

**Kansas Native Plant Society
Summer Board Meeting
Mr. and Mrs. F. L. Schlagle Library
July 14th, 2012; 1-3 PM
Kansas City, KS**

Members present: Earl Allen, Jocelyn Baker, Shirley Braunlich, Fred Coombs, Nancy Coombs, Mickey Delfelder, Cindy Ford, Craig Freeman, Jane Freeman, Nancy Goulden, Mike Haddock, Jeff Hansen, Ken O'Dell. Guests included Vernon Montgomery and Elizabeth Petroske.

Welcome: President Mickey Delfelder welcomed attendees. Jeff moved the minutes of the February 4, 2012 board meeting be approved. Mike seconded; approved.

Presidents Report: None.

Budget 2012: Earl reported on the budget in Krista's absence. Total KNPS assets as of June 30, 2012 are \$19,465.14. Earl said we are on track with last year's budget, and income and expenditures are in line with the 2012 budget. Craig moved to accept the treasurer's report, Cindy seconded. Motion passed.

Brochure/Outings – Jocelyn/Shirley: Joc reported the actual cost of printing the brochure was \$1,079 (\$1527.34 is shown as the expense on the budget sheet); the difference appears to be the cost of mailing. Jeff said two companies provide the service; one prints the brochure and another mails it. Over 400 agencies including conservation districts, extension offices, and state parks receive a single brochure in the mail along with a letter indicating how each may order more brochures.

Membership – Jane/Jeff: Jeff reported we have 73 gratis members, 814 regular members, 17 lifetime members, and 49 organizational members. Members extend to 72 counties. Jeff analyzed the percentage of non-renewals by categories with special attention given to student membership renewals.

Newsletter – Nancy G./Jeff: Discussion continued on the pros and cons of sending digital newsletters to student members instead of paper copies. The printing cost for 100 newsletters is \$150.00; most students do not renew after one year. The question is would electronic newsletters for students constitute a saving. It was decided that the real issue is whether or not to offer the choice of an electronic newsletter to all members. For that, more information is needed on cost/distribution before making a

decision. Craig, Jeff, and Mickey offered to present that information at the next board meeting.

Nancy G. noted that the newsletter keeps evolving. She asked what members would like to read in the newsletters: regional reports, outings reports, regular columns, feature articles (for example the annual meeting), plant information, human interest stories, etc. Ken suggested features on regional leaders. Jeff added that time-sensitive pieces could go to the KNPS blog or website.

Website Report: Jeff's website update included a variety of statistics such as events added per month (91 events have been added so far this year); he is currently working on a new feature in which reports and photos of events already held will be posted. There are now 696 individuals in the email Google group. From April through June there were 8,300 visits to the website. Currently there are almost 700 pages (including PDFs) on the website. Mickey reported that we have 700 fans on Facebook and that 7 or 8 KNPS regions now have their own Facebook postings.

AWW Committee report – Winfield, KS - September 21 – 23, 2012: Jeff said all the outings are set including visits to several prairies, wetlands, and a 9,000-acre ranch. "The Flying Flowers of Kansas" is the title of Jim Mason's presentation on Saturday. Catering arrangements are still in progress. Jeff wants to do press releases. Craig will provide samples for newspapers events calendars, convention bureaus, and other sources to get the word out. Members are urged to donate items for the silent auction; Krista will offer a raffle once again. The photo contest is the same as last year, minus the collage category; the wildflower of the year category has been added. No award nominations were received by the July 1, 2012 deadline.

Nominations & Elections: Mike reported that all officers have agreed to continue serving but there could be three board positions open. He said members are needed from SE, SW and NW KS; several names of potential candidates were offered.

Google Advertising (or any advertising – budget): Mickey requested setting aside some money for advertising AWW. We should start in September advertising in places like Google, Facebook, local newspapers, and the KC Gardener. Jeff suggested advertising the concert in Winfield. Craig moved to budget \$50.00 for the AWW planning committee to advertise AWW and track the response to determine our return on the investment. Shirley seconded; motion carried.

Membership Regions – Ken, et al: Ken leads the KC Region that includes Leavenworth, Wyandotte, and Johnson counties. They have had good member response at presentations on native trees, birds, butterflies, and plants. At the

meetings, Ken offers participants an information sheet listing KNPS web addresses and contacts along with the KNPS brochure, and Iralee's pocket guide. The KC group meets in every county in his region; Ken keeps an email list of 92 people to notify of events. He said Kill Creek Park is a nice meeting place for his region. Jeff reported on Atchison Region events, highlighting active participation by KNPS members Nadine and Bob Chaplin of Sabetha and Mary Jo Kearns of Valley Falls.

Decal purchase – Jeff/Mickey: In February, \$150.00 was approved to create 50 KNPS transparent decals for car windows. A preliminary example designed by Mickey and Jeff was passed around. When completed the decals would be sold at the AWW and the KNPS online store.

Committee Assignment/Updates – Mickey: This item will carry over until September.

New Business:

Annual Forestry Field Day: Fred shared an invitation from David Bruton for KNPS to participate in the Annual Fall Forestry Field Day at the Kickapoo Pow-Wow Grounds west of Horton on Friday, October 19. Bruton said that because of the connection to the Kickapoo Tribe, the tie to native grasses/plants/trees might be a good fit. Our participation could be setting up a display or a booth, or being a presenter. Fred will report to David that we will set up a KNPS booth and suggest that Bruton contact Frank Norman or Kelly Kindscher if he wishes to explore a possible presentation on medicinal uses of native plants. Craig suggested invasive species as a possible topic.

Roadside Management: Fred reported that Ron Klataske, Executive Director of Audubon of Kansas, and representatives of KNPS and several other conservation groups met with Governor Brownback to apprise him of the importance of maintaining the roadside management policies worked out with KDOT in 2008. The same group has also met with Mike King, the new Secretary of Transportation, Robin Jennison, the new Secretary of Wildlife, Parks, and Tourism, and with the Director of the Kansas Turnpike Authority.

Excellence in Botany Award: Jeff moved to rename the Excellence in Botany award the "Stephen L. Timme Excellence in Botany Award" in honor of the late Steve Timme, who first proposed the award. Earl seconded the motion. The motion carried.

Wildflower of the year (2013) Little Bluestem, Kansas state grass – Ken: In Miami county, Ken will take little bluestem plants to two elementary schools for children 8 to 10 years old. Mike said there could be a press release at K State. Elizabeth will share a

list of schoolyard gardens. Nancy G. called for a new committee, citing a need for new ideas, people, and energy. By fall, Nancy G. will notify original members of the "Little Blue" committee Sue Kidd, Iralee, Valerie, Ken, and Nancy C. Shirley suggested including little bluestem information in the brochure letter (mentioned above). Craig will coordinate with Brad Guhr (Earth Partnership for Schools) for the September 2013 plant sale at the Dyck Arboretum.

The meeting was adjourned at 3:33 pm.

Nancy Coombs, Secretary