

California Native Plant Society
Chapter Council Meeting
September 5-6, 2008
Luther Burbank Art & Garden Center
Santa Rosa, CA
Hosted by the Milo Baker Chapter

In attendance:

Chapter Delegates: David Magney, Channel Islands; Lori Hubbard, Dorothy King Young; Delia Taylor, East Bay; Sue Britting, El Dorado County; Betsey Landis, LA/Santa Monica Mtns; Carolyn Longstreth, Marin County; Liz Parsons, Milo Baker; Brian Leneve, Monterey Bay; Catie Bishop, Mount Lassen; Laura Camp, Orange County; Frances Jorgensen, Redbud; Kristie Haydu, Sacramento; Marty Foltyn, San Diego; Lauren Brown, San Luis Obispo; Chuck Williams and Vishnu, Sanhedrin; Judy Fenertz, Santa Clara Valley; Brett Hall, Santa Cruz County

Chapter Council Officers: Brad Jenkins, President; Larry Levine, Vice President; Laura Camp for Sarah Jayne, Secretary

State Board of Directors: Sue Britting, President/Vice President; Steve Hartman, Treasurer; Alison Shilling, Director; Lynn Houser, Secretary; Carol Witham, Director; Brett Hall, Chapter Council Representative

CNPS Staff: Amanda Jorgensen, Executive Director; Cari Porter, Finance & Administration Manager; Josie Crawford, Education/Training Coordinator; Bertha McKinley, Posters, Nick Jensen, Rare Plants, Vern Goehring, Legislation

Guests: Charlie Blair, Volunteer Recognition Chair; Gary Hundt, Milo Baker Chapter; Jim Bishop; Program Policy Chair; Celia Kutcher, Orange County VP & Conservation Chair; Don Mayall, Santa Clara Invasives; Elizabeth Brusati, Cal-IPC

Friday, September 5, 7:30 pm

Jenkins welcomes the chapter council representatives. Thank you to Wendy Krupnik, our primary caterer from the Milo Baker Chapter. Wendy let us know that much of our food will be locally produced and organic. Thank you to entire Milo Baker Chapter for hosting this meeting.

1. CNPS Press

Jenkins: CNPS Press is not publishing much now, introduced Holly Forbes, Director of CNPS Press, for a report on status and possible future directions.

Forbes:

CNPS online store has made progress in the last couple of years, and the CNPS Press program hopes to turn around lack of publications.

What does CNPS Press publish?

- Directly mission-related works, board directed

- Conference proceedings, such as for the upcoming conservation conference. For the conference proceedings, Rancho Santa Ana Botanic Garden staff have agreed to do technical review, and Dore Brown of UC Press will do collection of submissions. CNPS Press will decide what to print after submissions are received and we find out what attendance at the conference will be.
- standardized floras
- treatments of botanical or horticultural issues

Dore Brown – UC Press, unofficially co-director of CNPS press

CNPS Priorities

- reissue out-of-print books for which there is demonstrable demand
- Local floras and checklists
- Statewide focus for general audience
 - childrens books, coloring books
 - coffee table books which popularize native plants
 - horticulture topics-such as school gardens books, Bornstein/O'Brien/Foss, Nevin Smith
 - ethnobotany
- -Local field guides

Most books will be printed in such quantities as to sell their print run within 3 to 5 years
Local floras stocked for a longer time frame.

Proposing a publication in 3 steps

- Idea stage – consider audience, contact book trade, distributors, etc.
- Estimate quantities to sell, get feedback at all stages
- Book Plan
 - Cover Page
 - Contains general info about the book & the rationale for its publication. This must be board approved
 - Expense budget including bids for printing, designers & packagers
 - Pre-press costs – (author? Usually only royalties, but could be an exception)
 - Editing (freelance)
 - Illustrations and Photos
 - Design
 - Typesetting
 - Proof-reading & proof correction
 - Film & Plates
 - Printing
 - Shipping
 - # of copies to print
 - Free or unsold copies (reviewers, etc.)
 - Marketing expenses, built in 10,000 members to market to, but we have not done a good job to market outside of that

- Estimated sales in copies
- Proposed retail price per copy
- Wholesale discount – 40% discount from retail price
- Author royalties
- Profitability Analysis
- Manual of California Vegetation, 2nd edition (“MCV2”)
 - was approved by the board today
 - Dore Brown has come on board to act as effectively co-director of CNPS Press and is shepherding this book
 - A long process to get it here, but will be ready sometime in the 1st half of 2009.

Landis: The first MCV had some problems with agency buy-in, authors will need to promote and explain content.

A. Jorgensen: Agencies have provided a lot of money and support for the 2nd edition. Authors have been giving workshops on how to use it, there will be a mock-up at the conservation conference, marketing needs to take place along with the production

Levine: Why did the 2nd edition take so long?

A. Jorgensen: The limitations on the authors’ time

J. Bishop: This book is part of our mission to define the rare natural communities

Brown: What about publishing as CD’s or online, for both the conference proceedings and the MCV2.

Hartman: MCV2 will be probably only printed once, and then after that an electronic edition made available

Forbes: It’s hard to take a CD to the field, so hard copy book is valuable

Levine: We bypass most of the costs & risks if publishing by using an electronic version only.

Britting: Yes, but there is no possibility of profitability when publishing only an electronic version for MCV2 has been successful thanks to Amanda Jorgensen and the authors. The production costs are almost completely covered by agencies, grants & donors. Sales proceeds will be almost all profit.

Landis: Mentioned a case where a military agency needed a hard copy of a book before it could be considered official.

Forbes: Books are still the most valuable way to share info, despite the cost in trees.

Updates can be published on the web.

Brown: An online copy can be extremely valuable for instant access, especially for professionals, when the book is not readily or conveniently available.

Forbes:

Co-publishing agreements have been reached with UC Press and Heyday Books

The Heyday agreement was based on Yosemite Association’s agreement with the same organization. Everyone loves their relations with Heyday books

Levine: What are the advantages and disadvantages of working with a co-publisher?

Forbes: Advantage of co-publishing is that they can manage the publishing process.

CNPS has only volunteers working on these projects. The timeliness, expertise is

provided by our partner. The disadvantages include that it is more expensive to do it that way, for example \$64,000 to publish the MCV2 – PLUS printing of \$20,000.

Re: Heyday Books, we need a publication to develop with them, they are very interested in the conference and the authors and subjects in the conference, which is one possibility. Plant communities? Educational materials? Haven't settled on anything yet.

What can state do for chapters who might want to publish?

- CNPS Press can provide an ISBN number & registration for a chapter publication and bar codes
- provide production guidance
- assist with marketing

- Example, Redbud Chapter published “Wildflowers of Nevada & Placer Counties, CA”. The chapter did everything, and state just provided bar code. They raised all the money to produce it, they only paid for the printer.

Suggested topics for publication are welcome –

- Is your program producing info that has broader relevance?
- Is there a CNPS information need that is currently unmet by other publications?
- Is there a specific CNPS promotional need unmet by other publications?

Landis: Would state be open to reprints of worthy out-of-print items that were previously self-published? How do you decide the compensation with the authors?

Forbes: Yes, bring these publications up, and author agreements are individualized and treated as a business negotiation.

Hubbart: What is a standardized flora, what are the standards?

Forbes: We have a standard of quality, but not a design standard

Hubbart: Does it include keys?

Forbes: Yes, but not if it's a checklist

Levine: Would there be a benefit to having a design template that could be re-used & shared between publications?

Forbes: One example of this is the Botanical Society of South Africa, which has a series of guides for various regions that are in a standard format

Landis: Would not want to step on the individual creativity of authors & designers

Forbes: In summary, bring ideas to CNPS Press that might benefit membership or the general public. Ideas are welcome, even if there is not a specific proposal. We can offer the CNPS cache to authors and ideas!

2. Conservation Open Forum

Issue A

Kutcher: In Orange County, a developer wants to redevelop; will give about 250 acres of steep open space with rare plant populations, *Verbesina dissita*, a CNPS list 1b rare plant. A few plants have grown in an old graded area behind some houses, this area will be impacted by the development. Neighbors want to rely on us to prevent this impact based on the rare plants. The neighbors' lots were illegally graded about 40 years ago and developed; the open area is steep canyons. The rare plant might be a disjunct population, possibly more abundant in Baja. How should Celia handle this?

Hubbart: Assessment from an ecologist on the viability of the populations is essential. Are the small stands important, or are they not? They could be extending the range of the rare plant. Or is the preservation of the larger stands more important?

LeNeve: We have to take the stand to save the larger population at the expense of the few plants.

Issue B

LeNeve: Does anyone have information on the result of moving an entire population of a rare plant? Pebble Beach is proposing to move an entire population of *Piperia yadonii*, Yaden's Rein Orchid, in order to develop the current site. There are 8 or 9 known sites for this plant. Pebble Beach did a test that apparently has worked a couple of years where they moved the plant to private property in a similar habitat. Pebble Beach owners say that the orchid can thrive elsewhere if the related soil is moved with the plants, because of important micro-organisms in the soil.

Hubbart: How long was the test? Two years is not enough.

Taylor: The relocated test plants need to self-sustaining, set seed or otherwise produce a second generation.

Hubbart: Ron Colman, who wrote the book on native orchids, may have more pertinent information. Orchids exchange nutrients with mycorrhizal fungi, and the threads could be broken with move.

Levine: We have a policy on that point: a 1989 a policy on transplanting. Look at that policy and see whether it can be used for either leverage or guidance. If it's not adequate, let's update it.

Brown: Reiterated that a test involving transplant a small portion of the plants, to see if it regenerates, would be an important next step.

General discussion: Disagreement about how long would a test have to be.

LeNeve: This orchid reproduces by seed, and also there may be worms involved that take the seeds deep into the ground.

Meeting concluded for Friday night at approximately 9 pm. Meeting will be reconvened Saturday morning at 8:30 am.

Saturday, September 6, 8:30 am

Jenkins: Saturday session called to order.

1. Approval of minutes from June meeting.

Camp: Presented minutes of the June meeting as prepared by Secretary Sarah Jayne. Changes were provided by Levine. Minutes approved as amended.

2. Report of Board Meeting.

LeNeve: Highlights of board meeting held Friday, September 5, 2008.

- Steve Hartman gave financial report, which he will summarize for us later this morning. Brad Jenkins gave a report about the state of our financial investments. Our funds are conservatively invested. Although we have experienced some losses in this down market, they are minimal and not of concern.
- We set a \$43,000 goal for fund-raising towards a conservation director. So far \$37,000 has been pledged.
- Brett Hull: NGO's & agencies have donated enough to print the 2nd edition of the Manual of California Vegetation (MCV2).
- Search for new executive director – Vince is the chair of the search committee, Carol Witham, interviews as early as October, some in Nov, hiring hoped for by conference
- Vince Scheidt.
- Review of the qualities of the exec director – identified character qualities and roles that they need to function in – each bd member got 8 dots. Excellent communicator, visionary, team-builder, creative problem solving, leadership, experience w/native plants, conservation ethic, personable were some of the skills.

Landis: question about how many resumes have been turned in for conservation director.

Jorgensen: In March, interviewed 1st group, selected four for interviews, Carol & Ilene Anderson helped, none of those were hired, reviewed job description, salary & advertised again, goal to get it done by October or November. 1st round 6 resumes, 2nd round more, perhaps 10.

3. Election 2009 Preview, Call for Nominations

Britting: call for self-nominations are ongoing now. Terms beginning Jan 2009, nomination forms are due October 1. Have had some positive responses, still encouraging more applications. Please give Sue any suggested names.

The following candidates spoke about their nominations:

Brett Hall (President) - It's a rare privilege to run for president of an organization with great respect, one of the leading botanical conservation organizations in the world. Now is a key time with so many changes in leadership. He has been chapter president of Santa Cruz, interested in friendships & new opportunities, and horticulture & botany.

Allison Shilling (Director) – Her background with Master Gardeners in Riverside, conservation chair with the local CNPS chapter, and one years' experience as a director. Feels legislation is key, and is working with Vern Goehring. As a director, one gets a good insight into what can be done by the organization. She want to combine her interest in legislation and making sure our voice is heard.

Lauren Brown (Chapter Council Representative)

Brad Jenkins (Treasurer): Steve Hartman has termed out of the treasurer position. Brad has ideas about making changes to financial report to support the strategic plan and "dashboard" indicators.

Lynn Houser (Secretary): Will be continuing next year,

Carol Witham (Vice President)

Larry Levine (Chapter Council Vice Chair): Wondering if he is re-elected, who will be the chair. Brad has helped move the chapter council forward, and now he is going on to help the organization in another way. We need a volunteer to run for chair who is interested in providing continuity for the direction Brad has been going.

Jenkins: Most people don't understand the whole breadth of the organization. There is an opportunity for huge satisfaction if you go into it a leadership position with an idea of how you want to make a change.

Britting: Voting will wrap up mid-November, and results will be announced at the December meeting

4. Projects Status, (“Dashboard indicators”)

Jenkins: Chapter council has overall responsibility for overall direction of organization. Indicators are there to help us to see what areas are on track, highlight problem areas, and make sure we're not going off the strategic plan. In June we took tested this concept. Many comments from that meeting were pushed into this analysis. Continued after finance report.

5. Finance

Hartman – Finance Report – we are in great shape right now. 3 things that are encouraging:

- a. Manual of California Vegetation, huge funds have been raised to pay for the publication, over \$100,000, which shows when we have a good project there are many people there to support.
- b. Conference, raising money has been very successful, we are doing great work, people are desperate for & will support
- c. We have been notified of a bequest from a deceased member of the Santa Clara chapter, 1/4 of the estate estimated at least 1/2 million dollars, our largest bequest ever. We don't yet know the exact amount or when the funds will be available. Once we get the money we will have an opportunity to consider how best to spend it.

Detail of recent finances for the 1st quarter of the fiscal year – April May June – were presented. Membership is up, appeals are up, expenses are running according to budget, sales are up. We are in good shape. At the December meeting, Steve will give a presentation about the annual audits, involving the 2 years ended March 31, 2007 and 2008 and new accounting principles, an arduous process, Cari has been working with the auditors. We can always benefit from more members and donations, but thanks to all your contributions we have success and a stable financial base.

Foltyn: With the economic slowdown, are we anticipating any reductions of membership, or planning for worst case scenarios?

Hartman: In the past, our membership has stayed pretty steady, we have not seen large upswings. Donations might possibly be effected by other needs in this political time. We are not budgeting for a downturn. Our budget is very conservative. Sales are currently up 23% in a down economy.

Levine: What are the reasons for the sales increase?

Hartman: New catalog design, and online ordering and state fulfillment have improved.

Landis: Native plants are in the news. Our name is getting out there, and we see increased news coverage due to water shortages.

4. Projects Status, (“Dashboard indicators”) (continued from above)

VEGETATION:

Manual of California Vegetation 2 – has great content, publication bids have been received. We have a great team on this, already working on the outreach

RARE PLANTS:

-Rare Plant Status Reviews – 20 in last quarter. New Rare Plant Program Senior advisor is Jim Andre from the Mojave chapter.

Nick Jenson: Spoke about the role of the advisor. The rare plant advisory committee went out of existence in early 2000’s. The committee had dealt with rare plants specifically, and also direction and programmatic issues. CNPS wants to develop this committee again. Nick is dealing with individual taxa on a day-to-day basis, but on policy issues he needs some support. Jim will be the ringleader, to develop a committee to help deal with overall direction of the rare plants program.

Jorgensen: We need to look at the rare plants program in the long term. We have an inventory, but the program could be doing other things. Staff and committee would work on the medium and long-term goals, and supporting the botanists.

Levine: Can this serve as a substitute for a program head?

Witham: The rare plant program is emulating the vegetation program, which committee with a chair has been very successful,

Jorgensen: The volunteer program director isn’t working well as leading scientific and technical issues, staff, and fund-raising is too daunting for a volunteer. It’s more appropriate to call the volunteer an advisor, and leave the administrative work to the staff. The job description and title are being modified to more accurately reflect the job responsibilities.

Levine: How many staff and volunteers?

Jensen: There is one employee, Nick. This has been a single employee program for some years. As for volunteers, we rely on 300 people statewide, who participate and give their opinions. There is a robust backing for any decisions made.

Levine: Is there any function other than maintaining the inventory?

Jensen: Right now that is the primary function: maintaining an up to date list of rare plant taxa and providing this information online.

Foltyn: What can the chapters do?

Jensen: It would be nice to identify individuals who understand and know rare plants. They can contribute data, go out and look at the plants, comment on changes. The chapters are extremely important. Most of the time Nick has no experience with the plants he is writing about, he just compiles the data from the experts, CNPS and otherwise.

CONSERVATION:

Conservation conference - green

Conservation Director – red

Litigation: Witham – all are going well, green

Legislation: Goerhing and Shilling - yellow. Not in full green due to cuts in funding a few years ago. We are dabbling successfully, but we want to be more fully involved.

Vern is performing miracles with what he is doing so far. Fire is a crucial issue, also water/wetlands are important. Allison wants to reinstate the funding for a legislative lobbyist in the future as we have the funding.

HORTICULTURE:

-Plant Sales – good outreach, successful

-We have brochures in 2 languages, and a regular Bulletin column

-Website – People are looking for information, but we are low on information for horticulture. Brad thinks it's a problem

Landis: Chapter websites are visited often, but not all chapters are updating regularly or including horticulture information. She suggests that chapters concentrate on it.

Brown: not every chapter has a webmaster and inconsistencies exist. Perhaps state could help with that? Need a format that is easy to update.

Jenkins: State will help with chapters who have no or a dead website. State can provide a few pages of static information, which is good for a start. Volunteers are a must if you want a dynamic website for the chapter

Parsons: March 28-29, horticulture conference co-sponsored with Pacific Horticulture in Sausalito

EDUCATION:

Grants – green

Professional workshops – green, 14 workshops in prep for conference

Conservation conference – green

2009 strategy, planning - green – 12 new workshops in planning, many in partnerships with other organizations

Jenkins: What a difference from a year ago, wonderful progress

J. Bishop – all of our current education is directed at professional education. Education of school children and the public at large is completely missing yet is our most important mission. There is an absolute void with no education director.

LeNeve: Monterey partners with a school district for a successful program at Carmel Middle school. Brian will get the information out.

Jenkins: Want to get details of these programs for the state website

Jorgensen: To Jim's concern, we definitely want to expand to younger education, but that is for the future, one step at a time.

Landis: The best thing we can do is provide information to the public about where they can get information. Where can you go to get workshops or other information. We need a list of contacts and possible programs on the website.

J. Bishop: The pieces are here; perhaps a state focus can bring them together.

K-12 education – RED

Public education – Red

Hubbart: Suggests that perhaps the Performance Indicators that we are reviewing could be published in the Bulletin

Jenkins: Or maybe in the annual report

Magney: How many student members do we have? Answer: unknown.

Vishnu: Brought up the issue of education of adults at a very basic level

Jenkins: We rely on the horticulture programs and the chapters to get the word out

Foltyn: She would put public education right at the top of our priorities. Put more information on the website, promote more sharing between chapters on programs

J. Bishop: Re: public education – in spite of all good work at the chapter level, at state level we could provide a general program that anyone could take to local organizations to give a talk

Hartman: The LA plant sale is done over 2 days and 90% are non-members. Attendees are kept track of, and over 1500 postcards are mailed to keep up publicity. Two lectures are given on each day. The room wasn't big enough for the interest, and the general public, not members, are being attracted. Plant sale is a fantastic venue to educate the public.

Shilling: Suggested workshops for landscape professionals.

PUBLICATIONS AND SALES:

Sales – yellow/green – breaking even or small profit for the first time. Stacey Flowerdew is giving this area attention and it shows. Sales are up 23% overall and 43% in non-CNPS titles so far this year.

MCV2 - green

Posters – red/yellow – Original posters haven't been digitized other than grass, there is nothing new in the pipeline. Posters need strategy and support. Brad thinks this needs urgent attention or will go away.

McKinley: People in the US aren't dealing with film anymore, conversion to digital must be done soon or not at all.

Brown: Why aren't we doing it?

Hartman: Posters in general aren't that popular at the chapters, and for some of them we have excess stock

McKinley: 10,000 posters is a break point for ordering

Hartman: Conversion is expensive and the sales don't justify the cost of conversion and printing.

Brown: We need new posters. We can make those in digital format. Posters are popular in her chapter, and even one new poster would stimulate sales.

Eric Jorgenson: Sales where profit is important, should be regarded separately from publications which are part of the message of the organization

McKinley: Posters have been a non-money maker for state, however chapters get a profit from sales. To state, it is mostly educational. Posters are out there getting attention for us, and agree that there is a larger mission than just sales.

Porter: Many chapters are no longer dealing with posters; only a few do.

Taylor: The best membership incentive for the East Bay chapter was the Redwood poster, which was offered to the chapters for free somehow, but had a \$15 price tag.

Fenertz: Posters could be used as an outreach tool to every kind of nature shop, and donations could be made to schools, especially ones with school gardens. Would like more hats, polo shirts, and other merchandise.

Landis: Could we get a cost estimate on digitizing posters, which are an enduring record. Maybe education and outreach program could take it over.

McKinley: Will get a cost estimate, possibly might need to collect original art if film is in bad condition. There are copyright issues and contracts with the artists. CNPS owns some of the poster rights, but not all of the art rights. The big decision now whether to digitize them or not, as we don't have to decide whether to print them now.

Publications Pipeline – red/yellow

Fremontia – green

Levine: How can we increase sales of the items that are CNPS branded?

Hartman: For the Conservation conference, Steve will arrange a table for sales of CNPS gear, including chapters' gear. We can evaluate at the conference what are good sellers.

Porter: Staff has wanted merchandise for awhile, even people off the street want items, and they are needed for the conference

MEMBERSHIP:

-Bulletin - green

-Membership - yellow/green – Now up to 9,217, and should break through 10,000 and keep growing. Membership committee has produced a booklet to promote plant sales. The conference will bump membership.

Succession, filling chapter positions – yellow – Chapters need to work on chapter leadership

ADMINISTRATION:

-Finance-green on reporting, budget tracking, and cash flow

-Chapter financial reporting – yellow – delays in sales tax filings due to late chapter filings cause audit and sales tax problems.

Porter: Late chapter reporting causes amended sales tax returns,

Jenkins: Board can close down chapters if they can't do their financial reporting, don't do sales if you can't provide the reports to state on time.

Investment- yellow - we are losing money in the down market

Fundraising – yellow/green – upcoming very good news in a number of areas.

Development director needed.

Website – yellow – 2-3 years ago upgraded, some areas need more information, slow downloading, some issues

Email – red – disaster, send & receive and spam problems. So far what we've tried to do hasn't help, spam filters knock things out.

GOVERNANCE:

Inter-institutional relations – green – 2009 conference, workshops, surveys

Executive director search – green – team planned, started

Succession – yellow, some positions filled

Policy Committee - (J. Bishop) – red?orange?yellow? 2 difficult policies were adopted this year, and would hope to do more revision of existing policy. Fire & fuel breaks would be next. Integrated Weed Mgmt and Herbicide were big accomplishments.

Progress on Strategic Goals – need to start next cycle

OVERALL:

Levine: CNPS directory – annual task, RED, techniques used for producing it are bad, took 60 hours of work, 1/2 paid, 1/2 volunteer

Kutcher: It is hard to see the indicator lights on the screen

Levine: We need more upfront prep for the performance indicators

Foltyn: Would like to take pieces to chapter board, talk about with boards, can we take it back, or is it private to the delegates?

Britting: Suggest keeping a running archive with scores and add new ones to track them and Brad agrees.

LeNeve: It is up to the delegates to take this information to their boards

Hartman: Minutes are important support information

Levine: How often will we address the performance indicators?

Jenkins: Quarterly review

6. Conservation Conference

Josie Crawford , co-chair of the arrangements committee. Conference features:

- The program committee selected 210 oral presentations out of over 300 submissions. Some really good ones had to be rejected or asked to present posters.
- 4 concurrent sessions, scientific and non-scientific
- Up to 140 posters, some scientific, some from chapters, which were asked to submit pictorial representation of successful conservation projects
- 3 keynote speakers – Jerome Ringo, (Apollo Alliance), John Muir Laws, Steven Hopper, (Kew Gardens)
- 15 workshops
- 40 sponsors and growing. Sponsors mean money and in-kind donations, especially Fish & Game who are providing the conference chair. \$1,000 - \$20,000 sponsors are really helping to support the conference. Individual members are also contributing
- 70 volunteers and staff. Andrea Williams is the contact for volunteering to help at the conference

There was a mixup on the pricing on the downloadable flyer on the website. One day & same day pricing is reversed. Give Josie a week to update for the latest sponsors.

What's Happening?

- Applied science, strategies and solutions for conservation –
- **Photography contest
- Botanical art contest
- Poetry reading
- Silent Auction & Live Auction, bring anything you want & can even bring the item that day – proceeds to the Conservation program
- Commemoration of 1986 conference
- **30 exhibitors
- Nature's Refuge, film by Steven Fischer, about the Klamath Siskiyou

Chapter participation

- Giant CNPS booth
- Chapter posters
- Sponsor students
- Register and attend conference

Want to publish proceedings of the conference, and need a committee to set up guidelines, plus help edit and review. We need academic-type helpers, but will have to cancel proceedings publishing unless someone steps up.

Kristy Haydu: First conference in over 20 years, this will make history

J. Bishop: This came out of a Chapter Council meeting a couple of years ago.

Poster presentation:

Want to celebrate chapters and recognize the hard work.

DEADLINE – abstract by October 15th for chapter poster

Brief, who, what, when, where & why

Landis presented examples of posters.

Witham: Vinyl cloth printing at Kinko's is almost as cheap as regular printing

Powerpoint, Illustrator, Publisher, all are programs that can be used to produce a document that Kinko's can print from.

Hartman: Giant CNPS booth will be 14x14. Will be open before, after, and during breaks. Chapters provide whatever apparel they have, booth will sell it. Steve will send out emailed guidelines. Chapters need to deliver merchandise, or the chapter may pay to ship to state office, a week before. Chapters will need to bring excess back, or possibly state will buy for online store, not determined yet.

Now is a good time to produce a t-shirt or hat because sales at the conference could be a big boost.

Crawford: Expected attendance 1,000 people

A. Jorgensen: State will possibly do a CNPS logo and a CNPS conference merchandise item.

Jenkins: Suggest a commemorative conference hat, or t-shirts from the conference

Blair: Suggest reissue buttons, pins

Hartman: Will sell CNPS posters at the booth, miscellaneous books from CNPS press, and possible author signings. Volunteers may be needed to help with booth sales.

Sponsor students – chapter find local students & send them yourselves. LET JOSIE know who you send. Or send a check earmark for student funding, and state will handle it – 1. Students presenting posters & oral presentations, 2. CNPS members, 3. Minority students, 4. all others. Committee will be dispersing funds. Suggested amount per student minimum \$250 – setting up ride-share and room-share. Local Sacramento Valley chapter will host students. Link will be up soon – “space share”

Public relations – A PR firm in Sacramento, who was found by a volunteer, agreed to provide free training to CNPS for PR: how to write press releases, how to get media attention for the conference. A 4-5 person team will take the training and then work to hit the airwaves.

7. Legislative Update

Goehring – Copies of a current status report are available, come to the session if you’re interested. This is a weird year, as the budget stalemate is historic, and there is no end in sight. Regarding legislation, the governor is refusing to sign bills before the budget is passed, with a few exceptions, therefore legislature is holding the bills and not sending them. There is much confusion and uncertainty relating to ramifications on the current bills. Vern will nominate Senator Kehoe to be the legislator of the year from CNPS for the leadership role she took this year on the fire issue. She spent a lot of time on 3 bills, none of which have passed yet, but some are still in process with hopes for the future.

8. Afternoon Session Reviews

Cal-IPC:

Mayall: Sent an email re: chapter contributions to the Cal-IPC conference, please consider a donation

LEGISLATIVE:

Goehring: Remind all chapters as you’re reading the newspaper in this election season: all assembly seats are open for election, and half of the senate. Local elections are important, so pay attention to any comments made by local candidates and forward them to Vern so he’ll know their orientation. A head start to get to know the new legislators is helpful. News throughout the year would also be helpful.

Jenkins: How involved can chapters get with specific elections or legislative issues

Goehring: CNPS can not work on or influence elections as a 501(c)3 organization.

Individuals can and should get involved, especially with the winning candidate! Get to know your local legislator. Let Vern know as early as possible if you are working with them to propose legislation. We should all be on the same page.

CHAPTER NEWSLETTERS:

Mattson conducted the session.

Hubbart: Round table about issues, timetables, and content,

Brown: repository of articles idea,

Hubbart: brought a CD of line drawing jpg's which CNPS chapters can use, limited copyright, as long as it's not for profit (newsletters & flyers are fine)

UPDATING LOCAL FLORAS:

(Secretary's note: the following report was submitted by Lynn Houser from that session)
Lynn Houser led a discussion in the main hall about updating floras, with help from Peter Warner of Dorothy King Young chapter. Lynn asked for input about updating or revising floras that can integrate with other resources like the MCV2 and Jepson manual. Several members offered ideas.

Issues:

- Lack of documentation, field work needed
- Integration with Jepson, writing keys
- Corroboration with current information
- Rarity: documents need to be fluid
- Hard copy vs. e-database: initial structure is important

Level of Flora Update:

- Plant list/checklist (Calflora's "What Grows Here?")
- Voucher specimens, digital specimens
- Open-source, "Wiki-key"-like
- Multiple characteristic entry-key

Limitations:

- Time to conduct field work
- Cost and size

Good ideas:

- Descriptions / characteristics integrated
- Blotter pages in book for specimens
- Checklist for every county
- Descriptions and drawings
- Keep unvouchered plant locations in a list as "known according to _____"

PROGRAM & POLICY COMMITTEE:

J. Bishop: On a continued quest for improved policy adoption process, a new revised template and process should be out for the December meeting for approval, to replace the 2004 adoption template.

Levine: The policy development process is designed well for creating enduring policies, but not for quick response policies. Can our policy process be appended to also take care of those situations?

J. Bishop: 3 months, between chapter council meetings, is probably the minimum time to get input from all. This group could make statements or other actions not subject to the policy process.

Haydu: Suggested forming an emergency task force for quick action, a different group than the chapter council.

Hartman: Policy is a statement that requires proof & documentation. Someone could propose a fast track statement, say less than 100 words, but the can of worms will then be opened up.

Landis: Agree with Steve. For example for the fire management policy because it is urgent, we could provide several different paragraphs to give to members help with responding to urgent matters. This has nothing to do with policy. The whole organization must be consulted for policy, can't see how to speed that up.

Daniels: An advantage of a policy is that it can be a framework for statements, and it's important to keep them up to date.

Bishop: The policy process is a vehicle. It can be driven fast or slow, stop for passengers or not. Bring out ideas if there are better ones. At this point we can make the policy vehicle go faster, or use another vehicle if the policy vehicle isn't fast enough.

HORTICULTURE COMMITTEE:

Hubbart: General discussion about horticulture issues in chapters and special projects. Discussed plant sale logistics, sources, leftover plants, and weed issues in horticulture, They had a good discussion re: working with "Audubon at Home" & other groups.

Cal-IPC PRESENTATION:

Mayall: CNPS commonly collaborates with Cal-IPC. Plant profiles are available on their website, and they have much information about weeds, including links to eradication strategies. "Don't Plant a Pest" is a great brochure, use it in your chapter.

Howser: Risk assessment to include 4 points – where are the weeds, where can they spread to, what areas are vulnerable, what else could it invade

Daniels: Climate modeling could be used in assessing viability & potential risk of invasion

Jenkins – use Don and Cal-IPC as a resource for questions

FIRE POLICY:

Fire issues were discussed including whether policy should address vegetation only versus fuels management. A committee to continue this policy development – Kutcher, Landis, Houser

MEMBERSHIP:

No meeting took place. The East Bay's "tricks" for attracting new membership are out in the courtyard, covering the little things that capture people's interest & eye, and what gets people to listen & become members. Talk to Delia during social hour.

ACTION ITEMS:

Jenkins: Performance indicators changes will be implemented by Brad

LeNeve - Chapter council delegate – increase education K-9, Bertha will estimate costs of posters decision needs to be made

Fire policy committee was formed, and they have 2 charges: 1) prepare a letter and 2) a policy

Crawford: For conference, make a poster, sponsor students, produce hats & t-shirts for the CNPS booth

VOLUNTEER RECOGNITION:

Daniels: Milo Baker chapter recipient – John Herrick

Recognized for rare plant outings, stewardship, conservations chair, rare plant surveys, leadership & commitment. Documented all work for the chapter. Nominated by Lynn Houser, presented to Liz Parsons, delegate, on behalf of John Herrick.

Keep ideas coming for volunteer, agency person and legislator of the year. Catie Bishop also is part of the Volunteer Recognition Committee. Bigger awards are cleared through the board.

Meeting adjourned at 5:30 pm.

Minutes respectfully submitted by:

Laura Camp