigate and let Cedar Mtn know we need a heads up for what we are going to be charged.**
- Clare would like to see fewer PDFs etc. **She will look into what can be converted and how to make the website more interactive.** Bob thinks the current structure has more options for redesign than we are currently using.
- Clare, who is sharing duties with Bob, is a web maven, not web master.
- The platform and subscription used for the Calypso meeting is no longer available and the system is clunky, so we are back with PayPal.
- All data on the membership form passes through to membership including change of address, etc.

2017 Annual Meeting Update - Maka Flora Chapter - Libby Knotts

- Lambert, Montana - June 23-25, 2017
- Costs will be reasonable. Over or near 100 in attendance previous Maka Flora meetings.
- No insert ready to review, but Libby will have it to the Kelsey by March 10th.
- High school art class in Sydney is working on the logo design
- Kelly Kindscher, <http://kindscher.faculty.ku.edu/> ethnobotanist/researcher in Kansas contacted Maka Flora requesting to participate. He will give the Friday evening program and a field trip.

Matt Lavin will give a grass ID hike Saturday, maybe starting with a bit in the classroom. No space for Friday workshops.

- Thank you for \$500 advance. May need more to cover insurance and T-shirts. Insurance is not covered by the camp, so may be more expensive than previous years. The Farm Bureau might be an option. Board approved \$1000 loan to chapter in 2017 budget.
- There will be a silent auction. **All donations are greatly appreciated. Please solicit from your chapter.**
- Unlikely to find a vendor to make T-shirts on site. Libby is investigating buying good quality organic T-shirts in bulk that could be used multiple years. Could be purchased by State.

- Libby thought the Maka Flora can give all profits back to the State. Renegotiable. The Chapter has already spent their own money on the camp down payment. Keeping track of who spends what is important.
- Nicole, the Maka Flora treasurer has been in touch with Bob.
- Board encouraged Maka to have volunteer opportunities for those out of the Chapter so all will feel welcome
- Reminder that cut-off times for registration may vary. Online could be later.
- Rachel will ask Peter Achuff about ideas for AB, Saskatchewan contacts/ publicity.
- **Rachel will organize en-route suggestion and post on website. Please send her the following:** (Website will be updated with this info April 10 and June 1.)
 - Field trips in the week before and after the annual meeting, anywhere east of western Montana. Wayne is already planning a National Grasslands field trip. One at Matador Ranch?
 - Recommended places to camp
 - Specific locations where you anticipate good botanizing at that time of year.
 - Be specific as you can, re: locations and directions.
 - **Clare will investigate platform to use for tech savvy folks to communicate or rendezvous.**

Committee Reports/ Requests for Action

- **Nominating Committee - Betty Kuropat, Rachel, Gretchen**
 - All officer's terms are 2 years
 - Is there any policy on committee members? - *None that Rachel can find, will look further. Maybe this is something we need a policy on.* Suggested: Appointed as needed. Two year minimum. On committee until resign?
 - 2017 elections nominations:
 - Shannon and Jenny – Treasurer re-run for treasurer. Jenny's 4th term. Shannon will shoulder more of the work load.
 - Gretchen President
 - Western at large rep. Pat McCloud from Troy. Grew up in Lincoln County. Retired and back for field seasons.
 - Board will appoint V.P. to serve out the remainder of Gretchen's VP term, one year, presuming she is elected President. The V.P.'s duties are listed on page 2 of attached Board of Director's Duties. There are a number of great possibilities. **Shannon knows two young people she will ask; other members will approach other members.**

Betty will prepare a Newsletter – blurb asking for volunteer VP. One year term, no election.

- **Conservation Committee**
 - Conservation Conference, 2018, Montana Wild, Helena, Threats and Threatened Plants. Some want WBP listed. Are working on delisting *Howellia aquatilis*. Peter is working with Steve Shelley and Chantelle Delay.

- Draft management plan for Helena/ Lewis and Clark out. Also Custer Gallatin coming up later.
- 30th anniversary MNPS. **Peter will write conservation committee summary for either summer or fall Kelseya.**
- **Awards Committee**
 - Gretchen and Peter are on the committee and will contact Doug Smith and/or Al Joyes, previous awardees.
- **Small Grants Committee – Betty**
 - Members: Annie Garde, Drake Barton, Rebecca Durham, Leslie Eddington, Jennifer Lyman and Betty Kuropat.
 - Board approved, MSC, funding 4 proposals recommended by the committee for a total of \$4479.00. The successful grant proposals are: Burke Park Vegetation Monitoring, Bozeman - Jeff Copeland; River Stewardship Workshop on the Swan River in Lake County - Heidi Fleury; Promoting Botanical Literacy in a Mountain Community, plant id brochures for Whitefish Trail - Dr. Mirabai McCarthy; YES Native Plant Garden, Anaconda - Karen McCarthy.
 - One outstanding grant – 2015 grant to Christine McManamen, BS student at UM. Study on the duration and degree that herb ices affect native plants when they are sown in treated soil. Granted an extension to December, then to March. Still working on statistics and final report. Expect report in June 10 Kelseya.
 - Andrea Pipp's report on Moss and Lichen Inventory on Milton Ranch was submitted for Spring Newsletter.
 - **Web site will be updated with the small grants history and small grants policy after acceptance letters have been sent.**
 - **Peter recommended putting a short history of Small Grants in Fall Kelsey for 30th Anniversary.**

Other business

• MT Botanist book – Rachel

- To the printer for a preflight Sunday
- Additional expenses due to book length and InDesign subscription
- \$2350 received in donations.
- Will hard bind 20-40 books for institutions, sell for \$40 w shipping
- \$18+ to print. \$25-\$30 income we sell directly, \$16.50 if sell on Amazon, usually 40-50% to bookstores, etc.
- Thank you to board for \$29.95 cover price, \$25 for members.
- **Please submit book orders for chapters before annual meeting.** Chapters pay State \$25. State will buy back extra books.
- Annie voiced concern about soliciting donations when MNPS is flush.

• Chapter service areas - Bob P

- Bob initiated discussion of how chapter service areas are determined. He wondered about, e.g., the Kelsey chapter expanding to include all members around the Helena/Lewis and Clark Forest. It would only affect about 10 people. However, if expand service area, will need to offer events in larger area. Dave Shea is already leading a trip or two on the East Front each year.
- **Suggested map of Chapter and at-Large areas on membership registration to aid folks in determining what to affiliate with.** E.g. "I'm really close to the Kelsey Chapter so I'm going to sign up with them." On web registration site, and downloadable form. Not on brochure due to space.
- The section of bylaws pertaining to chapters can be found here: <http://www.mtnativeplants.org/fileaccess/getfile/268.pdf> on page 5. Specifically: *Article X. Chapter Organization Section 1. A group of ten or more persons, members of the Society, may organize a chapter of the Montana Native Plant Society upon approval of the Board of Directors. A written request addressed to the Board of Directors for recognition as a chapter shall be mailed to the President to initiate the process.*
Rachel later- I cannot find any policy about the areas a Chapter serves. It is most likely just up to the Chapter to determine and change if desired. May check in your Chapters by-laws.

• **Re-visiting the logo discussion – Gretchen**

- Consensus that getting it right is important and we want a change.
- Generally, replacing the bird with a botanical image is all change needed. One member does not like the sclerotic green color.
- **Clare will investigate ownership of logo.** If Six Pony Hitch, we may not be able to modify. **She will then ask select artists for redesign suggestions.** Need someone familiar with graphics programs and options.
- Board approved, with the 2017 budget, up to \$1000 for redesign.

Chapter reports and areas-at-large –

- Calypso, Karen Porter
 - Submitted spring/summer fall activities in Dillon, Butte, Divide, as well as field trips.
 - Lots scheduled including Gardening with Natives workshop, Native Garden work, Learn your grasses, and Dyeing with Native Plants
- Clark Fork, Anne Garde,
 - Monthly meeting. Steve Arno and co-author, Carl Fiedler. Book on Ponderosa Pine. All profits to MNPS. Reading from the book.
 - Had joint meeting with Audubon - Monarchs and Milkweed. Very successful. Also joint meeting with MT Natural History Center. In spring always have local photographers show slides. One herbarium night.
 - Clare and others getting ready for May plant sale.
 - 2018 annual meeting. Just this side of Lincoln. Cain West. Last weekend in June.
- Valley of Flowers, Jeff Copeland,

- Varied hikes planned. Being contacted by groups/agencies for cooperative hikes, land trusts, State Parks, cities, etc. MWA sets up Wilderness Walks very early. February deadline.
- Flathead: Rachel Potter
 - Great programs and attendance, excellent publicity: press releases, online, Facebook, big email list. Cyndi Smith, Ethnobotanical Roots in the Rockies, Sally Thompson, rented historical school for 30th anniversary party, in Kalispell 1X year. May be interested in others if you pay her expenses. White bark Pine with Jen Hintz, Jen Asebrook and Rebecca Lawrence was very well received. Hotel Room was donated by Xanterra for Larry Evans, Montana's Mushroom Guru.
 - Rosella Mosteller, new field trip coordinator, has increased number and added new ones
 - Ideas for involving younger folks
 - ✓ Plant trivia night - planning for next year
 - ✓ Photo contest – did in the past, no current plans
 - ✓ Geo-caching w Huckleberries – field trip, or other tech activities.
 - ✓ All events on Facebook
- Bob Person, Kelsey
 - Still surviving. Paired down email list.
 - Nice combination of lab id winter lichens w Andrea Pipp and snowshoe trip.
 - Bob will scout Trout Cr. canyon for Kelseya in bloom. Scout and flash field trip. Middle of March to middle of April.
 - Celebrating wildflowers 3rd week in May- Wildflower walk for 4th graders. Flower anatomy and pollination.
 - Prickly Pear Land Trust has wildflower walk on South Hills.
 - Justina DeMont USFS Botanist hopefully more involved.
 - Mary Johnson Spring “Wildflower Tune-up”. Prominent Helena plants. Good name.
 - And more
- Jennifer Lyman, Eastern-at-large – no report
- Jon Reny Western-at-large –no report

Wrap-up and Adjourn 4 pm.