

**Virginia Native Plant Society
Potowmack Chapter Board Meeting
3 May 2018**

The meeting was held at the Herndon Fortnightly Library. It was called to order at 7:35 P.M. by Alan Ford, president. Board members present were Dean Arkema, Laura Beaty, Roberta Day, David Gorsline, Scott Knudsen, Mark Murphy, and Patricia Salamone.

MINUTES

The minutes from the 1 March 2018 board meeting were approved.

MEMBERSHIP AND NEWSLETTER

Prior to the meeting, David sent out a report summarizing membership and donation activities since the last board meeting. At the meeting, he reported that organizational members of the chapter have now been entered into the NeonCRM system; this can simplify the process of sending out electronic copies of the newsletter. The Neon system cannot send emails with attachments, so the newsletter can't be distributed that way, but David and Mark will pursue an alternative approach, using Neon to send out emails that contain a link to the newsletter. (The state organization already does this with *Sempervirens*.)

GRASS ID WORKSHOP

Alan updated the board on plans initiated by the Grass Bunch for grass ID workshops and other activities to be led by Sarah Chamberlain of Penn State University. Three daylong workshops will be held, on 22 June, 12 July, and 13 July. Dr. Chamberlain will also lead a walk on Saturday, 23 June, at a location to be determined, and give a talk on Thursday, 12 July, at the Arlington Central Library. The walk and talk are VNPS-sponsored events.

TECHNOLOGY/WEBSITE

Mark would like to get more content on the chapter webpage, including stories and possibly a blog, and encouraged board members to contribute. He noted that the VNPS state organization's blog gets a lot of views and comments. The board discussed Mark's suggestion that we ask our members to contribute stories to the webpage and agreed that we need to think about how we will do this, including how we will ensure that posted content is appropriate, images are free of copyright restrictions, and plants are correctly identified. We will also need to develop guidelines for dealing with any advocacy-related postings.

PROGRAMS

Dean raised the concern that members often express frustration that our walks fill up so fast that they are unable to participate. He suggested that we email our membership to let them know that we recognize their concern and are working to address it. [*Alan has since done this.*] The proposed solution is to identify backup walk leaders so that a second—maybe even a third—walk can be conducted if the original fills up. The multiple walks might, for example, take different routes though the same area, or have staggered start times.

To make this plan work, we need to develop a deeper bench of potential walk leaders. This includes encouraging our members to step up to lead walks themselves; as a volunteer organization, we can only provide the services our members want if people volunteer to help.

Another proposed approach is to decide who gets to participate in a walk via a lottery approach rather than the current first-come, first-served approach. This would not increase the number of participants in each walk, but it might help to reduce the frustration of members who are feeling left out.

PROPAGATION

Laura said that the propagation work is going well and noted that the May first-Wednesday-of-the-month sale was especially successful, with \$872 worth of plant sales and three new memberships.

TREASURER'S REPORT

Scott reported that the outstanding obligations he discussed at the last board meeting have all been fulfilled.

NEW BUSINESS

Alan attended a meeting of the Northern Virginia Partnership in Regional Invasive Species Management (PRISM), a new multi-agency program supporting cross-jurisdictional efforts to manage invasives, focusing on the Washington & Old Dominion Trail. He proposed that we join PRISM as a partner organization; he will send out the partnership agreement for board members to review, then conduct an email vote.

ADJOURNMENT AND FUTURE MEETINGS

The board meeting was adjourned at approximately 8:55 P.M. The next meeting is scheduled for 5 July 2018 at 7:30 P.M. [*Later changed to 9 August*]

Respectfully submitted, Patricia P. Salamone, Secretary