



Mid America Regional Lily Society

Meeting Minutes of November 8, 2014

The MARLS November 8, 2014 meeting took place at the Bridgeton Trails Branch of St. Louis County Library. President Don Kelley opened the meeting at 1:12 PM. Ten members were present (Don, Vice-president Bob Snider and his wife Mary Lou, Web mistress Lynn Slackman, Membership chairman Kim Peterson, Carol Applebaum, Pam Hardy, Jean Winterowd, Tom Keay, and Pat Kelley.

Lynn read the minutes from the July 19, 2014 meeting. Debra Pratt, Treasurer, sent a message through Pam Hardy that the financial report on the October bulb sales would be phoned to Don later that day.

On Wednesday, October 8th, MARLS members and Missouri Botanical Garden (MBG) volunteers dug the lily bulbs shown on our Web page that MGB had designated for thinning. Selected bulbs were replanted. Later the 500+ left over bulbs to be sold to the public were washed by Sophia Warsh in preparation for the packing party Saturday October 11th. Our sale the next day, Sunday, October 12th went well. We sold over half the bulbs, but had hundreds left over. Seeing this, Daffodil Society members present (Lynn Slackman and Pam Hardy) arranged for MARLS to share Daffodil's MBG sale space the next Saturday and Sunday (October 18 & 19). After the conclusion of that sale, Don and Bob took the remaining bulbs. They and Debra subsequently sold all except nine bulbs. Sale profits were \$1,664.26 per Debra after the meeting.

MARLS members agreed to have an educational meeting on a Saturday in late February or March at a location outside MBG. The Lafayette Park United Methodist Church at Jefferson and highway 44 was suggested. The date for the educational meeting will be set after our MBG dates are known. Kim will be the contact for this meeting.

It was also agreed that MARLS have a spring bulb sale. A fall bulb sale remains to be determined. Dates to be submitted for the spring sale are March 28, April 11, or April 18 in that order of preference. Jean pointed out that more people will purchase lily bulbs in the spring than in the fall. Pam considers Sunday will be a better sale day. No one volunteered to be sale chairman. Kim will order bulbs, not to exceed 500. It was suggested that future web descriptions could include a prepaid mail-order provision for people unable to attend the sale. No decision was made.

Debra (assisted by Bob) will be chairman of our Flower Show. Show dates requested will be June 20, June 13, or July 11 in that order of preference. All

aspects of the show were discussed, primarily toward simplification while complying with requirements of North American Lily Society and Federated Garden Clubs to have a valid show. Kim is considering changes in horticulture, Debra in photos, Don in education, and Ellen Mell in design. Changes for this Show will have to be settled in time to support Debra's schedule preparation.

Our post Lily Show awards meeting is set for Saturday, July 25th. The location is to be determined.

The NALS national show is July 15-17 in Calgary, Canada.

Don will order copies of the new *Let's Grow Lilies* book for resale at our events.

Kim reported one new member signed up during the sale.

Lynn summarized the Web site: Over all, so far in 2014, our Page views, pages viewed per session, and Users continue to increase, while our bounce rate (the number of times a person immediately leaves our site) is decreasing. So we have more people visiting our site, viewing more pages for a longer period of time, and they are less likely to leave our site because they didn't find what they are looking for. One more statistic indicates that we have more returning visitors to our site (less new sessions), which means people are finding what they want and returning for additional visits.

Blog statistics for 2013 revealed approximately 5,584 page views and 2014 recorded 11,398 page views. We currently have 25 posts on our blog with the majority of our viewing traffic coming from the MARLS website or Google.com. The top ten countries that our blog page views originate from are USA, China, Russia, Germany, Israel, France, Ukraine, Poland, Turkey, and Canada. Lynn also noted that we need to pay our expenses, approximately \$60.

Pam discussed the Jewel Box planting. She will be sure the personnel know to dead-head lily blooms and will determine if additional lily bulbs are needed. Bob will consider modification of the existing placard to honor Fred.

An updated treasurer's report has been requested, but not yet received.

New Business:

Don reported that MBG is willing to plant as a memorial to Fred Winterowd, an ornamental tree in or near the Samuels and Heckman Bulb Gardens. The tree is estimated to cost in excess of \$500. MBG will place remaining funds from MARLS in a trust fund for the enrichment of their *Lilium* activities. Don will proceed accordingly using funds from the recent sale.

A motion to conclude the meeting was made and seconded. The meeting adjourned at 3:05 PM.

Pat Kelley, Secretary,

November 17, 2014