

**TNPS Board Meeting
Townsend, TN
March 30, 2018**

Attendance

Susan Sweetser, Margie Hunter, Bart Jones, Dennis Horn, Karen Hill, Louise Gregory, Larry Pounds, Shelley King, Alice Jensen

Minutes

January 27, 2018, minutes approved.

Treasurer's Report

TNPS now has a PayPal Here credit card reader (cost \$69.86) capable of processing swipe, chip insert, or tap cards. Karen established a shop template for standard book, membership, and meeting registration charges. Donations of varying amounts can also be charged.

All accounts have been rebalanced according to income or expense stream as best as could be determined for the last three years. The Book Savings account includes all book or special project income and expenses (including Education and Outreach expenses). Karen is using a QuickBooks budget form that shows a current year comparison with the previous year. Total funds for all accounts is \$43,817.83. The current treasurer's report is attached, but does not reflect a few new checks, including a royalty check over \$400 from UT Press.

Organization legal forms currently in hand show 1978 as our start year, yet the Corporation Annual Report has 1987 as our nonprofit incorporation date. This may be a transpositional typographic error. Original organization documents are still missing. Karen has contacted several previous board members and hopes to talk with Nita Heilman soon. Nita may be the best bet as she kept a box of historical documents for the organization. We have never registered with the Secretary of State's office to conduct charitable solicitations and need to do so. The registration fee is \$50 if our annual income from any source exceeds \$30,000.

New Business

North Carolina Heritage Program Request

Todd Crabtree sent a request from North Carolina Natural Heritage program for \$500 to try embryonic rescue for an extinct species, *Astilbe crenatiloaba*, Roan Mountain False Goatsbeard, using seeds from the herbarium specimen. The plant was found only once and is dated from this single collection in 1888. The board voted to fund the request.

New Board Members

Shelley King, a retired biology teacher from LaFollet, is the new East Tennessee Education and Outreach coordinator. Susan will ask Betina Ault and Allan Trently if either wants to serve on the board as a West Tennessee representative. Bart is having difficulty with the membership list file and may need to redo it.

Nominating Committee

Bart will serve as board person on the committee. We need a nominee for president for next year, though options are scarce. Susan stated a willingness to continue one additional year as long efforts were made to secure a viable nominee during that time. Margie wishes to step aside as secretary. Todd may want to step aside as vice president as well. Bart will talk to him.

Education & Outreach Report

Middle -- Lawn and Garden Show in Nashville sold 3 wildflower books and 1 winter twig ID book, with 3 renewing memberships and 17 new memberships at the \$10 special rate. Total revenue was \$340.

Darel Hess is covering the Davidson County Master Gardener Urban Gardening Festival at Ellington May 19, 2018.

We need a volunteer for Elsie Quarterman Cedar Glade Wildflower Festival May 4 & 5, at Cedars of Lebanon State Park.

West -- David will have a TNPS booth at the Memphis Cooper Young Garden Walk in May and is assisting with the planning. He may attend the Tipton County Garden event in April, but this is not yet confirmed.

East -- Shelley will represent TNPS at the pollinator festival May 20, 2018, at Lookout Mountain School hosted by Bee City, USA. The event is inside and a table will be provided.

Campbell County is hosting its first Home and Garden show, and Shelley will set up there. Vendor cost is \$25.

Margie suggested TNPS buy table cloth and skirt covers for use during events. The board approved purchasing three, one for each grand division. Margie will check on cost for logo printing on the skirt.

The Smithville FCE organization in Cookeville requested a speaker on native plants. Louise will contact them and arrange a date.

2019 Annual Meeting

Potential choices for a meeting in West Tennessee are Paris Landing (fall Sept), Pickwick Landing (fall or early spring), Natchez Trace (nothing botanical), or Reelfoot Lake.

Reelfoot is the favorite option though it does not have an inn or restaurant facility in house. There is a motel near the park and an auditorium in the park office. Summer is the best time, perhaps second weekend July. Early April is another good option but bad timing for many people due to crowded spring schedules. Bart will visit this June for a butterfly count and check the plants. David H. can help. We will need to coordinate with a park ranger and Alan Trently to find best places for field trips Saturday and Sunday, perhaps using a pontoon boat to go into some of the less accessible finger coves.

Cullowhee Conference

TNPS has agreed to sponsor a student scholarship. Conference officials will contact us with the cost information.

Liability Insurance

Years ago TNPS used to have people sign a waiver before the start of each field trip, but we haven't done this in a while. Bart will look for a copy of the waiver form, which may be on the president's disc in Susan's possession. We should revive the waiver and be sure to provide an accurate description of terrain, etc, in trip descriptions. We do not have liability insurance. Karen will investigate the cost.

Old Business

TN/KY Plant Atlas

No update from Joey. Susan will contact the parties in charge to state we will withhold the remainder of our money until we receive regular quarterly reports. We've paid \$15,750 thus far with another \$2,750 payment outstanding.

TNPS Logo

Chris Armour removed himself from the project after we rejected his initial designs. Michelle suggested an artist friend, who also backed out after several weeks. Joey suggested an artistically talented student of his who understands plant illustration and emailed the board examples of her work. Margie and Karen brought examples of logo designs -- Derek Kimball and Powell Creative in Nashville and three designers in Karen's neighborhood. All of the latter's designs have a more "corporate" look, which reflects of the branding intent of a logo. Clean, simple logo designs read well and work best for publications and online use. The seal and illustration model like our previous design, which is typical of other plant societies, would better suit t-shirts and larger-scaled applications. Several board members express a lack of knowledge to contribute to the discussion or no firm opinion one way or another. A majority of the remainder favor development of a logo, and Bart, Karen and Margie will serve as the committee to select and work with a designer. We could approach Joey's student for a t-shirt design.

Conservation and Hall of Fame Awards

Certificates are printed and framed for Eugene Wofford (Hall of Fame) and Margaret Rhinehart (Conservation Award). Susan will mail Margaret's to her son and present Gene's at the Spring Wildflower Pilgrimage in late April.

Wildflower Book Stock

Projected date for the book to arrive at Lone Pine's warehouse is now April 25. Desiree in the sales office will let Dennis know if there is any change. Shipping costs are higher coming from Washington. Dennis wants at least 3 boxes (36 copies). Bart requests 4 boxes for the October conference (1 will be for David), one for Shelley, and 3 for Margie. Everyone will let Dennis know the quantity and shipping location.

Newsletter

Adobe fees \$262 for software renewal were processed. As 2018 is our 40th Anniversary, Karen suggested a “flash back” section for this year’s issues, picking good articles from past newsletters.

Web Site & Facebook

Spring generates the heaviest visits to view flowering plants and see our field trips. The site is now 6 years old and requires an update to keep pace with evolving technologies. In particular, we need to improve the integration of online payments. Karen would like to relinquish these duties and will be looking for another professional to redesign and host the site by the end of 2018. Joanna might serve as liaison for a Webmaster outside the group.

Tennessee Conservation Voters

Margie and Susan attended TCV’s main annual fundraiser Nature Votes in March. Both contributed through the purchase of silent auction items.

Next Board Meeting

Next meeting will be in October 2018 at Wilderness Station in Murfreesboro. Board members will check their Saturday availability. Sundays after 1:00 p.m. is also a possibility.

Respectfully Submitted,
Margie Hunter
Secretary