

VPS Board Meeting

July 19, 2011

Meeting Date/Time: 7/13/2011 7:30p – 11:00p

Meeting Location: Liz Bumgarner's home on Abbey Oak Drive in Vienna, VA.

Present: Liz Bumgarner (President); Patty Barker (Secretary); Patricia Deege (First Vice President); Jim Darracott (VP for Program Operations); Renee Loeffler (VP for Program Speakers); Philip Kronenberg (VP for Member Communications); Sharon Connolly (Treasurer); Jorja Feldman (Co-VP for Competition Judges); Ceasar Sharper (Director of Publicity); Dennis Tarnay (VP for Field Trips)

Not present: Desiree DiMauro (Co-VP for Competition Judges); Joan Axilbund (VP for Competitions); Martin Fish (Co-VP for Forums); Mary Jane Fish (Co-VP for Forums and Nature Visions Representative); Loma Mier (Director of Membership), David Biehler (Webmaster/Director); Michael Cochran (Editor/Director)

Call To Order: The meeting was called to order by President Liz Bumgarner. Liz presented the following agenda:

1. Welcome New Members (Liz Bumgarner)

Discussion: The following three 2011-2012 Board members are newly elected and appointed and have joined the other Board members all of whom had served last year on the 2010-2011 Board:

Patty Barker, Secretary

Ceasar Sharper, Director for Publicity

Jorja Feldman, Co-Vice President for Competition Judges

2. Minutes (Patricia Deege)

Discussion: The minutes of the last meeting (held April 13) were not available but have been approved and are contained in the "Consolidated Addendum of Minutes of VPS, 17 July 2011" which is attached to these minutes of July 13, 2011.

3. Updates on Bylaws and Rules of Competition (Liz Bumgarner)

Discussion:

- New membership form needs to be put on website: Phil Kronenberg to coordinate with Loma Mier and other interested officers.
- Dennis Tarnay agreed to Email Field Trip Liability Waiver to Phil for inclusion on membership form.
- Phil Kronenberg verified that new revised bylaws are on website. The new Board list of officers is also on the website. One member had problems accessing the list, probably due to not having Adobe Reader installed on her computer.
- Jim Darracott is waiting for reply from Ms. Davis of Thoreau Middle School regarding building availability for VPS meetings. Sharon Connolly suggested we need a written contract stating cost and dates/time (every Wednesday 7p – 10p). Never billed for last year.
- Jim Darracott will follow-up with Ken Martin about being nominated to serve as Director of Building and Facility Coordination on the Board.

4. Position of Vice-President for Program Operations/ Lucy Haynes approval (Liz)

Discussion: Liz Bumgarner suggested that Debbie Newell and Lucy Haynes may want to combine duties relating to Social Director and Building and Facility Director. Jim Darracott will contact Debbie Newell and Lucy Haynes about their willingness to serve in one or another capacity in his area as VP for Program Operations.

VOTE: 10/0 in favor of Lucy and Debbie managing social events.

5. End of Year Budget Report (Sharon Connolly):

Discussion: Treasury report was distributed.

- 2010/11 Year End Income: \$3,720.25
- 2010/11 Year End Expenses: \$2,160.22
- Current Money on Hand: \$5,660.91

- New laptop and projector has been approved.
- Lew is taking over for Sharon Connolly as Digital Presenter
- Old program is being revised to be less cumbersome.
- More members should learn to run digital presentation software.
- Joan Axilbund proposed \$100 donation to church.

VOTE: 10/0 in favor of \$100 donation to church.

- Additional budget items discussed briefly include:
 - New Plaque
 - New Brochure (finalize in October)
 - SurveyMonkey a computerized survey service, costing \$200/year
 - Mileage Reimbursement for speakers/judges

VOTE: 10/0 in favor of <\$75 mileage reimbursement again this year.

- Budget not approved. Needs to be revised to include projected expenses for next year. Assumption was made that next year's expenses will be similar to last year.
- Two outstanding checks to Mary Jane Fish never cashed. Lost or intentional donation to club?

6. Annual VPS Summer Picnic Planning (Liz)

Discussion: Mary Jane Fish and Martin Fish are coordinating. Patricia Deege, Phil Kronenberg and Renee Loeffler also volunteered.

- Date/Location: July 30, Nottoway Park in Vienna.
- Budget needs to be submitted to Sharon.
- Nothing on website regarding picnic.
- \$5 per attendee.

7. Old Equipment/Field Trips (Dennis Tarney)

Discussion: Old PA system and light box in Dennis Tarnay's car. Jim Darracott to meet with Dennis to get rid of old equipment. Sell/donate/trash. Ceasar Sharper offered to purchase some old equipment for \$10.

VOTE: 10/0 in favor of Ceasar buying old equipment for \$10.

8. Help for Julie and the Baskets (Liz)

Discussion: Director of Social Events is responsible for Speaker and Judge gifts. Liz will talk to Lucy and Debbie about helping Julie Cochran with speaker and judge baskets.

9. Report on Speakers (Renee Loeffler)

Discussion: Five speakers confirmed so far. Renee is working on others. List so far is very impressive. Phil announced that a retrospective report on last year's Speaker Program will be published in the Summer Issue of the FOCAL POINTS newsletter.

10. Report on Judges (Jorja Feldman)

Discussion:

- Jorja waiting to get info from John Naman (last year's Competition Judges Director).
- Desiree working with Jorja to identify quality judges.
- Judging Guidelines are two years old. Current? Changes? Liz will talk to John Naman about getting info to Jorja.
- Good sources for identifying judges: Prior year's lists, other club's lists.
- Joe Miller is giving a judging workshop.
- Should digital images to given to judges prior to competition? Joan and Jorja will decide/coordinate. Maybe hidden difficulties. Time-consuming?
- Jorja will let David Biehler know who judges will be for next year.
- Must have contingency plan for last minute judge cancellations.
- Online program accessed to upload digital images for monthly competitions needs to be updated regarding new categories/themes.

11. Communications Report (Phil Kronenberg/Liz):

Publicity ideas	VPS Calendar Responsibility
Cards of VPS	More Brochures
Survey for Membership	Picture Database for Membership
Who Will Do Bulk Emails	Changes to Website

Discussion: Phil stated we need to grow club member's participation and involvement. Increase membership and diversity, including age diversity. Four areas of interest include:

1. **Publicity:** Ceasar work with Phil on brochure. Advertise in Washington Post. Business Cards: Liz to send examples of business cards to Phil. Brochure: Liz to give Phil old one. Liz to give Ceasar additional info regarding old brochure.
2. **Membership:** Members need to help officers more. We need more depth of participation within membership. Officers need a backup member to act in their absence to support club-critical activities. Officers need a 2nd in charge to act in their absence.

3. **Website:** Liz suggested we need to update the website. She expressed the view that it was good but hasn't changed in years. Liz will be soliciting ideas for change. Members-Only tab maybe.

4. **Newsletter:** Mike will no longer be responsible for distributing bulk messages to members. A transition will occur in the Fall whereby Mike can devote all his attention to editing the newsletter and the VP for Member Communications will develop a new procedure for distributing bulk email to members.

Additional Items Discussed:

- SurveyMonkey: Automated subscription tool to survey members about speakers, judges or other issues as appropriate. Discussion included debate about whether surveys require prior review and approval.
- Participant confidentiality will probably increase member participation from current level of about 33%.
- \$200/year
- Liz wants to see surveys before they're distributed. Gatekeeper. Concerned too many surveys will lead to lack of participation. It was agreed that an explicit policy needs to be developed regarding survey practices. Phil agreed to develop a policy statement for Board to consider.
- Facebook: Julie Cochran put VPS on Facebook.
- Picture Database: Discussion was held about all members submitting picture for picture database, which is provided for in the new Bylaws approved by our club members on June 1. Intention of the picture database is to promote more social recognition and interaction among members. It was expressed that some members may object. Phil said that providing "mug shots" to the new picture database would be voluntary. Decision made to start with board members only and then move ahead with the broader development of this voluntary picture database with our general membership.
- Outside Competitions: As VP for Exhibits, Liz to determine ways to encourage member participation in outside competitions.

VOTE: 10/0 in favor of first year Survey Monkey/\$200.

12. Nature Visions in November

Discussion:

- Needs to be publicized more this year.
- All photo class teachers should be contacted.
- Newspaper, TV, Radio Advertisements
- Art Wolf speaking

13. Other Business: None discussed.