



Florida Native Plant Society

Council of Chapters Meeting Minutes 09/26/2021

Online Zoom Meeting
taken by Melanie Simon – CoC Secretary

Patricia Burgos called the meeting to order at 06:30 PM

In attendance (24) – 18 of 33 Chapters

*** indicates proxy or guest**

Citrus – Athena Philips*	Pawpaw – Sande Habali
Coccoloba – Lucy Breitung	Paynes Prairie – Sandi Saurers
Eugenia – David Martin	Pinellas – Dave Perkey
Hernando – Heather Sharkey	Suncoast – Virginia Overstreet
Ixia – Nick Freeman	Sweetbay – Jonnie Smallman*
Lake Beautyberry – Patricia Burgos - CoC Chair	Tarflower – Nihal Hafez*
Martin County – Dianna Wentink	Tarflower – Jennifer Ferngren
Marion Big Scrub – Deborah Curry	Villages – Gary Babic
Naples – Andee Nacarato*	FNPS President – Bonnie Basham*
Nature Coast – Diane Caruso	FNPS Education Committee - Wendy Poag*
Passionflower – Melanie Simon - CoC Secretary	FNPS Board Member - Mac Camacho-Viera*
Pawpaw – Karen Walter	FNPS Communications - Valerie Anderson*

Regular Agenda Items

- **Minutes from 8/22/21 meeting**

Diane C. motioned to approve the August 22, 2021 meeting minutes. Lucy B. seconded the motion. Motion passed unanimously.

- **Next Meeting October 24, 2021**

- **News/Announcements/Reminders**

- **FNPS Board News** (Patricia B.)

- Juliet R. doing a lot of work on grants prior to leaving.
- Budget discussions for next calendar year are starting. Chapters encouraged to submit suggestions to Patricia.
- Board voted to increase the Research awards to \$2,500 since funding is available.

- **FNPS Executive Director Search**

- Chapters encouraged to send the job description to anyone who might be interested.

https://www.fnps.org/assets/pdf/news/FNPS_ED_Search_Announcement_September2021.pdf

- Deadline for applying is currently September 30.

Ongoing Business/Subcommittee Reports

○ Speakers List

- Still trying to build the Speakers list as a useful resource/help for chapters. Chapters are encouraged to add speakers to the list. Karen W. noted Pawpaw is asking all their speakers if they are willing to be on the list and speak to other chapters.
- Link to the list is also on the home page of the website.
https://drive.google.com/file/d/19_b15HkzKnjMdNoTv9AJk4emR052guyq/view?usp=sharing
- Melanie S. noted that a state-wide Speaker list will facilitate hybrid meetings with non-local speakers presenting virtually to an in-person gathering.
- Patricia B. discussed adding voiced-over power points to the list so chapters can have a “plug and play” program. Useful if a speaker cancels at the last minute. Athena P. noted that in cases of inclement weather having “plug and play” programs are also useful.
- Valerie A. can connect chapters to any Lunch & Learn speakers. If requested, she can also burn a CD with a particular program if chapters don’t have internet connections at their meeting location.
- Wendy P. suggested organizing a list of Lunch & Learns by topic. Valerie will send Melanie an Excel list of programs which Melanie will include on the Speakers list.

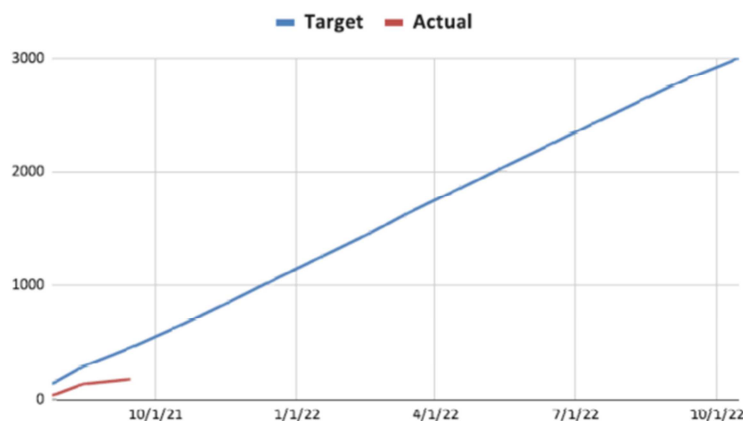
○ QR Codes

- Melanie S. reported plant QR Codes can be downloaded from Google Drive
https://drive.google.com/drive/folders/1J2jwRDk94j2aV1j7qu4Gqr2XYduDQ8_h?usp=sharing
- Wendy P. asked if QR codes can be used by nurseries. Melanie S. responded she didn’t see why not (Green Isle Gardens is planning to use them). Since the QR codes are all branded with the FNPS logo and link to the FNPS website their use promotes the organization.
- QR codes are in picture format, so they can be inserted on plant cards or other documents just like a plant picture.

○ License Plate Sales

- Melanie S. reported we need to pick up the pace of voucher sales to meet the goal of 3000 plates by October 2022.

FNPS License Plate Sales -Target and Actual



- Attendees were polled anonymously about the ways they are currently promoting the license plate. In order (highest to lowest use with % = percent of responding chapters using this promotion method).
 - Announcements at meetings (72%)
 - Monthly emails (56%)
 - Facebook (39%)
 - Website (33%)
 - Printed flyers (17%)
 - Banner of display (6%)
- Only one respondent reported using all methods. This means there are lots of additional ways for chapters to promote – until in-person gatherings are more prevalent announcements, emails, Facebook and websites need to be used by more chapters to get the word out.
- Melanie S. and Patricia B. reinforced that money from license plate sales will provide much-needed funding for FNPS work including restoration, Torreya, lobbyist, brochure printing, other chapter support, and much more. Message to FNPS members should be “support FNPS programs by buying the plate”.
- FNPS has created banner artwork and printed banners for use at the May Conference. Large banners are ~\$175. A smaller tabletop display is also available for \$25. Both through Vistaprint. Banner graphics at <https://drive.google.com/drive/folders/1ST85X0xxvZxFiu-24VGDUQWF8uzk14x?usp=sharing>
- A more economical solution than a banner may be printing and mounting to poster board.
- Valerie has created artwork for license plate and can provide other sizes if needed. Graphics for flyers and displays, and also for social media, are on a google drive at <https://drive.google.com/drive/folders/19xI4ltJzsqhNytXo2ajemLPIQHai88LI?usp=sharing>
Letter flyers
https://drive.google.com/drive/folders/1Gx_0jQ9PgYyGSOD7tehdZfWjTE_HXUSG?usp=sharing
Social media graphics
<https://drive.google.com/drive/folders/147ZOySaTbmDalrK26zQ3LFQIRyZ6afyY?usp=sharing>
- Melanie will upload a small flyer (2 per 8.5 x 11 page) she created to the website.
- Heather S. commented (in chat) that there might be interest among other groups and that sales outside FNPS will be key. David M. remarked (in chat) that a broader appeal (beyond FNPS members) was part of the strategy.
- Need members to “cross-pollinate” license plate sales to other groups they do activities with who do not have their own plate: Florida Trails and Audubon are examples.
- **Good Citizen Guide and Regional Inserts**
 - Patricia B. shared the table she’s using showing how many copies each region is getting.
 - Brochures for each region will be shipped to one location – chapters will have to pick up the brochures and decide how to divide up the region total.
 - Brochures will be shipped in packages of 100.
 - No printing schedule information is available.
 - Patricia asked that chapters keep track of where they distribute and how many distributed to each organization/event/etc.

New Business

- **Chapter T-Shirts**
 - David P. said Pinellas has hired a graphic artist to design a T-shirt for volunteers, but she needs

some inspiration so he asked if other chapters have shirts.

- Pine Lily, Pawpaw, Tarflower, Citrus have shirts. Asked to send images to dnperkey@gmail.com.

○ **Educational Materials/Printing**

- Note: Anonymous informal polls summarized below were done to help guide decision-making.
- Chapters were polled about priorities for next year to get an idea where funds should be spent if limited. In order (highest to lowest priority):
 1. More existing brochures (English) (45%)
 2. Digital versions of brochures (27%)
 3. Existing brochures translated into Spanish (17%)
 4. New brochures (11%)
- A second poll about priorities for English brochures. In order (highest to lowest priority):
 1. Good Citizen Guide +Insert (44%)
 2. Additional Inserts (24%)
 3. Mow Less Brochure (16%)
 4. Regional Landscaping Brochure (12%)
 5. Meadow Bookmarks (4%)
- A third poll about priorities for Spanish brochures. In order (highest to lowest priority):
 1. Good Citizen Guide +Insert (54%)
 2. Regional Landscaping Brochure (31%)
 3. Mow Less Brochure (15%)
- Wendy P. said she is working on all the brochures simultaneously.
- Wendy suggested each region find someone to translate English brochures into Spanish (in lieu of her hiring a translator) to get regionally correct translations. The other option is to hire (and pay) a Spanish translator.
- Bonnie B. suggested that chapters could find students or Spanish clubs to help with translations, but Wendy said this could be a lengthier process because of editing and review.
- Wendy said the Mow Less Brochure will be available for chapters to print themselves (with their own funds). English currently available and Spanish will be available very shortly.
- Wendy said the Meadow Bookmarks can be ordered from the artist (about 50 cents apiece).
- Wendy said the GCG inserts will also be able to be printed by chapters with their own funds.
- Melanie S. asked where chapters can get the Mow Less and Insert files to print themselves and Bookmark ordering information since these are already available.
- Wendy responded that chapters have to contact her or Patricia to request the print files and requests have to be vetted and cleared through Shirley and Marjorie. She also noted that per copy printing costs are higher for small quantities.
- Discussed digital copies. Wendy noted this has been discussed before. She has requested digital files for all brochures that can be downloaded for printing. Regional landscaping and Good Citizen guides would be large files you could not print on a desk-top printer and would have to take to a printer for printing.
- Melanie noted there is a difference between digital versions for printing and digital for viewing. Being able to distribute digitally for viewing (to members for education, for example, and even to the general public using QR codes) would be more economical and environmentally-friendly.
- Patricia B. brought up chapters wanting to “manipulate” brochure content. This will not be viewed favorably as it will undermine consistency and quality.

- Space for chapter info has been left on some brochures for chapter or sponsor information. Melanie S. noted stickers can be expensive. Athena P. noted that the ink on stamps (much less expensive) does not stick to glossy surfaces. Some chapters use mailing labels (white or opaque) which are cheaper. So “quality” varies and would be improved if information could be printed with the brochure.
- Wendy P. noted we could do all sorts of different inserts for the GCG. For example, rare species (plants and animals) in a region. Would be a budget impact to hire a graphic artist.
- New brochure ideas (in chat): invasives and landscaping templates.
- Patricia B. noted that anyone who is interested in working on the education committee should contact Wendy.

Open Floor

- **Native Plant Month**
 - Athena P. asked if anything is being planned for Florida Native Plant Month (October).
 - Valerie is planning social media posts.
 - Bonnie is working on a Proclamation. Bonnie explained that FNPS generally asks a city or County to proclaim that October as Florida native plant month with verbiage about what native plants mean to Florida and the impact of native plants on Florida.
 - Chapters can go to a local city/County official and ask them to sponsor this during one of their meetings. Patricia B. notes this provides a photo op that can be shared on social media, etc. Good way to promote FNPS.
 - Proclamation template and instructions will be sent out to all chapters with the minutes. Bonnie is also available to answer questions and do a quick Zoom meeting with interested chapters who want to pursue this. Send questions/requests to president@fnps.org.
- Karen W. noted Pawpaw is having a plant sale on October 23 plant sale. They will have a lot of member-propagated plants and some commercially-grown native plants. There will also be other vendors: Volusia County Be Floridian Now, Southeast Volusia Audubon, and South Daytona Parks and Recreation.
- Patricia B. and Melanie S. noted Lake Beautyberry and Passionflower are hosting the Lake County Wildflower Festival at Green Isle Gardens on October 2. See details, Like and Share event on <https://www.facebook.com/events/167908908694656>
- Andee N. asked how chapters propagate native plants. What locations, what kind of space, any nursery space? Let her know at Naplesnativeplants@fnps.org.
- Patricia B. reviewed the list of tabled items, which has grown since focus shifted to the Good Citizen Brochure, printed materials and license plate. Council will return to these as soon as possible.

Motion to Adjourn

Lucy B. motioned to adjourn. Dave P. seconded the motion. Motion passed unanimously.

Meeting Adjourned at 7:52 PM