

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

September 2017

Minutes

The September 2017 meeting was canceled because of hurricane Irma.

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

Minutes

January 12, 2018

Call to Order Welcome, Introductions, and Remarks

The meeting was called to order by FSHS Chairman of the Board Mark Ritenour. He welcomed everyone to the meeting and introductions were given.

Attendance—not taken

Reports

Approval of Minutes of the June 4, 2017 BOD Meeting—The minutes of the June 2018 board meeting were provided. Eric Simonne made a motion to accept the minutes, seconded by Qingren Wang. The motion passed.

Treasurer's Report—The treasurer's report was given. A motion was made and seconded. The motion passed.

Membership Report—not given

Marketing Coordinator's Report—Steve Rogers gave the marketing report. Improvements are continually being made to the website. Eric Simonne made a motion to accept the report and Ute Albrecht seconded. The motion passed.

Editor's Report—not given

Administrative Report Program Coordinator's Report—The administrative report was given by Mark Ritenour. The society is behind on the collection of the 2017 Proceeding papers. A list will be requested of the missing papers. A committee was selected to review the different routes for collecting papers. A proposed committee consisted of Eric Simonne, Mark Ritenour, Kelly Morgan, George Fitzpatrick, and Mary Lamberts. A motion was made to accept this committee and it was seconded. The motion passed.

Program Coordinator's Report—The program coordinator report was given by Cami McAvoy. The coordinator discussed the master calendar and responsibilities of the sectional vice presidents. It was reminded to get a time stamp on the submission of student papers. Only fifteen student papers will be allowed in the student competition. A motion was made to accept the report and it was seconded. The motion passed.

Old Business

Cost Reduction Task Force update—Eric Simonne provided a report from the cost reduction task force committee. The report discussed five recommendations previously tabled to reduce cost for the society. The following recommendations were discussed:

For the 2019 meeting, the Monday morning breakfast will be omitted. This will allow attendees to have unstructured time and pay for their own breakfast at a local facility. A motion was made and seconded. The motion passed.

A task force will be chosen at the April 2018 board meeting to consider meeting with other professional societies. It is suggested the task force work on this item before the annual meeting in June 2018.

There was a proposal to support the organization of sectional and possibly pre-conference, ticketed, society-wide field trips, tours or professional development events on Sunday of the annual meeting which was tabled till the April 2018 meeting.

The proposal to change the handling of past-due charges that are unpaid for more than 2 year, increase collection efforts, report as loss after two years, and have the BOD determine consequences on authors with delinquent page charges will be determined by the society based on the recommendations from the task force created above.

In order to save on printing costs, it is proposed to add an option on the FSHS registration to purchase a printed version of the program. It will also be available online. Eric Simonne will research app options for future meetings. A motion was made to accept the proposal and it was seconded. The motion passed.

Online Proceedings—Mark Ritenour informed the Board that all Proceedings since 2000 are online. There is still a need for the table of contents, search words, and metatags. An intern has been secured for the 2018 spring semester to double check current proceedings and to add additional years. The ultimate goal, pending board approval, is to eventually have everything on the Florida Online Journal.

New Business

E-mail GoDaddy Service Renewal; Website Changes and Clarifications—Steve Rogers needed the board's approval to update the email service through GoDaddy. The cost is \$119.80 for one year. A motion was made to renew for 2018 and to have a continual renewal as long as any increase is within 10% of the previous cost. The motion was seconded. The motion passed.

Website Maintenance and Services Agreement—A website maintenance and services agreement was provided to the board. The purpose of the agreement to have a clear understanding between the two parties and know what is expected of each. A motion was made to accept the agreement and seconded. The motion passed.

Website Privacy Policy—Discussion was held on the website privacy policy. Although posting a privacy policy is not required, it is a way to protect the organization. Steve Rogers is working with an attorney since we use a third party provider. Steve Rogers' business will cover the cost unless is not legal per the attorney.

Annual Meeting Budget and Costs—not covered

Space for Sponsors—Gene Albrigo requested information on how sponsors would be recognized on the website. A task force of Gene Albrigo, Eric Waldo, Steve Rogers, and Mark Ritenour was appointed to provide recommendations on how to increase the visibility of the different levels of patron membership on the website. A motion was made to have two spaces allocated on the website front page and subsequent pages for sponsors can be determined by Gene Albrigo and Steve Rogers as long as it stays within the website agreement and does not incur additional costs. It was seconded and the motion passed.

2019 Meeting Location - The 2019 meeting location is being researched. The location will need to be chosen and the board should consider alternative locations such as the university research and education centers. The discussion of future meeting locations will continue at the next board meeting.

The board was reminded to send in their reports by January 26, 2018. The next board meeting will be held Friday, April 13, 2018.

A motion was made and seconded to adjourn. The motion passed.

Respectfully submitted,
Jamie D. Burrow

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors
Minutes
April 13, 2018

The Board of Directors meeting was held via Zoom on Friday, April 13, 2018.

The meeting was called to order by FSHS Chairman of the Board Mark Ritenour.

Attendees—Mark Ritenour, Eric Simonne, Gene McAvoy, Ute Albrecht, Jonathan Crane, Christina Dorado, Qingren Wang, Jamie Burrow, Mary Lamberts, Steve Rogers, Cami McAvoy, Eric Waldo, Shinsuke Agehara

Reports

Approval of Minutes from the January Meeting—The minutes of the January 2018 meeting were provided. A motion was made to accept the minutes and it was seconded. The motion passed.

Treasurer's Report—The treasurer's report was given, including a financial sheet produced by ASHS. A motion was made to extend the early registration till April 17, 2018 since the original deadline was on a weekend. It was seconded and the motion passed.

Membership Report—A verbal membership report was given. At the end of 2016, there were 215 members. At the end of 2017, there were 225 members. Currently, membership is still above 200; therefore, it is stable.

Marketing Coordinator's Report—Steve Rogers reviewed a prepared written marketing report. He updated the board on the operation and statistics of the FSHS website. Based on his suggestion, a motion was made to revise the author agreement to include permission to use personal information provided on the agreement to be published on the FSHS website. It was seconded and the motion passed.

Editor's Report—Mary Lamberts informed the board of the resignation of George Fitzpatrick. She reported the number of papers received and their status. To streamline the process of receiving papers, she will send a tracking chart and an author checklist to the sectional vice presidents to aid in the paper submission process.

Administrative Report—There was no administrative report.

Program Coordinator's Report (Cami McAvoy)—She has received the majority of the sections presentation titles and has no information regarding the poster session. The program will be printed in black and white as a transition to having an online only program agenda in the near future.

Old Business

Cost Reduction Task Force—A motion was made, seconded, and passed to table decisions related to recommendations from the 2017 Cost Reduction Taskforce and refer them to one of two new task forces. This will allow more time to get others involved.

FSHS Program Enhancement Task Force—Two tasks force were created to aid in reducing the expenses incurred by the society. The FSHS Program Enhancement Task Force will address, among other things, the following submissions from the cost reduction task force:

1. Consider meeting with other professional societies—Florida Entomological Society, the Florida Phytopathological Society or the Caribbean Foods Crop Society (this would not increase revenue directly; hopefully it will reduce expenditures and increase attendance) (Financial effect: unknown.)
2. Support the organization of sectional and possibly pre-conference, ticketed, society-wide field trips, tours or professional development events on Sunday. This recommendation may be implemented with new hotel contracts (not existing ones). (Financial effect: unknown. Possibly indirect through increase in attendance.)

FSHS Business Practice Enhancement Task Force—The second task force will be the FSHS Business Practice Enhancement Task Force. They will focus on, among other things, on the following submission from the cost reduction task force:

1. Change the handling of past-due charges that have remained unpaid for more than 2 years; increase collection efforts and report as loss after two years. The BOD needs to determine consequences on authors with delinquent page charges. (Financial effect: reduce budget uncertainty)
2. Explore the possibility of renaming the Natural Resources section to better capture the interests of potential society members also in the Soil and Water sciences disciplines.

Task Force Members—The following people agreed or will be asked to serve on the respective task forces.

FSHS Program Enhancement Task Force—Eric Simonne, Cami McAvoy, and Shinsuke Agehara

FSHS Business Practice Enhancement Task Force—Mark Ritenour, Gene McAvoy, Mary Lamberts, Eric Simonne, Tracy Shawn

Annual Meeting Preparations—Cami McAvoy is applying for CEUs for the annual meeting. She also requested assistance from Mark Ritenour in the marketing/promotion of the citrus section.

Reports were given by the sectional vice presidents on the status of their individual programs for the annual meeting.

Interactions with FOJ—Mark Ritenour updated the board on the status of the Proceedings and FOJ. Suzanne Stapleton is double-checking the metatags and will then begin the transfer procedure.

New Business

Honorary Membership—Mark Ritenour said that applications for honorary membership were due later in April. Once the recommendations have been received, an email will be sent to vote on the applicants.

Sponsorships—Gene Albrigo reported that nineteen companies have been contacted to support the 2018 meeting. Some sup-

port has been received, but he is continuing to contact potential sponsors. He will be working with Steve Rogers to promote the sponsors on the FSHS website.

Local Arrangements—A local arrangement committee is being formed.

Student Scholarships—An anonymous donor has provided \$2,000 for student scholarships. There is possible potential of another donor for additional scholarships. A motion was made, seconded, and passed to use the \$2,000 donation for student travel scholarship as had been done in previous years. Scholarship application information will be sent via email and posted on the FSHS website. A committee will be formed to review the applications.

In-Service Training—Shinsuke Agehara provided an update on the In-Service Training (IST). The IST is entitled *How to Conduct a Successful On-Farm Demonstration Trial*. There was great concern on the costs to conduct the program. Two sources of funding are available, but it is uncertain if it will be enough. Registration information would be forthcoming and FSHS will help disseminate the information.

Guest Keynote Speakers—Suggestions for the guest keynote speakers are being accepted by President Eric Simonne and will be chosen soon.

Reminders—Upcoming Board Meeting and Reports for the Newsletter. Reminders were given about the upcoming board meeting (June 10, 2018) and to submit reports for the FSHS newsletter (due April 27, 2018).

The meeting was adjourned.

*Respectfully submitted,
Jamie D. Burrow*

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

Minutes

Sunday, June 10, 2018

Attendees—Mark Ritenour, Eric Simonne, Gene McAvoy, Ute Albrecht, Jonathan Crane, Christina Dorado, Qingren Wang, Jamie Burrow, Mary Lamberts, Steve Rogers, Cami McAvoy, Eric Waldo, Shinsuke Agehara, Terra Freeman, Wayne Hobbs, Kelly Morgan, Cecile Nunes, Tracy Shawn, Lloyd Singleton

The Board of Directors meeting was held at the Renaissance Fort Lauderdale Cruise Port Hotel. The meeting was called to order by FSHS Chairman of the Board Mark Ritenour.

Reports

Approval of Minutes of the April 2018 BOD Meeting—The minutes of the April 2018 meeting were provided. A motion was made by Kelly Morgan to accept the minutes and was seconded by Eric Waldo. The motion passed.

Treasurer's Report—The treasurer's report was given. There was discussion of how to enforce paper submission and encourage timely membership registration. Budget shortfalls continue from lack of paper charges and additional expenses. The continual \$2,800 from the endowment fund has been used in the operating expenses because expenses exceed revenues. Eric Simonne made the motion to accept the treasurer's report and was seconded by Gene McAvoy. The motion passed.

A verbal membership report was given. Below were the membership and registration numbers given to represent the last three years.

Year	Membership	Meeting Registration
2016	215	NA
2017	225	188
2018	225	163

Membership Report—In the bylaws, there is a Membership Committee. Currently, there is no active membership committee and there is a need to have the committee so the society can be promoted and increase membership. Gene McAvoy made a motion to accept the membership report and Eric Waldo seconded. The motion passed.

Marketing Coordinator's Report—Steve Rogers reported on the website metrics. He noted the increase in web views once the preliminary program, full program, and IST announcement were sent. He suggested a theme to tie the conference together and to allow him to pick colors and fonts for emails. There are currently 400 on the email list and he has 16 media contacts. On targeted emails, there is a 30-40% open rate and a 20% on non-targeted emails. There is a 99-100% email delivery rate. He continues to monitor the continual changing web laws and is doing his best to keep us in compliance. Currently, his company is paying for the legal counsel for up to \$2,000, but that may be a fee the society will incur in the future. The society cannot ignore or do everything with the GDPR compliance, but Steve is doing what is within reason for the website. A cookie policy was added to the website and affirmative was applied. Steve will be updating the website July through the fall. Intercepting spam attempts is a continual process. It is recommended to provide conference information earlier with a theme and continue to update the privacy policy. There are updates coming to OWA Adobe Acrobat and Steve will work on the compatibilities. Eric Simonne made a motion to accept the marketing report and Eric Waldo seconded it. The motion passed.

Editor's Report—Mary Lambert's gave the editor's report. Everything has been proofed and sent to ASHS. To improve paper submission, there is a timeline to work with the Vice President's to collect the papers. If anyone has a cover idea, please let the editors know. Eric Simonne made a motion to accept the editor's report and Gene McAvoy seconded. The motion passed.

Administrative Report—There was no administrative report.

Program Coordinator's Report—Cami McAvoy gave the program coordinator's report. There were several changes since the program was printed; therefore, members should refer to the online version for the most current version. She gave the Vice President's instructions for the meeting. Gene McAvoy made a motion to accept the report and Eric Waldo seconded. The motion passed.

Old Business

Membership—There was discussion how membership fees are not being paid and people are registering for the annual meeting as members. Christina Dorado made a motion to make the membership deadline and meeting registration two separate deadlines. Jonathan Crane seconded it and it passed.

To establish a membership fee deadline, Jonathan Crane

made a motion to set the first deadline as February 15, the second deadline the day before the annual meeting, and the final deadline is onsite at the annual meeting. Gene McAvoy seconded the motion and the motion passed.

A motion was made by Eric Waldo to set the prices for the membership fee deadlines. The first deadline is \$60, the second deadline is \$80, and the third deadline is \$105. Should the membership fees need to be increased in the future, each tier will increase by 30% and round to the nearest \$5 increment based on the first deadline fee established. Jonathan Crane seconded the motion and the motion passed.

Discussion continued about the possibility of payments from invoices. Gene McAvoy made a motion that the membership fee must be paid in full by the February 15 deadline. If it is not paid in full by the February 15 deadline, the membership fees increase to the second deadline cost (\$80) and must be paid in full via online payment or received by check two weeks prior to the annual meeting. If invoices are not paid by two weeks prior to the meeting or the membership fee is not paid online by the above established deadline, then the member must pay the third deadline amount of \$105. The motion was seconded and passed.

There was discussion as to who receives FSHS emails. It was mentioned emails are sent to current members and the last three years of paid membership. It was recommended to also send emails to non-members.

A motion was made by Eric Waldo and seconded by Gene McAvoy that non-member registrations would pay \$5 plus membership fee at the respective tier. The motion passed.

Eric Simonne provided an update on the Essential FSHS Data: Collection, Archival, and Use task force. From his research, there is no trend. There is a need for someone to keep record of how many presentations, attendees, etc. He recommended the title, "Analytics Manager" be given to the immediate past chair to record the annual information in the following categories: membership, budget, revenue/expenses, overhead, sponsorships, scholarships, meeting attendance, and proceedings. A motion was made by Jonathan Crane to appoint the immediate past chair or another member to be the Analytics Manager. The motion was seconded by Ute Albrecht and the motion passed.

Mark Ritenour led the discussion on the FSHS program enhancement task force. Discussion included how to combine meetings, possibly with Citrus Expo, EPAF, Florida Seed Society, Citrus Show or Citrus Institute. Advantages and disadvantages of location, times, and attendees were discussed regarding the various meetings. There was also mention of a possible industry day and an extension/tradeshows day or having a digital meeting instead of a live meeting to allow for 24 hour-7 days a week access. The 2019 meeting is already set, but the task force can look at future possibilities of not having the meeting at a hotel and possibly meeting in a convention center. There was also mention of videoing the 2019 sessions and to view online you must have a membership. Two task forces were established to look at future options:

Program Enhancement Task Force—Eric Simonne (Chair), Cami McAvoy, Shinsuke Agehara, Eric Waldo, and the 2018 Vice Presidents

Business Enhancement Task Force—Mark Ritenour (Chair), Gene McAvoy, Mary Lamberts

The task force should have their first report at the September 2018 board meeting.

New Business

Future meeting dates were established and are as follows:

September 14, 2018

October 12, 2018

January 11, 2019

February 15, 2019

April 5, 2019

June 9, 2019

All meetings will be conducted by phone or ZOOM between 9:00 and Noon.

An update was given on the Student Best Paper Competition. There were 27 papers in 2017 and 21 in 2018. A motion was made, seconded, and passed to have the student written competition papers due two weeks prior to the meeting and then the best paper awards are judged after the meeting and winners would be announced the following year.

Kelly Morgan announced he would like to end his term as chairman of the student competition. Nominations were given, and the chairman will appoint a new committee chair.

There were 27 student scholarship applications, a mix of high school and college students. Twenty applications were selected and each were awarded a \$200 scholarship.

Gene Albrigo provided an update on the sponsors.

The meeting was adjourned by Mark Ritenour.

Respectfully submitted,

Jamie D. Burrow

FLORIDA STATE HORTICULTURAL SOCIETY

Annual Business Meeting

June 12 2018

The annual business meeting was held at the Renaissance Fort Lauderdale Cruise Port Hotel in Ft. Lauderdale, FL on Tuesday, June 12, 2018.

Call to Order, Introduction of the President, Open Business Meeting

The meeting was called to order by FSHS Chairman of the Board Mark Ritenour. Mark introduced Eric Simonne as the new 2019 Chairman of the Board (effective Jan .1, 2019) and Eric Simonne presented Mark Ritenour a plaque on behalf of the society.

Recognition of deceased FSHS members—Eric Simonne opened the business meeting with a moment of silence in remembrance of those members who had passed away in the last year.

Minutes of 2017 Annual Business Meeting—Jamie Burrow entertained a motion to approve the 2017 annual business meeting minutes as presented in the proceedings. A motion was made by Mary Lamberts and seconded by Juanita Popenoe. Motion was passed.

Membership Report—The membership report for 2017 was 225 members. A motion was made by Mary Lamberts and seconded by James Orrock. Motion passed.

Treasurer's Report—The treasurer's report was given by Jamie Burrow. At the time of the meeting, the financial status of the society was relatively the same as that in the previous year. Page revenue is down because roughly 60% of the papers from 2017 were not submitted for publication. A motion was made to accept the treasurer's report by Mary Lamberts and seconded by Carlene Chase. The motion passed.

Editors' Report—The editor's report was given by Mary Lamberts. Many of the authors did not meet the submission deadline; therefore, causing a delay in the publication of the proceedings. For 2018, bi-weekly emails will be sent to the 2018 Sectional Vice Presidents following up on manuscripts collection. The current Section Vice Presidents will become editorial assistants for a 1-year term. A motion and second were made to accept the editor's report.

Report on the 131st Annual Meeting—Cami McAvoy gave the meeting coordinator report. At the 2018 annual meeting, 123 presentations and 5 posters were made. A motion was made and seconded to accept the report. The motion passed.

Old Business

New Business

In new business, the distribution of program booklets options was discussed. A motion was made to provide a two page document as the printed program. The motion was seconded and passed.

A Program Enhancement Task force was created to discuss how to increase membership. The task force will consist of Eric Simonne (chair), Mark Ritenour, Mary Lamberts, Cami McAvoy, Richard Tyson, Lorenzo Rossi, Karen Stauderman, Henry Mayers, James Orrock, and Matt Orwalt.

The Natural Resources section voted to change their name from "Natural Resources" to "Agroecology and Natural Resources". Due to the bylaw requirements, the section will be allowed to change their name on a trial bases for 2018-2019 and at the 2019 annual meeting, a motion and vote for a permanent change will be presented. The motion was made by Richard Tyson, seconded by Ron Rice, and the motion passed.

A Business Enhancement Task Force will be created to look at page charges and proceedings costs. Mark Ritenour will be chair and the following will be on the task force: Fernando Alfarez, Ed Exteberria, Jenny Jones, Amy Simonne, Saqib Muktar, Eric Simonne, and Gene McAvoy.

Student Awards

Recognition of FSHS Student Scholarship Recipients—Scholarship awards and the student best presentation awards were announced. The nineteen scholarship winners were: Robyn Adair, Catherine Belisle, Lan-Yen Chang, Stephen Deschamps, Xiangju Fu, Biwek Gairhe, Lushan Ghimire, Rafia Akhtar Khan, Gustavo Fernando Kreutz, Syuan-You Lin, Raymond Odeh, James Orrock, Lillian Pride, Mohammad A. Razzak, Faisal Shahzad, Thais Tamashiro, Jianjian Xu, Xinjie Yu, and Carlos Zambrano-Vaca

Student Best Presentation Awards—The winners of the best student presentation awards were:

First place: Sasha-Kay V. Clarke (Factors Affecting Citrus Tree Absorption and RNAi Delivery to Psyllids)

Second place: Stephen Deschamps (Optimization of Micro-environments by Metalized-Striped Plastic Mulch Improves Earliness and Total Yield of Strawberry)

Third place: James Orrock (Comparison of High Temperature Stress Tolerance on Common Tea Accessions Grown in Florida)

Kelly Morgan announced the 2017 student best written paper award winners:

First place: Effect of Phosphorus Rates on Growth, Yield, and Postharvest Quality of Tomato in a Calcareous Soil. Qiang Zhu, Monica Ozores-Hampton, Kelly Morgan, Rao S. Mylavarapu

Second place: Florida Master Gardeners' Food Safety Knowledge and Practices.

Jing Gou, Beth Gankofskie, Candice Stefanou, Wendy Wilber, Anne Mathews, Amarat Simonne

Third place: Foliar Spray of Gibberellic Acid Improves the Onset of Bud Break and Fruit Set of Blackberries in Florida. Syuan-You Lin, Shinsuke Agehara

Nominations for 2018–19—As Chair of the nominating committee, Richard Tyson presented the nominations of the sectional vice president elects, member-at-large, and president elect. A motion was made and seconded to accept the nomination of the sectional Vice Presidents-elect as follows:

Laurie Hurner, Citrus;

Wagner Vendrame, Ornamental, Garden, and Landscape;

Lynn Gettys, Natural Resources;

Ron Rice, Krome Memorial Institute;

Travis Chapin, Handling and Processing; and

German Sandoya, Vegetable.

A motion was made and seconded to accept the nomination of Adrian Hunsberger as Member-at-Large. The motion passed.

A motion was made and seconded to accept the nomination of Jeff Williamson as the President-Elect. The motion passed.

Kelly Morgan requested to end his term as the student awards coordinator and Michelle Danyluk will be filling his position for the next four years.

Recognition of 2018-19 Officers and Sponsors—Eric Simonne recognized the service of all the 2018 officers, committee members, and sponsors.

A motion was made, seconded, and passed to adjourn the meeting. Eric Simonne adjourned the meeting.

Respectfully submitted,
Jamie D. Burrow