

NW AIFD Regional Board Meeting January 6th, 2010 Teleconference

President Mike Hollenbeck called the meeting to order at 6:07pm.

Roll Call: Greg

Present: Mike Hollenbeck, Ian Whipple, Paul Jaras, Greg Lum, Emil Yanos, Wil Gonzales, Toni Chow Tibbits, Jon Throne, Corene Jones, Kimi Ynigues, Lori Britton, Gerry Gregg, Karen Genoud

Excused: Katherine Zhang

Absent: Heather De kok

Agenda: Mike – Let's add to New Business (Board Members Non-participation).

Motion made by Wil to approve the agenda, 2nd by Greg and approved by all.

Minutes of the previous meeting were accepted without changes. Motion made by Wil to accept the minutes as is and 2nd by Emil and approved by all.

Correspondence: Mike – Thanks again everyone for calling into the meeting. Sue Kincaid moved out of our region and then moved back. Her dad passed away recently and we sent her a little something for her loss. She sent a card to thank us for thinking of her during this time. She said that it was very thoughtful of AIFD to think about her.

Officer Reports (Verbal):

President: (Mike) – We need to start to get a real push for our Spring Show / Educational Program. We need the support from our Board to make this happen. I know Toni has been working on possibly getting Tomas de Bruyne to come to our Region to do a program. What else does the Board want to do this spring? Where ever we have our Spring Show and Board meeting (in person) we would like to try and have 90-100% percent participation. I do realize that everyone cannot make or will not be able to make it to Symposium this summer (Boston), so we need everyone to be there for this upcoming show.

President-Elect / Regional Rep.: (Paul) – (Refer to Paul's report in the Board packet). Doubled checked with National about holding 2 positions at the same time, but will need to confirm with Walter about it. On July 15th, National will have their meeting in Ft. Lauderdale, Florida after the AIFD publicity event. Deborah de la Flor and I will be presenting a program at the TPIE show. I'll report what happens at that meeting at our next Board meeting.

Mike – Yes, Paul please give us an update about what happens when you have your meeting with National.

Vice-President: (Kimi) – We do have several North West Regional Pages that I am working on. We have the one on the National AIFD site and on Facebook and currently setting up one on LinkedIn. Please continue to send me photos of your work. I will post them on the National AIFD site and Facebook. Also please continue to send me news of things that everyone is involved with like design shows etc.

Mike – Remember anyone can participate in this.

Kimi – I've been trying to send invitations to everyone to join LinkedIn. This is a networking site that everyone can join in for free. I will post news and other stuff on there for people to view. This is like a professional networking site and it is another way to educate people about AIFD.

Secretary: (Greg) – Nothing much to report. David Kesler called me the other day about the SF Symposium. If anyone wants to volunteer for things at Symposium, please contact Leanne and David so that they can contact you. Bouquets to Art in San Francisco is coming up soon and there will be like an informal meeting on February 1 for the designers involved. Many AIFD designers in the Bay Area (like over 2 dozen or more) are involved with creating floral designs for the museum. This event will take place April 20-24, 2010 at the de Young Fine Arts Museum in Golden Gate Park, San Francisco. Possibly maybe we could get some exposure for the SF Symposium there?

Treasurer: (Emil) – Sympathy flowers for Susan. Ian's expenses from last year (Teleconference and misc), need to be submitted.

Mike – Teleconference expenses are billed from the North West account directly? Ian are you getting bills and reports from Monica?

Emil – I have some stuff, but they are for expenses.

Mike – We have to make sure that we are getting billed correctly for our teleconferences and that they are not billing us for another region's expenses.

Committee Reports

Newsletter / Regional Website / Facebook:

Mike – We have been trying to do the Facebook thing instead of a traditional newsletter. Kimi can you get together a little something in a letter form so we can send that out to all the members about what we will do for our spring event. We could send it out like 3-4 weeks before the event. We can send this out in an email form.

(There was some discussion about if people have not updated their email address or information as requested by National for the website. This due date was sometime in early December.

Scholarship:

Paul – Haven't received anything yet. Do we have a link to the scholarship form on our NW Regional Site?

Mike – We need to get this out and broadcast this all over so that everyone knows about it.

Kimi – It should be on our Regional site, but not on Facebook.

Mike – April 1st is the deadline for the scholarship.

Jon – Yes, it is on the website, but it isn't clickable.

Kimi – Ok, let me check on that, I sent the information to National, I'll double check on that and tell them.

Sunshine:

Emil – Nothing much to report except for the flowers for Suzan.

Old Business:

Spring Show:

Toni – I have new information about bringing Tomas here. Tomas is going to be at Hitomi's class in May. I am waiting to hear from the California State Florist's Association (CSFA) to see if we can share the cost of bringing Tomas De Bryne to here. Currently the cost breakdown to bring him here is as follows:

\$1,000 for travel (airfare)
250 Euro for each day he is here
650 Euro for his Hotel
950 Euro for the Workshop

I mentioned to him to try and setup for something in March. Another idea is to possibly share costs with the New York Botanical Garden. They will be having him there to do a program.

Maybe we can talk to City College of San Francisco and see if they would like to share the costs? He could do a program there which would be very convenient since they have everything there. Greg aren't you doing something over there and see Steven or Holly?

Mike – That is something to think about having it at the school.

Greg – Yes I was seeing Steven often (weekly) and I could ask him about having Tomas there, perhaps. He is very busy nowadays since Holly has been home most of the time recovering from an injury to her leg last Fall. Steven and Jenny have had to cover for Holly since she has not been able to teach for several months.

Mike – Question, Lori how much would you pay out of pocket to go see Tomas?

Lori – I would have to say about \$100 max.

Mike – Yes I am right with you on that.

Kimi – How much would it cost actually for each person to attend? (Realistically)

Toni – I calculated that it would cost at least \$250 per person based on 30 attendees. You know when you think about it, he charges no less than any other designer. Phil charges \$650 and Hitomi like \$300 or something. He does a lot of pieces like 14 or more so you get a lot for your money, plus again if we can share the costs with another group that would help out a lot.

Paul – The only thing that I am concerned about is his exact bill, they are so many variables, his airfare, per diem etc.

Mike – That is true, all the costs and attendance and overhead.

Paul – Is there a possibility of partnering up with Hitomi when Tomas will be there in Vancouver on May the 22nd?

Toni – That poses a problem because we will lose some of the participants from Seattle and other areas like California. I do not think Hitomi will want to share costs with us since he is there to do a show for her school and the show naturally brings in revenue for her.

Mike – But you know the date does seem optimal in terms of planning.

Kimi – We have to watch our budget, he is going to be in Vancouver and then if we have him here in Seattle or something only a couple months earlier we may lose attendance.

Toni – We cannot do it in May with Hitomi as I said before, because he is doing that for her school and it may cause some problems.

Paul – People are going to have to choose whether they go to ours or Hitomi, we would be setting ourselves up to not be successful. So it only makes sense to do it with Hitomi.

Mike – Who on the Board is close to Hitomi and can ask her if she would like to share the cost of having Tomas there? (Toni and Paul mentioned that could talk to her about exploring such possibilities).

Toni – If we have the workshop with Tomas here, instead of up there I think that people are going to come because of the location.

Lori – We have to consider many things, such things like airfare, hotel, food etc etc. If I went to Hitomi's thing than I probably couldn't to another one for awhile, I'd have to spread these shows out because of time and money.

Mike – That is true, we have to consider how far people have to travel to get to these design shows, the airfare, hotel and a bunch of other things. We cant' have the same designer in two different shows so close in time. That's why – sorry Lori to pick on you, but I had to find out how much people are willing to spend on such a program, considering especially if they have to travel here or wherever.

Lori – I'm in Nevada not far from Gardneville and South Lake Tahoe and there's not a big presence here. A lot of people cannot afford some of these shows. I would travel to San Francisco or something for a show but around here the big name design influence is so big here. People do not usually have the funds to travel or spend the money to see big name designers.

Kimi – Whatever we decide on we have to do a lot of research on. There are some people out there that we still have to educate about AIFD. We're still educating people like here in Boise. Is there any place like Sacramento, or San Jose or Portland that is affordable to travel to and also is located within minutes of the airport and low cost hotels?

Wil – Greg does the Bouquets to Art have all their programs set up already?

Greg – They do as I looked at their website a few days ago. They have their programs for the week setup already and have people like Tor Gunderson (which I'm sure everyone has heard of) and Haskell Eargle (he did a program for the SAIFD Chapter at Cal Poly awhile ago).

We could ask Steven about if they want to have a guest speaker at City College like Tomas. I am not sure how they fund the programs when Gregor Lersch comes to City College, who pays for it and such.

Mike – Ian so what do you think about all this?

Ian – The non- recognition of the European designers by non-AIFD designers is a hard sell. If you can define your costs and stick to a budget, and collaborate (partnership) with another entity that would help shelter the costs. It's unfortunate that none of my shops in the local area here could do that.

Lori – That's what I thought too.

Mike – That’s sort of my thinking too. I’m here to listen to the Board and to bring the region in the direction that we need to go in. If we can identify the costs like having it be \$100-\$200 per person then we can think on how to proceed.

Ian – We definitely need to find a partner if we are going to do this. We need to look at budgetary limitations and the projected estimated participation.

(Mike – Can people say who they are when they are speaking for those who do not know everyone.)

Kimi – I agree, maybe we can research into getting Garden Clubs or those people who fund floral design / art exhibits (those people – private sponsors that have deep pockets) to see if they would like to fund such a show with Tomas.

Toni – Well Tomas does have a website and he has several examples of his work there, that people can view. He is well known and I’m sure people will come to watch his program. I’ll find out more from CSFA, they have their Board meeting on Jan 11th.

Mike – So we should know by Jan 15th if CSFA would like to join with getting Tomas over here. We need to find a partner if we are going to do this. Maybe have in San Francisco to play it safe.

Kimi – Or San Jose, since we haven’t had anything in that part of the Bay Area for awhile.

Karen – If he (Tomas) is going to be up there with Hitomi, then we may need to scratch this. Here in Sacramento they are pretty receptive to these kinds of thing, but I’m not sure if people are going to go because of the financial obligation that it would take. We have lost a number of shops in the area. These shops have been here for years and just because of these economic times they had to close up. With these design shows, aren’t we suppose to make money?

Mike – Yes we are, but if we can’t then our main focus would be to break even and concentrate our efforts on education. If we break even then that would be good just to cover our costs.

Karen – We would need to guarantee at least 30 people. We have dropped 8 shops in the area and these people have been in business for 20-25 years. I’m definitely here to offer my support and help in any way.

Mike – We still need to nail down our costs. Do we still think that this is a wise decision to do this – maybe in Seattle or San Francisco? Myself (Mike), Greg, Gerry and Toni will research this more thoroughly.

Gerry – I’m in San Francisco every Friday (Bay Area) so I do some research about who would want to come etc.

Jon – Hey guess what there is a new orchid venue her in the Seattle area and he wants us to do a show there. He will provide all the cuts and plants (tropicals, orchids etc.)

Toni – I could guarantee at least 30 participants who would come to see Tomas in Seattle, this would help us out a lot in terms of attendance.

Spring Wedding Show in Boise, Idaho - ISFA

Mike – So anyhow, I am still trying to get a hold of people for a Spring wedding design show in Boise, ID with ISFA. Haven't had much luck, but will continue to research this.

Vancouver

Does not look good to combine our event with Hitomi's class in May, may cause a conflict.

Tacoma

Maybe with that new orchid venue?

New Business:

Board Appointments:

Ian – We are lacking a Secretary for the 2010-2011 term. Anyone interested or know of anyone that is interested?

Mike – Anyone interested in getting nominated? We have till the 15th to get a name, otherwise Paul will have to appoint one.

Gerry – We'll..... if no one wants I could do it.

Ian – Ok I'll pencil you in just in case no one comes forward.

Mike – Ok great, I'm sure Greg will fill you in on the meeting notes, stuff etc.

Gerry – Sure ok, but my spelling isn't perfect.

Ian – So far we have

Past President – Mike Hollenbeck

President – Paul Jaras

President Elect – Greg Lum

Vice President – Between Toni and Wil

Secretary – (Gerry Gregg)

Treasurer – Emil Yanos
National Rep – Paul Jaras

Board of Directors
2011 – (Wil and Toni), Gerry, Kimi
2012 – Corene, Karen, Katherine
2013 – Lori, Susan Ohara, Jenny Tabarracci

Lisa Montrose from Branching Out Florist is also interested.

Board Non-Participation:

Mike – It has been brought to my attention that one of the Board members has not been participating. (Heather de kok)

(Mike – reads the by-laws for the region on this subject)

Mike - I would like to open this up for discussion.

Wil – Sometimes it is difficult to be involved with such things and spending time to dedicate for what you have volunteered for. Offering her the opportunity to step down personally would be a good thing to do.

Ian – Giving her a phone call and offering an opportunity to step down is a good thing. If she chooses not to then we can proceed from there.

Greg – Yes I agree with Ian about giving her the opportunity to step down. Last September was the first time that I met her as she was getting her PFCI.

Mike – She has missed at least 6-7 meetings and one time she did not get us the minutes. Writing her a letter is what I'll do and tell her that we need an answer. I agree that everyone is busy but we her to follow through with her commitment.

Announcements:

Kimi – Still need photos for the Art of Floral design website. Thank you Katherine Zhang and Greg Lum for sending in beautiful photos of your work they look great. Anyone can submit photos to me and I'll post them. Your website and other information will be listed so that people can contact you.

Mike – Our next teleconference meeting will be February 17, 2010 at 6pm
(Some discussion)

Greg – Can we change it to another day like February 16, since the 17th is my B-day?
(More discussion)

Corene – Yes can we also change the time to 6:30pm instead?

Mike – Ok so the new date and time will be February 16th at 6:30pm.

Lori – I am here to help out with anything, since I just came on aboard last August. I am happy to give my support with all that the Board needs.

Wil – You’ll be hearing from me and Karen for sure.

Kimi – Paul could you send me a pdf file of the scholarship form.

Paul – I’ll check and see if I can get it to you.

Kimi - Mike I think you sent it as a text / docx file.

Mike – If Paul cannot find his I have it and can forward it to.

There was a motion made to adjourn the meeting by kimi and was 2nd by Corene at 7:30pm.

Respectfully submitted,

Greg Lum AIFD
2009-2010 NW Secretary