



Mid America Regional Lily Society

Minutes of January 31, 2016

MARLS Board Meeting
Saturday, January 31, 2016
Residence of Jean Winterowd, in Overland, MO

Kim Peterson brought the meeting to order at 2:18 PM. In attendance were Roy & Kim Peterson, Pam Hardy, Jean Winterowd, Bob & Mary Lou Snider, Carol Appelbaum, Don & Pat Kelley, and Lynn Slackman. Kim then welcomed everyone to the meeting, read the September 5, 2015 meeting minutes and asked for any corrections to the minutes. Pam Hardy moved that the minutes be approved as read and Mary Lou Snider seconded that motion. Everyone in attendance voiced their approval of the motion; the minutes were accepted as read.

Kim Peterson then asked for the Treasurer's report. Jean Winterowd reported a beginning balance of \$3,722.03, with total expenses of \$135.05, for a final balance of \$3,566.98 in the checking account. We also have a Certificate of Deposit from July 2007 for \$4,027.64. This brings us to an ending total of \$7,594.62. Pam Hardy moved to accept the Treasurer's Report as read, subject to audit, and Carol Appelbaum seconded that motion. Everyone in attendance voiced their approval of the motion; the treasurer report was accepted as read.

Jean Winterowd then reported that she does not have access to the MARLS Certificate of Deposit funds because Carol Appelbaum is the sole name listed on the certificate. Carol proposed to the board that she would be happy to give ownership authority, of the Certificate of Deposit for Mid America Regional Lily Society, to our current Treasurer, Jean Winterowd. The board overwhelmingly accepted Carol's proposal and members of the board will work with our bank, and Carol, to add Jean Winterowd to this account.

According to the MARLS by-laws officers are elected at the Spring MARLS meeting. Due to the resignation of the MARLS President and Vice-President, Kim Peterson made a motion to suspend the by-laws and hold election of officers at the winter meeting. Pam Hardy seconded this motion, and all members in attendance approved. Kim Peterson then presented a motion to approve the following slate of Officers;

Roy Peterson for Vice-President
Lynn Slackman for Secretary
Jean Winterowd for Treasurer
Kim Peterson for President

Pam Hardy seconded that motion, and everyone in attendance voiced their approval of the motion.

Old Business

NALS responsibilities; after reviewing past MARLS transactions, President Kim Peterson suggested that MARLS should pay their affiliation fee of \$50 to the North American Lily Society and the funds of \$50 required for the Mid America Regional Lily Society Award at the annual NALS Lily Show & Symposium. Pam Hardy moved that MARLS disburse \$50 for our NALS Affiliation fee and \$50 towards the MARLS Award at the annual NALS Lily Show & Symposium. Jean Winterowd seconded that motion, and everyone in attendance voiced their approval of the motion.

Fred Winterowd Memorial; President Kim Peterson reported that a new Memorial sign had been installed at the Jewel Box, but a memorial at the Missouri Botanical Garden has been delayed because any new plant material needs to be wild-collected. This has slowed the acquisition of an appropriate memorial to honor Fred at the Missouri Botanical Garden.

Photos available; Don Kelley brought many photographs from past NALS events for everyone in attendance to browse through and select from.

Jewel Box Planting; Pam Hardy reported that the 'Scheherazade' lilies in the Lily Garden planting area were too crowded and needed to be thinned so they can remain healthy. Pam will talk with the Parks Department, who governs the Flora Conservancy, about this project and report progress to the board at a future date.

MARLS membership; President Kim Peterson reported that membership had not changed during 2015 and suggested that we install free membership for 1 year as a reward to our current members and to encourage new membership. After much discussion about this proposal, members in attendance agreed to keep membership at its current status and table free membership for further discussion at a future meeting.

MARLS Tax Exempt Status; the Mid America Regional Lily Society no longer has I. R. S. Tax-Exempt status and the cost to re-establish this status is cost prohibitive at this time.

New Business

Educational Opportunities; Sugar Creek Gardens has invited the Mid America Regional Lily Society to participate in their Cross Pollinator Party on *Saturday, May 21st, from 5:00 to 7:00pm*. This is a fun opportunity for a gathering of like-minded individuals, from different plant societies and garden clubs, to talk and mingle over wine, punch, and snacks. 10% off any purchase will be offered during the party. MARLS accepted their invitation and a couple of our members agreed to attend this event.

The Missouri Botanical Garden has invited the Mid America Regional Lily Society to attend, and supply experts, at the *June 16th Sensational Plants Evening from 5:00 to 8:00pm*. Guests will sip flora-inspired cocktails and savor delectable fare from the Botany Bar, pot a plant to take home, and gather gardening tips from our Lily experts. MBG will supply a table and chairs on the garden grounds where we can interact with

the public. This will be a great time to promote our Lily Show the following weekend (June 18-19). MARLS accepted their invitation and a couple of our members agreed to attend and volunteer at this event.

MARLS Lilium Show; the 2016 Annual MARLS Lilium Show is scheduled for June 18 – 19 in the Beaumont Room at the Missouri Botanical Garden. The theme for this year's show is 'A Visit to the Art Museum'. This will be a small standard design show with 3 classes that will feature table designs, designs with water, and etc. Ellen Mell and Kim Peterson are working on the design show schedule. Our complete Lily Show Schedule includes sections for Design, Horticulture, and Photography. There was discussion of Awards for the show. A motion was made by Pam Hardy to use \$250 of MARLS funds for awards. Mary Lou Snider seconded that motion, and everyone in attendance voiced their approval of the motion. The Show Chairman will assign appropriate monetary prizes across all three sections of the show.

MARLS members can begin setup for the Lily Show at Noon on Friday, June 17, with Lily Show staging of blooms expected to begin during late Friday afternoon and into the evening. Show judging is scheduled for Saturday morning, so we can be open to the public from Noon to 5pm on Saturday. Our Lily Show is also open to the public all day Sunday from 9:00am to 5:00pm.

Assistance with Lily Show setup, teardown, and answering questions from the people who visit our Lily Show on Saturday afternoon and Sunday would be greatly appreciated from our membership.

Brightside St Louis; sells a variety of bulbs to the public each fall. One of the bulb offerings consist of a bag of Oriental Lilium bulbs. Since oriental lilies struggle to survive in St Louis, Kim Peterson met with Mary Lou Green to offer a list of lilies that would be better choices for their bulb sale and give gardeners Lilium bulbs that will thrive in their gardens. Mary Lou was very receptive to our suggestions and will work towards implementation at future bulb sales. The recommendations presented by Kim have been added to the MARLS blog under the title of "Recommended Lilium varieties for Brightside St Louis".

MARLS Fall Bulb Sale; is scheduled for October 29-30 in the Beaumont Room at the Missouri Botanical Garden. President Kim Peterson asked for a volunteer to chair this fund raising event. Pam Hardy volunteered to chair the 2016 Fall MBG Bulb Sale, and asked for membership support during this event. Thank you Pam!

MARLS Website & Blog; Lynn Slackman reported that our website continues to slowly gain visibility via new viewers from the Internet search engines. Our bounce rate is a little high (the number of times a person immediately leave our site), so Lynn will work on updating our website with more information about new 2016 events and referencing our website more often from Facebook and our blog entries.

MARLS Blog statistics revealed a total history of 17,402 page views since its implementation during February of 2012. We realized an increase of 6004 page views during 2015, from our prior 2014 page views of 11,398. We also added 7 new blog entries during 2015, so we have a total of 32 posts on the MARLS blog. Many of our blog entries have been contributed by Kim Peterson, and they continue to receive good reviews from the viewing public.

NALS News; Lynn Slackman reported that the 69th Annual International Lily Show & Symposium for the North American Lily Society will be held in Chicago on July 6-10 at the Chicago Botanic Garden. The evening NALS Auction and Awards dinners will be held at the Embassy Suites by Hilton Chicago – Deerfield. The Embassy Suites offers a free shuttle to the Chicago Botanic Garden for the convention registrants. The MARLS organization recently received an email invitation from the North American Lily Society to attend and support this event. To reference additional information about the 69th Annual International Lily Show & Symposium, please click on the NALS2016 link on the Calendar page of the MARLS Website.

Lynn Slackman then reported that the hotel contract had been signed for the 70th Annual International Lily Show & Symposium, presented by the North American Lily Society, in St Louis, Missouri on June 28 – July 1, 2017. The site for this Lily Show & Symposium is the Sheraton Westport Chalet Hotel St. Louis. The Lily Show will be staged in the 4,160 square ft. ballroom, with symposium sessions being held in meeting space throughout the hotel. Please note; the NALS organization will need to borrow the MARLS lily show properties to stage the Lily Show in St Louis. During this event we will also visit the Missouri Botanical Garden and arrange tours of the Garden’s Science and Conservation Center herbarium and Peter H. Raven Library. Lynn went through a preliminary flow for this event, but we are still in the planning stages and additional information will be revealed at future meetings.

Pam Hardy motioned that we adjourn the meeting, Mary Lou Snider seconded the motion, and the meeting was adjourned at 3:50 PM.

Respectfully submitted,
Lynn Slackman