

**MINUTES
AZALEA SOCIETY OF AMERICA
BOARD OF DIRECTORS
VIRTUAL BOARD MEETING
7:00PM-9:00PM EDT
May 13, 2021**

President	Rick Bauer*	Pres. Alabamense	John Torbert*
Past President	J Jackson	Pres. Arkansas	Ronnie Palmer*
Vice President	Charles Andrews*	Pres. Ben Morrison	Budne Reinke*
Secretary	Donna Palmer*	Pres. Central Carolina	Kevin McCorkle*
Treasurer	Paul Beck*	Pres. Lake Michigan	John Migas*
Director 2021	Dale Berrong*	Pres. Louisiana	Allen Owings
Director 2021	Jim Campbell*	Pres. North Virginia	Rick Bauer
Director 2021	John Simmons*	Pres. Rev. John Drayton	John Donato*
Director 2022	Fred Anderson*	Pres. Texas	David Creech*
Director 2022	Andy Whipple	Pres. Texas Forest Cntry	Betty Horne
Director 2022	Vacant	Pres. Tri-State	Beverly Knight
		Pres. Vaseyi	Aaron Cook*
		At Large Contact	Vacant
Editor	Kathy Jentz*		
Advertising	Denise Lanclos		
ARC Chair	Hale Booth*		
Archives Chair	Jeanne Hammer		
Awards Chair	Robert “Buddy” Lee* and Barbara Stump*		
Azalea City	Robert “Buddy” Lee		
By-Laws Chair	Rick Bauer		
Membership Chair	Vacant		
Finance	Paul Beck		
Seed Exchange	Lindy Johnson		
Webmasters	David Banks* and Paul Beck		

*Present for BOD Meeting

CALL TO ORDER: President, Rick Bauer called the virtual meeting to order by greeting all in attendance. He expressed regrets that the planned 2021 Convention was not able to be held as planned. He acknowledged appreciation for the best efforts of Kevin McCorkle and The Central Carolina organization to conform to the COVID guidelines and hold the convention. However, cancellation of two main venues finally necessitated cancellation of the convention.

ROLL CALL: There were 19 present during roll call. Others were able to join in later.

REVIEW AND ACCEPTANCE OF THE PAST MINUTES

The minutes of the 2020 BOD meeting and addendum to the minutes were approved.

REPORTS

Treasurer's Report and Financial Statements

Treasurer, Paul Beck gave an overview of the Treasurer's Report and Financial statement. He called extra attention to the trend in number of new memberships that have been going down in recent years. However, renewal numbers have been good. He expressed appreciation for the extra effort of Allen Owing and others to encourage members to renew. At the present time Paul feels that financially, ASA is solid for the foreseeable future.

There was some discussion about dealing with selling and reinvestment of Ameriprise stock. Suggestions included taking the stock out in part over time and reinvesting into mutual funds.

Azalea Research Fund

Hale Booth presented the Azalea Research Fund Report and commented on the activities of 2020. He reported that the fund is stable, staying at \$100,000 to \$110,000 during last four years even though continuing to fund projects. Due to COVID requirements work has been slowed down and results delayed by another year. Goals and objectives remain the same. A third project with the Rhododendron Test Garden in Canada with emphasis on developing a data system of Vineland hybrids has been funded. The ARF still has adequate funds for good research projects. Suggestions for new studies can be submitted to Hale.

OLD BUSINESS:

Approval of Proposed Policy for the ASA Benefits of Membership-Rick Bauer

Azalea Society of America (ASA) Policy – Benefits of Membership

BACKGROUND – The ASA exists to promote azaleas. This is done through several different methods such as our website including our database of azalea varieties, our journal and various public facing activities of our chapters. There are also benefits which are associated with membership in the society.

POLICY: The following are benefits reserved for members of the Azalea Society of America:

1. Convention attendance – society membership shall be a requirement for attending any convention sponsored by the ASA (to include subordinate chapters). Modifications to this policy may be made on a case-by-case basis by the convention sponsor.
2. Soft copy access to *The Azalean* on the society website – the public has access to most back issues of *The Azalean* on the society website. Access to the most recent 3 years of issues is restricted to society members only.
3. Seed exchange – while dissemination of seeds is a key feature of our efforts to promote azaleas, members shall be given the initial opportunity to purchase seed before seeds sales are open to the public.
4. Chapter Membership – society members can affiliate with society chapters as a primary or associate member. This allows them to associate with other people knowledgeable

on azaleas, attend meetings, plant sales and propagation workshops as offered by the chapter.

A motion was made for approval of the policy and accepted.

2020 Houston Convention-Turnout Feedback

Even though the 2020 Convention was canceled there was concern about the planned attendance. Concerns that seem to have had an impact on decisions to attend included:

- The distance for travel since Houston is western limit of society.
- The urban location affected costs for rooms and parking.
- Expensive shuttle service from airport.
- Advertising for the event was limited.
- Is there a trend toward lower attendance?

Several thoughts that might influence future planning for conventions were discussed:

- In the past 110-120 attendance is needed to make convention work financially.
- It would be best to avoid large city center locations. It was suggested that locations beyond the outside perimeter of large cities (such as Houston or Atlanta) that are close to airports should be considered.
- Travel time by car of 1-2 days one way would be helpful for those wanting to drive.

NEW BUSINESS:

Elect Person to Fill Out Remainder of Director 2021-2022 Term

Due to Robert Thau's death in October 2020, Aaron Cook was nominated to fill out the remainder of the term. He accepted the nomination and was approved by the BOD.

Need to Fill Robert Thau's position as Membership Committee Chairman.

It was recommended that each Chapter look at those who have shown local interest with ideas in building and retaining membership to find someone who would serve in this position.

Establish Committee to Review and Update Society By-laws.

The motion was made that a By-laws Committee be established to review and make any recommended changes in the society By-laws. Rick Bauer, Paul Beck and Charlie Andrews agreed to make up the committee with Rick as chairman. They are to meet with the board in advance of next year's annual meeting to review any recommended changes. Changes to the by-laws will then have to be voted on by the membership. The motion for this committee was approved.

Need for Save the Azalea Committee Has Fulfilled Its Purpose

The motion was made and accepted to dissolve the Save the Azalea Committee since it had served its purpose and was no longer needed.

Status of Tri-State Chapter

A motion was made that the Tri-State Chapter be dissolved according to the by-laws and that the secretary notify Beverly Knight of pending cancellation as guided by the by-laws. (There was no

second but there was discussion as to whether in-active chapters might be able to rebuild in the future and not have to be dissolved.)

A motion was made and seconded on the floor to table the motion to dissolve the Tri-State Chapter according to the current by-laws. The By-law's Committee is to look at adding the option of putting a chapter on inactive status. The motion was approved.

Nominating Committee Members

The motion was made and approved that the Nominating Committee be chaired by the immediate past president and that the members of the committee include any other past presidents who wish to serve. Additionally, each chapter president can designate either himself or one other active member to serve on the committee who is not interested in running for positions being considered.

There was no other New Business considered.

Updates on Previous Business and Upcoming Meetings. (Rick Bauer)

Tri-fold Information: The tri-fold has been updated with help of Charlie Andrews and in the process of being printed. They are available either by contacting Rick Bauer off-line or can be printed from copies previously sent by email.

Update ASA Conventions: Changes were made for the 2022 Convention to be held in Lafayette, Louisiana by the Louisiana Chapter. The Alabamense Chapter will have the convention in 2024.

Rick gave a demo for the Virtual Garden Video Tours. A link and password will be sent to each member. There are over 4 hours of content and can be watched as desired.

President's Farewell

Rick concluded by expressing his appreciation to members for all they do and for the help they have given him during his 4 years as President. He also assured attendees that he would remain active.

Members also voiced and applauded their appreciation of how Rick served the society and especially in the way he handled difficulties brought on with COVID 19 pandemic.

A motion was made and approved to end the meeting.

Respectively submitted,

Donna Palmer
Secretary, Azalea Society of America