

KANSAS WILDFLOWER SOCIETY

Konza Prairie Biological Station

Manhattan, KS

April 3, 2004

Board Meeting

Board members in attendance were: Valerie Wright, Gary Weisenberger, Jane Freeman, Craig Freeman, Sister Patricia Stanley, Brad Guhr, Anita Smith, Shel Cohen, Lorna Harder, Michael Heffron, Jeff Hansen, Shirley Braunlich, Sandra Tholen, Nancy Goulden, Julie Torseth, and Cindy Ford.

Valerie called the meeting to order. She explained that the board meeting would be a work session to develop direction for committees. Each person signed up to work on two committee brainstorming sessions.

Secretary Minutes -- Cindy Ford

The fall minutes were taken by Jane Freeman and Anita Smith and published in the journal. Craig moved to accept the minutes, Shel seconded the motion to accept the minutes, and the motion carried.

Treasurer Report -- Sister Patricia Stanley

Sister Patricia Stanley pointed out that the bank charged an incorrect fee, but did provide a refund. The question was forwarded as to whether we want to change banks. The decision to change banks was tabled until funding is discussed. Total assets are \$30,504.56. Maybe investing some more money would give us return for scholarships. Shel moved to accept the treasurer's report, Craig seconded the motion, and the motion carried.

Focus Group Organization -- Valerie Wright

Valerie summarized the purposes of the committees and the major topics to discuss among the committee members. Suggested topics for each committee included:

Education Committee -- educational material for public, patch program

Website Committee -- format, domain name, information to include

Newsletter Committee -- newsletter publication, editor

Native Plant Resources -- landscaping, seed exchange, clearinghouse for resources on native plants

Membership Committee -- monitoring membership, initiating drives, incentives

Publicity Committee -- outreach

Outings and Events Committee -- calendar of events, how to draw in new members

Awards Committee -- scholarships, photos

Board members met in the breakout sessions to highlight projects, clarify the purpose of the committee, determine short-term goals, set long-term goals, and designate resources needed to accomplish the goals of the committee.

Native Plant Resources Committee

Purpose: Understanding and appreciation of native plants, encourage use of plants, and disseminate information

Short-term: Find quality web resources to serve as links and develop fact sheets that can be submitted to the webmaster as well as making available in hard copies

Long-term: Prairie management workshops, informal consulting, work days maybe in association with outings

Resources: Committee will develop fact sheets and explore web resources for Phase I

Newsletter Committee

Purpose: Monitor and produce the Kansas Wildflower Newsletter

Short-term: Decide format, develop new features, determine target audience

Long-term: May want to expand the newsletter, will need some specialized jobs, find funding for printing and mailing

Resources: Proofreaders will be Nancy Goulden and Anita Smith. Sister Patricia will send a draft in PDF so the board can see the format before it is published. The committee will be assisting the editor who will have the final say about publishing the newsletter. The editor will need to get mailing permit. Sister Patricia will confer with Craig Freeman.

Website Committee

Purpose: Produce and maintain website, serve as a clearinghouse for information, this committee dependent on information from other committees

Short-term: Get domain names (kansaswildflowersociety.org and kansasnativeplantsociety.org) with host site as Hesston College or Datality Company, develop basic design template, edit and monitor content from other committees, find competent webmaster (paid by honorarium) and hire by July, new website by the fall meeting, Craig will scan 30 seasonal fall photos for a new website gallery

Long-term: May change language/formats and eventually incorporate databases on site (more from state website to a dynamic site), want to use copyrite-free photos with information

Resources: Lorna will update design of website. Committee will interview webmaster candidates and hire by July. Craig Freeman will scan 30 seasonal fall photos for a new website gallery.

There was some discussion as to whether some parts of the website should be secure and available to board/members only.

Outings and Events Committee

Purpose: Education, exposure, and entertainment for members and the general public

Short-term: List and sort events by region, location, time, leader, contact info, directions, habitat types, fees; click on regions to get info on the website, check for conflicts on master calendar, highlight KWS sponsored events ("KWS sponsor" means someone from our organization is co-creating or organizing the event or present.), make a sign-up sheet at outings to encourage membership (form on the website for all to download), events and outings updated each month

Long-term: Design an "outing at a glance" matrix and links to more information, encourage outings in each region

Resources: Anita will provide Michael with a list of conservation districts

Publicity Committee

Purpose: Awareness of KWS; promotion of all activities, media, information, services; contact media outlets

Short-term: Make a master calendar and monthly deadlines for information, target key news outlets for news releases, news release about new directions of organization and key points of KWS

Long-term: Use brochure to locate target audiences, place in tourism areas, involve membership more in marketing, strengthen network with statewide horticultural agencies/organizations

Resources: Establish contact liaisons in each region. Craig Freeman will get news release out in the next couple months. Valerie Wright will write the President's letter which may be used in the news release.

Education Committee

Goal: disseminate information through diverse venues

Short-term: revitalize and promote Patch Program; make adult and children's versions. (Valerie will work on a form for the program.)

Long-term: revitalize speaker's bureau, reorganize book sales, redo slides and scripts to schools, training for outing leaders; encourage them to send in reports, children's materials on website; special programs on outings, find co-sponsors, Native Plant Passport across Kansas from different regions (combine outings to get incentive); co-sponsor with Dyck Arboretum, short workshops (co-sponsored by arboreta or herbaria or universities)

Resources: Committee members and contributions from board and membership

Membership Committee

Goal: 400 members by end of 2004 with active promotion in all venues

Short-term: Change membership dues, traveling displays -- print out and laminate -- six posters in permanent key event locations. (Craig Freeman will produce posters.), color code outing materials

Long-term: develop recruitment strategy

Membership Chair -- Jane Freeman

Jane provided graphs to show distributions of members around the state. She is sending membership packets (approx. 150). Several new members are from Michael's class. Send names of prospective members to Jane.

New Publicity Chair -- Anita Smith

Contact Anita for getting publicity to organizations, booths, and events.

Anita will compile a list of standard events with the help of the committee.

Valerie may call a virtual meeting to monitor progress on committee tasks. She discussed the workings of the Yahoo group site. Use the group site for comments that pertain to all members. When you make comment, make a summary of the comment and then Jane can provide a copy to those not on the web. Make the comment on the database. Click on database and summarize.

Old Business

Partnerships. KACEE, Konza Prairie, and KWS Prairie Workshop at Konza will partner in a project on September 11. On Saturday Valerie asked the board if this could serve as an outing. Anita moved to co-sponsor the event, Gary seconded, and the motion passed.

Work Days. Valerie asked for volunteers to help with Hollenburg Pony Express north of Topeka native plant bed. Julie will provide some help on site. KU Ecological Reserves wants assistance from KWS members. Craig will serve as liaison. Reserves are in all parts of the state. Types of work would involve weeding, planting, censusing. Lorna mentioned that we should be responsible for assistance, but not organizing,

liability, etc. Topeka Water Plant (10 acres) wants to develop a wildflower park and would like some suggestions.

Fall Meeting. Gary proposed board and general spring meeting at Red Buffalo Ranch, Sedan on Oct. 1 & 2. It will cost nothing for the use of the facilities. Shel moved, Sister Pat sec, motion carried.

Van Tour. Lorna proposed to plan a van tour in 2005.

KDOT. Gary stated that KDOT has reactivated the IRVM (Integrated Roadside Vegetation Management) Project, but needs to make changes to actually implement the project. Gary wrote a draft letter of support from KWS to Secretary of Transportation Miller imploring the secretary to take the project seriously. Shel moved to send the letter, Nancy seconded, and the motion carried.

Kansas Land Trust. Shirley explained that the Kansas Land Trust saves land from development. The organization has targeted 205 acres north of Manhattan which is privately owned. They will sell development rights with a joint project to raise money (\$75,000 Kansas Land Trust). Shirley proposed that KWS give \$2,000. Valerie suggested that we look at the place. There is an event on May 22. Shirley will provide details of the project and report on the Yahoo website.

July Meeting. Michael suggested July 10. We will need to set up a committee to set up the fall meeting. Michael moved, Jeff seconded, and the motion carried. We will meet at Butler Community College, El Dorado.

Dyck Arboretum Plant Sale. Julie asked for \$1,000 support for the Dyck Arboretum plant sale. There are over 200 species of native plants, including shrubs and trees. The sale is planned for the third weekend in May and the second weekend in September. Sister Pat moved, Shel seconded, Craig and Michael abstained, and the motion carried. Valerie asked Julie if KWS could be more prominent on the Dyck Arboretum website.

Seed Exchange Policy. Brad wrote a statement on ecotypes after getting feedback from Becky Ericson, an author in Ecological Restoration Journal. Brad recommended that regions of Kansas serve as ecotype areas. This statement will be placed on Yahoo and he is looking for comments.

Michael thanked Valerie for the revitalization of KWS. Shel moved to adjourn, Jeff seconded, and the motion carried.

Minutes submitted by

Cindy Ford, Secretary