



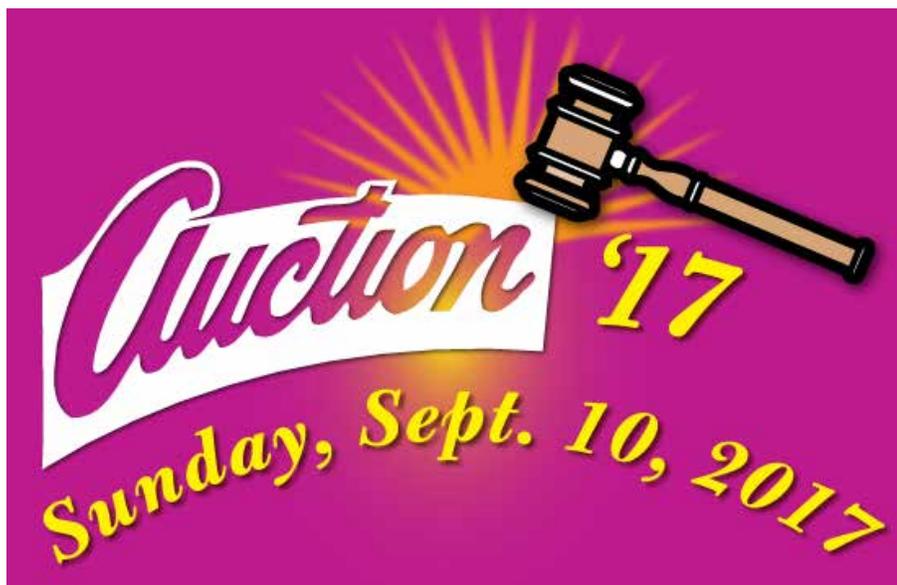
# The Orchid Collection

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Genesee Region Orchid Society, Inc.  
<http://www.geneseeorchid.org>

## **NEXT MEETING: Sunday, Sept. 10, 2017**

*Plant inspection starts at Noon ☼ Auction begins promptly at 1 p.m.  
Louis S. Wolk Jewish Community Center, 1200 Edgewood Ave., Rochester, NY*



We're kicking off our Fall orchid season this year with the annual GROS Auction. Come join your fellow members at the GROS for an afternoon of great orchids and great fun! With many wonderful plants up for bid, everyone is sure to find a healthy, beautifully grown orchid - at an affordable price, too! You'll be able to bid on plants that our buying power as a club brings to our members & friends at truly spectacular savings.

The Auction will be open for plant inspection at Noon, with actual bidding starting at 1 p.m. sharp. The Auction is a wonderful way to add to your orchid collection at very reasonable cost. Remember, every plant you buy at the Auction helps the GROS in running our many yearly activities. If you have friends who might be interested in our Auction, bring them along! The Auction is open to everyone, free of charge. The latest list of plants up for auction is available for download on the GROS website.

For those of you who've never attended one of our auctions, there will be orchids for windowsill, under-lights and greenhouse growers, orchids for experts, orchids for beginners - orchids for everyone! We will have a good selection of both hybrids and species, with some plants in bud and bloom! The antics of our auctioneers, presided over by Jeff Snyder, our own MC extraordinaire, are always fun, but the best part is that you just never know what you'll find!

As previously described in emails, we've asked members to bring refreshments. Coffee will be provided. We're not asking you to sign up, or commit, but if you can, please bring something. Also, as you may already know, this special Sunday Auction will serve as our regular meeting for September. For those who have not attended a GROS event in the past, security measures in effect at the JCC now require that all visitors provide identification upon entering the facility. We'll see you there!

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Board Minutes ♡2-3

## GROS Board Meeting Minutes - Aug. 24 2017

### Present:

- Fran Murphy, Co-President,
- Jeanne Kaeding, Co- President
- Natalie Auburn, Executive V. P.
- Kim Hober, Program Vice President
- Kate Recard, Member-at-Large
- Margery Greene, Secretary,
- Jonathan Jones, Show Chair

Meeting called to order at 7:07 pm. Agenda: prepare a 2017-2018 budget for the general membership to accept or amend.

Although Treasurer Denis Monefeldt was unable to be present, he had prepared a spreadsheet showing last year's budget and actual figures and tentative figures for this year's budget, and Jeanne had circulated this to the Board.

Jeanne started the meeting by calling for the Board to review the tentative budget line-by-line, and expressed her view that the GROS should spend down some of its \$22,000 + cash on hand. She also noted that at the picnic, there wasn't a quorum present to vote on an AOS donation in memory of John Ellenberger, so that item will be brought before the general membership at the next business meeting.

Kim noted that the Auction line item costs for last year included plants that were used for raffles and the Christmas meeting prizes.

The Legal Expenses for last year comprised the last bill for finalizing our 501(c)(3) status, but the amount was included in this year's budget as a contingency.

With respect to spending down some of our cash, Margery mentioned that she vaguely remembered that our required "postcard" filing for the IRS was based on either income or assets something in the \$20,000's as of last time she was treasurer years ago, that she guessed it was indexed for inflation, and that Denis would know, but the point was she didn't want the society to get into a position of having to file more complex returns. [Note, I have since looked it up on the IRS website. The "postcard" filing is now electronic, and the current threshold is \$50,000 gross income for the fiscal year, so we are in no danger!]

Jeanne let us know that the Monefeldts are planning to move out of the area next year so this is definitely Denis's last term as Treasurer. Natalie suggested that if we don't have a member with the necessary accounting skills to take over perhaps we might want to pay an accountant to review our records. This is an item for next year's budget if necessary.

Jonathan asked whether it would be a show Expense or a Program expense if he had an outside speaker at the show. Board agreed it is a Show expense.

Natalie brought up refreshments for the Auction. Members should bring refreshments, Natalie will set up the coffee/hot water.

Line item for Beginner's Program was lowered by \$35 to \$200. The \$235 double-counted the cost of the Orchid Digest.

The raffle budget was returned to last year's \$175 level.

The proposed budget increases the item for Travel. Jeanne recommended a \$20 stipend for members who set up and take down GROS exhibits at out of town shows. No disagreement. Fran suggested we offer a stipend for the AOS judges trips to the Toronto Judging Center. Jeanne said she would refuse it, but Carol Butcher might accept it, suggested \$50. The Judging Center travel stipend proposal was unresolved.

The discussion of the Show portion of the budget also encompassed other aspects of the Show.

Jonathan said that due to date conflicts for our show March 22-25, 2018, definitely Claudio Rossi and probably Glen Decker would not come. He is thinking of adding a carnivorous plant person instead, which attracts a new public, and possibly a Michigan vendor who sells such genera as Neofinetias, Renanthera, Pleurothallids – genera that complement the offerings of our other vendors.

Emilie Monefeldt (not present) had mentioned that since the displays are using only half the ground floor the impression is that it is a much smaller show than when the show was the whole ground floor and vendors were elsewhere, regardless of actual number of exhibits. Jonathan wants to spread the show

into the halls and palm room. He also proposes volunteers lead tours of the show at set times. Kate suggested the tour leaders point out plants grown by novices or on window sills. Beginners' programs at the show could be on such topics as "your first orchid," windowsill growing and growing under lights – things to get potential buyers past the fear of orchid growing.

Another suggestion was a repotting station for a fee – say \$5.00

The idea of a silent auction at the show was kicked around. Natalie felt it would take away from vendor sales. Jeanne said people have a budgeted amount and would rather spend it at the vendors and get what they want, rather than taking a chance on having the high bid. The silent auction idea was not a winner.

Fran suggested bringing the GROS member sales table out of the vendor area. Some vendors would feel this would give the member sales an unfair advantage, or vice versa. Why start bad feeling?

The Rochester Ikebana group is not yet confirmed for the show.

Jonathan is considering putting the GROS exhibit in the center of the Palm Court. Further discussion of encouraging individual member exhibits there as well.

Kim mentioned we need to have Wi-Fi access with the password for the Eisenhower Auditorium for registration.

Discussion of Awards followed – ribbons? Trophies? Plaques? Many vendor-exhibitors don't care. The "pulled for judging" ribbons used in Buffalo last year were a popular idea.

The show advertising budget of \$500 wouldn't go very far in print media. Jonathan is considering Facebook ads. The Board clarified that Jonathan can reallocate within the approved Show budget as necessary.

Discussion of preview party. The \$500 line-item in the budget is the net of \$1000 expected cost less \$500 paid by attendees.

Jonathan requested an additional line-item be added for a speaker at the show. Possible speakers were discussed. Fran wondered if we

had space for a show symposium. The Board members felt organizing a symposium was too big an ask for this year. Kim suggested having Tim Miranda as a meeting speaker, not a show lecturer.

The Board agreed to add \$800 to the show budget. This would make the net of the operating budget and the show budget a subsidy of \$3089.00 from the \$22,000 cash on hand absent exceeding budgeted income expectations. Board consensus was that this is okay.

Jeanne noted that as a 501(c) (3) organization we cannot spend more on members than they pay in dues. (This could impact the preview party subsidy). Kim mentioned that our dues have not been raised in many years. Discussion of raising them in the future to support our operating budget is a possibility depending on how Show income continues to go, but this is not for this year's budget.

Jonathan will put together a list of show tasks needing volunteers. Jeanne will send it to the membership.

Jeanne will not be at the auction. Natalie will have a list of items to announce. We have rented the space for the whole day. The Board discussed the timing for the Auction and whether Auditorium A or C is the right size.

The sales will be held from 1:00 to 4:00 pm. Previews 12:00 to 1:00 p.m. Staff should arrive by 11:30. Jonathan will put the auction on Facebook for Auditorium A. (Our original Facebook In-Charge volunteer, David Forster, has not been in contact with Jeanne.) [Jeanne has since talked to David Forster. He has not been able to come to meetings due to work commitments. He is still interested in being active on the Facebook Page but doesn't mind if other people do things as well.]

The Board discussed how many tables were needed, mechanics of getting donated auction plants to Kim, handling of refreshments.

Kim has ordered the plants from Carmela, Hausermann, Fred Clarke, Newman's. She will catalog them as they arrive and send the list to Jonathan and Phil Matt.

Jeff Snyder will be back as Auctioneer. Denis and presumably Emilie will handle the cash

and the projector. Possibly another person will be needed to help handle the cash.

Fran has the Ellenberger orchid library and well as plants for donations to GROS and Sonnenberg. There was discussion of a possible book sale at Christmas, cataloging the books and putting on our website with a "buy now" option. Many of the books no longer have any value as they have been superseded by electronic sources. These can be dumped. Some of the old books have beautiful prints. One idea would be to take these out and sell separately. Possibly Natalie could mat them, increasing the sales value.

Fran has reported all the Ellenberger plants and is holding onto them for a few months until they are established.

Discussion returned to possible programs for our March, April and May meetings. Jonathan will contact Tom Miranda via Facebook and put him in contact with Kim.

Other suggestions were a March program of how to make a display with Joe Kunisch or Jim Marlow, and a program on small greenhouses, perhaps with Bob Wyman. Fran suggested a

tour of members' greenhouses, something the GROS has done in the past, but not for many years.

Meeting ended 9:04 pm.

- Margery Greene, GROS Secretary



The Orchid Collection is a publication of the Genesee Region Orchid Society. It

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