Council of Chapters Meeting Minutes 07/25/2021
Online Zoom Meeting
taken by Melanie Simon – CoC Secretary

Patricia Burgos called the meeting to order at 06:32 PM

In attendance (27) – 20 of 33 Chapters
* indicates proxy or guest

- Broward – Stephanie Dunn*
- Citrus – Gail Taylor
- Cuplet Fern – Al Squires
- Cuplet Fern – Mark Kateli
- Dade – Kurt Birchenough
- Eugenia – David Martin
- Heartland – Gregory Thomas
- Ixia – Ginny Stibolt*
- Lake Beautyberry – Patricia Burgos - CoC Chair
- Longleaf Pine – Lizzy Jenny*
- Martin County – Dianna Wentink
- Nature Coast – Diane Caruso
- Passionflower – Melanie Simon - CoC Secretary
- Pawpaw – Karen Walter
- Pine Lily – Tayler Figueroa
- Pinellas – David Perkey
- Sarracenia – David Roddenberry
- Sarracenia – Jeannie Brodhead
- Suncoast – Virginia Overstreet
- Sweetbay – Jonnie Smallman*
- Tarflower – Nihal Hafez*
- Tarflower – Jennifer Ferngren
- Villages – Gary Babic
- FNPS President – Bonnie Basham*
- FNPS Comm. Director – Valerie Anderson*
- Paul Rebmann*
- FNPS Education Committee - Wendy Poag*

Regular Agenda Items  31:45-1:34:49 1 hour 3 min.

- **Minutes from 6/27/21 meeting**
  Karen W. motioned to approve the June 27, 2021 meeting minutes. Diane C. seconded the motion. Motion passed unanimously.

- **Next Meeting August 22nd**
  Business meeting. Agenda items will include:
  - **Chapter Activity Matrix** – Draft matrix is on Google Drive –
    ([https://drive.google.com/file/d/1vlwG-4oe3t_TEjvGT5NmwOU_XPzYQy4R/view?usp=sharing](https://drive.google.com/file/d/1vlwG-4oe3t_TEjvGT5NmwOU_XPzYQy4R/view?usp=sharing)). Before the August meeting, Chapters need to review and edit the activity information provided and add any activities not already included on the matrix.
  - **Road Adoption** – Ixia has adopted a section of roadway (working with county on reduced mowing schedule, pick up trash, remove invasives) and would like to discuss whether other chapters are doing similar projects. Chapters requested to research prior to August meeting.
• **News/Announcements**
  
  o **Interchapter Relief Fund**
    
    - Mark K. explained the Fund provides a safety net for chapters to support one another with money and services in the event of a FEMA-designated disaster. Participating chapters retain the pledged funds in their own treasury until needed. Four chapters are currently participating – aim is to increase participation to 90% of chapters.
    
    - Melanie S. added that fund information and pledge document are on the Initiative page of the Council website.
  
  o **License Plate Sales**
    
    - Bonnie B. requested chapter help to sell plates. Only about 100 plates (of the 3000 needed by September 2022) have been sold so far.
    
    - Mark K. led a brainstorming session to elicit ideas about how chapters can help publicize the plate to members and supporters. Note: between now and October 16, 2022 we need to average 200 plate sales/month - it will take all of us to get to the finish line.
    
    - Mark went through a calendar spreadsheet to identify promotional opportunities:
      - Monthly (especially Fall and Spring) – Plant Sales (ideal as people are ready to spend)
      - October – Native Plant Month campaign (Diane C.)
      - November – Holiday Shopping Season
      - December – Gift Someone you love campaign
      - December – Holiday Party auction/giveaways (Diane C.)
      - January – Florida Arbor Day (Jeannie B.)
      - May – Conference Marketing – License plate table (Ginny S.)
      - June – Post-conference campaign
      - Outreach to sporting/hunting clubs (Stephanie D.)
      - Testimonials – personal stories about why people bought license plates (YouTube, Sabal Minor)
      - Short blurbs/videos highlighting the great work (Conservation projects, grants, etc.) the license plates would fund
    
    - View/edit the license plate promotion calendar at: [https://docs.google.com/spreadsheets/d/1O1mxlPAtyDOhzYvlp41G6_Xq5BeBjhZnJV6VzmbK/edit?ts=60fdf327#gid=2095509099](https://docs.google.com/spreadsheets/d/1O1mxlPAtyDOhzYvlp41G6_Xq5BeBjhZnJV6VzmbK/edit?ts=60fdf327#gid=2095509099)
    
    - Concern about “losing” time paid on current plates when switching, but it was noted that FNPS plates probably won’t be available until 2023.
    
    - Valerie previewed some license plate flyer/poster options. Planning to provide graphics for 8 ½” x 11” and 24” x 36” printing – can do other sizes as well.
  
  o **QR Codes for FNPS Plant Pages** (reported by Melanie S.)
    
    - Shirley Denton is working on printable plant pages (from the FNPS plant database), but there is too much information for effective plant sale tags. With QR codes, plant sale tag text can be abbreviated, and detailed information can be readily accessed.
    
    - Shirley is looking for volunteers to produce QR codes. She will walk volunteers through creating the codes – not difficult, but takes time and we have descriptions for 700+ plants.
    
    - Melanie S. asked for volunteers – none stepped forward. She asked anyone who has the time to do this work at their computer to please email her at council.secretary@fnps.org – the plant tags will be a valuable resource for all chapters having plant sales.
 Council of Chapters Meeting Minutes 07/25/21

FNPS Board Report

- Patricia B. reported on items brought up in the July 15th FNPS Board meeting.
  - Target had a campaign which Juliet took advantage of – FNPS got $16,400
  - FNPS budget is online and can be made a CoC agenda item if wanted. There will be a fundraising campaign at the end of the year.
  - Felt FNPS was not ready for EPAC grant through CPC this year.
  - Volunteer hours (now worth a little over $26/hr.) important in grant applications.
  - 5 yr. Strategic Plan – Juliet will distill ideas collected from board, council and chapter for workshop in August.

- Patricia reported the Good Citizen Guide is now called the “Gatefold”
  - Asked for reviewers to proofread Gatefold and inserts before they go to print sure David M., Mark K., and Bonnie B. volunteered.
  - Discussion ensued about schedule, budget, logistics, printing and other issues, but most of these have not been resolved yet.
  - Some key items discussed:
    - 83,000 copies requested by chapters – investigating printing costs and funding.
    - Spanish version will be delayed.
    - There is room on the Gatefold for a chapter sticker, but not on the inserts.
    - Chapters will probably be asked to print (and pay for) inserts.
    - Suggestions (in chat) to put a QR code link to FNPS membership application.
    - Mark K. noted there is demand for digital version. Other chapters agreed in chat.
    - Patricia will update and asked chapters to think about distribution points and “ship to” addresses.

- Bonnie B. shared two announcements
  - Bonnie would love to attend chapter meetings, either virtually or in-person. Send her an invite (president@fnps.org) if you are interested.
  - Juliet will be leaving towards the end of the year.

Workshop Topics

- Hybrid Meetings
  - Valerie Anderson gave a presentation on how to set up and run a hybrid meeting.
    - Note: Valerie has re-recorded the presentation
      - https://youtu.be/-nA8o_DR00I
    - Key take-aways/considerations:
      - A hybrid meeting is like running two meetings.
      - Requires additional manpower to handle – need a Tech Person to effectively manage.
      - A lot of options ranging from simple to “go big”
      - Valerie recommends starting easy and making incremental improvements
      - Don’t bother if you don’t have internet access at meeting location, have background noise at meeting location, or a tech person
    - Valerie will be glad to answer questions and help train any chapter that needs assistance. Email her at communications@fnps.org

  - Requirements (starting and “go big” option supply lists) discussed (including reasonably-priced equipment recommendations)
    - Hardware
• Computers and internet connections, Remote clicker (for presenter), Webcam, Tripod, Cables, Audio (if using webcam, need 2 microphone panels), Lighting
• Software
  ▪ StreamYard (easy to use, free to start), Zoom, or broadcaster software (“go big” option).

○ What Are Chapters Doing?
  • In-person meetings:
    ▪ Ginny S. noted Ixia did a poll: 50% of members comfortable with returning to in-person meetings and 50% want to continue remote meetings.
    ▪ Chapters that have started in-person meetings: Lake Beautyberry, Nature Coast, Longleaf Pine (hybrid)
    ▪ Chapters with plans to return to in-person meetings: Pine Lily (January), Martin County (October), Cuplet Fern (September)
    ▪ Chapters not decided on return date/waiting (including for public meeting rooms to open): Sarracenia, Suncoast, Passionflower, Pinellas, Ixia, Pawpaw
  • Hybrid meetings:
    ▪ Chapters doing hybrid meetings: Longleaf Pine (using Zoom), Cuplet Fern (using StreamYard)
    ▪ Chapters planning/looking into hybrid meetings: Pawpaw, Martin County, Pinellas (attendance higher at remote meetings), Ixia, Miami Dade (looking to continue to expand YouTube library)
    ▪ Chapters that have not discussed hybrid meetings yet: Lake Beautyberry, Nature Coast
    ▪ Lizy J. reported Longleaf Pine is planning to continue hybrid meetings as they provide access to a larger pool of speakers, but have found it is hard to include remote participants in the entire meeting (especially informal and plant auction parts). Hard to deal with two audience who cannot fully engage with one another.

○ Streamyard
  • Cuplet Fern and Citrus are looking for another chapter to partner with them on sharing StreamYard. They are upgrading to the professional tier. Chapter cost would be $120. Email Mark cupletfern@gmail.com if interested.

• Speaker’s List
  ○ Gail T. reviewing/revising old (2017) speakers list.
  ○ Collaboration to provide chapters with a resource list so they can take advantage of a larger pool of presenters for remote and hybrid meetings.
  ○ Asking chapters to please share speakers/presentations they would recommend. Melanie S. put new spreadsheet on Google Drive for chapters to add to list (will merge with old list).

• Motion to Adjourn
  Al S. motioned to adjourn. David R. seconded the motion. Motion passed unanimously.

Meeting Adjourned at 8:22 PM