

**THE HERB SOCIETY OF AMERICA, INC**  
**BOARD OF DIRECTORS MEETING**  
**Asheville, NC**  
**April 28, 2016**

**DRAFT**

Present: Susan Liechty, Rae McKimm, Rie Sluder, Linda Lange, Pat Greathead, Bonnie Porterfield, Cindy Meier, Jen Munson, P. J. Stamps-Kitchen, Jody Lacey, Karen O'Brien, Dava Stravinsky, Debbie Boutelier, Carol Schmidt, Katrinka Morgan (*ex officio*)

Absent: Jackie Johnson

Guest: Nicoll Brinley, incoming Vice-President; Janie Plummer, incoming treasurer

**Presentation and Facilitations Prior to the Board Meeting**

Prior to the board meeting being called to order, the board participated in the following facilitations.

- A discussion led by Susan Liechty on Board Restructure, Cost Cutting and Income Producing Ideas generated during team exercises.
- A presentation by Rie Sluder on the new blog guideline changes.
- A presentation by Susan Liechty of the *Board Governance Committee* findings.
- A presentation by Rae McKimm on the 2016-2018 *Strategic Plan a.k.a. the President's Operational Plan*.
- A discussion led by Carol Schmidt on the Development Committee recommendations.
- An examination and discussion led by Lin Lange on the preliminary Fiscal Year 2016 Fourth Quarter financial reports.

President Susan Liechty called the board meeting to order on at 10:37am.

**President - Susan Liechty**

**UNFINISHED BUSINESS**

Susan asked if there were any changes or corrections that needed to be made to the February 26, 2016 Board Meeting Minutes, the Spring 2016 Board Reports and the 2016 Annual Board Reports. Rie reported that while there were no changes to the content of any of the documents, minor errors in grammar and spelling were sighted.

- I. **Motion:** (moved by Pat Greathead, 2<sup>nd</sup> by Jody Lacey) to accept the February 26, 2016 Board Meeting Minutes as corrected. (Carried.)
- II. **Motion:** (moved by Debbie Boutelier, 2<sup>nd</sup> by P. J. Stamps-Kitchen) to accept the Spring 2016 Board Reports as corrected. (Carried.)
- III. **Motion:** (moved by Dava Stravinsky, 2<sup>nd</sup> by Carol Schmidt) to accept the 2016 Annual Reports as amended. (Carried.)

Susan reported that the Executive Director evaluations were completed by the board in January and February. The scores were higher than last year and very nice comments were made. Katrinka signed the agreement to stay on another year. Everyone cheered.

**Vice President: Rae McKimm**

Operating Manual Updates

Rae reported that the first *Operating Manual* document up for review is the *HSA Blog Guidelines* which came out of the *Operating Manual* Review Committee. During yesterday's facilitation, additions were made to the document. Rae read the changes to the board and called their attention to minor corrections made to the document by the *Operating Manual* Review Committee. She asked for any further comments or revisions. There were none.

- IV. Motion:** (out of committee) to accept the *HSA Blog Guidelines* as revised. (Carried)

Rae presented the documents from the *HSA Membership Delegate Handbook* that were up for review and revision. She went through the revisions that were made and asked for any comments, changes or additions. There were none.

- V. Motion:** (out of committee) to accept the *District Delegate Handbook* Appendix 2 as revised. (Carried)
- VI. Motion:** (out of committee) to accept the *District Delegate Handbook* Appendix 1 as revised. (Carried)
- VII. Motion:** (out of committee) to accept the *District Delegate Handbook* as revised. (Carried)

Next to be presented was the *Vice President Job Description*. Rae reviewed the changes and asked for comments, corrections or additions. There were none.

- VIII. Motion:** (out of committee) to accept the *Vice President Job Description* as revised. (Carried)

The *Operating Manual Review Committee* document was reviewed next. Rae presented the changes. Carol Schmidt noted a grammatical error in the document. There were no other comments or corrections.

- IX. Motion:** (out of committee) to accept the *Operating Manual Review Committee* document as amended. (Carried)

Rae went over the changes and amendments made to the *Honorary President Guidelines* and asked for comments or corrections. There were none.

- X. Motion:** (out of committee) to accept the *Honorary President Guidelines* document as amended. (Carried)

Rae noted that the *President Job Description* was reviewed and no changes were made. She asked for comments, corrections, and amendments. There were none.

- XI. Motion:** (out of committee) to accept the *President Job Description* document as reviewed. (Carried)

Rae noted the *Archives Access Policy* and the *Archives Guidelines* documents were reviewed by the HSA Librarian Chris Wilkenson. Revisions and additions were made. The document was then reviewed by the *Operating Manual Review* Committee for grammatical corrections. She asked if there were any comments or questions. There were none.

**XII. Motion:** (out of committee) to accept the *Archives Access Policy* document as revised. (Carried)

**XIII. Motion:** (out of committee) to accept the *Archives Guidelines* document as revised. (Carried)

#### Strategic Plan 2016 -2018 a.k.a. President's Operational Plan

Rae stated that the *Strategic Plan a.k.a. the President's Operational Plan* has been the Strategic Plan for many years. Although it is not a "true" strategic plan, she stated that it is ours. Rae presented the motion to accept the *2016 -2018 Strategic Plan*. It was seconded by Debbie Boutelier. Discussion followed as to whether to add "a.k.a. President's Operational Plan" to the document's title. It was decided to amend the motion to include "a.k.a. the President's Operational Plan" to show in the record that we are moving in that direction. The title of the document will be changed when it is posted.

**XIV. Motion:** (moved by Rae McKimm, 2<sup>nd</sup> by Debbie Boutelier) to accept the *Strategic Plan 2016-2018 a.k.a. the President's Operational Plan*. (Carried.)

#### **Executive Director - Katrinka Morgan**

##### Strategic Plan Update:

Katrinka reported that what was posted in the *Strategic Plan Update* in the board documents and marked in red with the date 4/15/16 is actually a fourth quarter operational update from headquarters. She suggested that the document be circulated among the board members in the future so that they can add the work that they have done in their areas. This is something Rae and she will discuss.

##### Essential Facts

The *Essential Facts* document compares FY16 with FY15. It is a summary of everything that we accomplished compared to a year ago at the same time. Kat noted that we have *Essential Facts* documents going back to 2009 if anyone wanted to do an in depth comparison..

Kat reviewed the data on the current *Essential Facts* with the board. This past year's annual appeal ended on March 31 with a total of \$35,054 received from 311 donors compared to a year ago when we received \$30,752 from 217 donors. Lin noted that the average size of the gift of the donor went down but, because more people gave, the total went up. Kat added that nine more people gave multiple times this past year compared to the year before.

The '35 for 35' campaign generated just over \$34,100 which was very close to the annual appeal campaign. The gifts were closely divided between the National Herb Garden (NHG) Endowment and the NHG Temporarily Restricted Fund.

The Friends of the Library had thirty-seven members this year compared to two members the year before. The top three topics on the website have been very similar over the past several years. *Starting Herbs from Seeds*, *Definition of an Herb*, *The Beginner's Guide to Herbs* and *Profiles and Guides* are always in the top five topics searched on our website. The number of Facebook followers this year doubled over the previous year. We now have 13,821 followers. The HSA Blog readership increased to a high of 634 this past March.

#### Headquarters Update.

Kat reported that it was a mild winter resulting in the cost of snow plowing being less. Some repairs have to be done such as the gutters pulling away from the roof but it is expected in a one hundred seventy year old house.

The amount of work needed to be done for a one day annual meeting versus two days was basically about the same. Name tags still needed to be prepared; the awards ceremony had to be organized and seating had to be arranged. The staff spent a month working on the annual meeting. Kat felt that communications about the annual meeting were better this year because of the use of Emma to send out information to the members who were attending. They were able to keep on schedule and things were run more efficiently.

#### Gardens at HQ

Kat reported that visitors who stop by Headquarters (HQ) always ask "Where are your gardens?" Headquarters has made a considerable effort in the past few years to make the gardens as attractive as possible. Promising Plants that will grow in HQ's zone as well as the Notable Native Herb of the Year are planted each year. Many plants are grown in containers because visitors often ask what can grow in containers. A culinary herb garden was planted because that is a hook that attracts people. They come with questions about how to grow culinary herbs.

The President's Fund is a temporarily restricted fund designed to support the gardens and the grounds at HQ. The balance is currently \$5,000. A new way to promote contributing to the fund is to initiate a program offering seasonal sponsorships for each of the different gardens at HQ and to fund the proposed flagstone patio. Sponsorship of the container gardens is \$100 to \$150. Sponsorship of the culinary garden is \$400. The prices are determined by the number of plants needed for each garden, the cost of soil amendments, and labor to maintain the gardens. In addition, the flagstone patio will cost about \$30,000 to complete.

Lin cautioned that long term naming rights should have significant value and the Development Committee needs to develop a policy concerning long term naming rights for the board to approve.

Carol presented the motion out of committee to accept the proposal to offer sponsorship for each of the gardens and hardscape projects at HQ. After much discussion, Lin made a proposal to amend the motion to treat the proposed prices as the baseline for auction or upward adjustment. Discussion continued about the pros and cons of using 2016 prices as the base line and what was operational versus policy. Lin " Called the Question".

- XV. Motion:** (moved by Lin Lange, 2<sup>nd</sup> by Bonnie Porterfield) to treat the sponsorship prices as minimum for potential auction or upward adjustment. (Motion failed to carry.)
- XVI. Motion:** (out of committee) to accept the proposal to offer sponsorships for each of the gardens and hardscape projects at HSA Headquarters. (Carried.)

#### **Treasurer – Linda Lange**

Lin reported that there was one motion coming out of the Finance and Operations Committee to accept the fourth quarter or end of year preliminary financial reports as presented in facilitation. She asked if there was any discussion. There were none.

- XVII. Motion:** (out of committee) to accept the fourth quarter or end of year preliminary financial reports as presented in facilitation. (Carried.)

Lin noted that the formula for the National Herb Garden (NHG) allocation states: “If the balance of the NHG account (#1534) based on starting balance plus donations is greater than or equal to \$25,000, HSA will donate 85% of the balance to the intern retaining 15% for possible garden aid.” She explained that this is simply the language that has been adopted and used by the board for several years. Income and dividends from the endowment and the NHG Fund (that is the temporarily restricted fund) will be retained in those funds to grow the principal. As it happens, this year’s preliminary balance is \$57,704.40. Eighty-five percent would be \$49,000. The formula did not anticipate the windfall that we received last year from the NHG for funds that they had not been used in previous years. She noted our options were to use the formula or we can fall back on the target that is \$25,000. We have an anomaly this year and we have to decide how to proceed. For the sake of discussion, Lin moved that the NHG intern contribution be \$25,000. Pat seconded it. Lin asked if there was any discussion.

Carol asked if there is more than \$25,000 that is needed. Lin responded that the reason we had the refund was that we had money returned to us that was not used in previous years. She stated that \$25,000 is in the neighborhood and is consistent with what we have done in the previous several years. It is also the number that is sighted in the formula. There was no further discussion.

- XVIII. Motion:** (moved by Lin Lange, 2<sup>nd</sup> by Pat G.) that the National Herb Garden intern contribution be \$25,000. (Carried.)

Pat G. asked if the monies would come out of account #1534. Lin said that it would be transferred out of that account to the nonrestrictive account to be distributed. She noted that the remaining funds – particularly the windfall funds- are available for specific proposals for the herb garden that may need additional funding. The monies just voted on are to be used for the intern.

#### **Secretary – Rie Sluder**

##### Update for Website:

Rie announced that an intern has been hired to work on the new website and is due to start Monday, May 2. Bonnie asked if he would be paid. Rie replied that he would be paid from a

\$5,000 grant given anonymously to get the new website operational. Bonnie asked how much would he be paid. Kat is not sure as they were filling out the paper work when she left to come to Asheville but she believes it is in the \$10-\$12/hour range. Rie interjected that there was no interest in the intern position when it was posted without compensation.

#### National Newsletter Statistics

Kat reviewed the newsletter statistics in the board documents. She noted that Spring 2016 had the highest number of Emma's that went out and were opened. HQ has been working closely with the district delegates to get correct addresses for those that bounced in order to resend them.

#### Herbal Bytes

Kat reviewed the *Herbal Bytes* statistics in the board documents. She noted that the January numbers are very consistent across the board. Numbers that have been sent out have improved. The top content clicked on were the Asheville links at 89% and the new business members at 10%.

#### Website Statistics:

Kat reviewed the website statistics posted in the board documents. She noted again that the top five content on the website for the last quarter were: *Starting Herbs from Seeds*, *Definition of an Herb*, *Beginner's Guide to Herbs*, *2016 Annual Meeting in Asheville*, and *Herb Profiles and Guides*. Kat stated that this all makes sense because of the time of year it was.

Bonnie commented that it seems HSA is viewed as a recognized source for herbs. Kat interjected that if they are consistently going to our website for this information perhaps we should beef up what we are offering such as posting a video on starting herbs from seeds.

Kat pointed out on that more women than men visit the website which has been the trend. However what was a surprise to her was that twenty-five to thirty- four year olds are the largest age group who visit the website. It is followed by the fifty-five to sixty-four age groups. She pointed out that these statistics are showing a new and interesting trend.

Sixty –five per cent of people who come to the website don't stay very long. The average time people spend on the website is two minutes which is considered good. The goal is to have them stay even longer to fully access the information that is available.

#### Facebook

Kat referred to Facebook statistics posted in the board documents. Statistics as of March 31 show that we received 13,500 likes. One post reached 548,915 likes. In the previous week we engaged 112,000 people. We continue to be ranked fourth of similar sites on Facebook. American Horticulture Society is ranked third and American Public Gardens is ranked fifth.

Kat showed photos that were posted on Facebook and received a lot of "likes". The post of the lady slipper received the most likes at 151,000 likes. She noted that they continue to schedule two posts a day.

The two largest demographics on Facebook are the forty-five to fifty-four age group and the fifty-five and up age group.

Debbie noted that she likes the pictures and regular posts but wishes that we could redirect people to our website instead of somewhere else. Rie replied that we just don't have enough photos and materials to do that at this point but she agreed that it was something to work towards. Rae asked if we could use other unit Facebook pages to help keep the posts HSA centered. A discussion ensued as to which units had Facebook pages and how to get them to repost.

### Blog

Kat reviewed the blog statistics. Readership has grown steadily over the last six months since we have had regular posts.

### **Botany and Horticulture – Karen O'Brien**

Karen reported that they will have a display table at the Annual Meeting tomorrow with GreenBridges™, Promising Plants, and Notable Native Herbs. It was more cost effective to buy a plug flat of fifty *Solidago* plants for the evaluators instead of individual pots so they will have plants available to sell. The NHG Committee will also have a small display.

She announced that the first *Essential Guide for the Notable Native Herb 2017* has been completed. After it gets a final review, it will be posted on the website.

Karen also announced that the original HSA seal that was misplaced in the New England Unit Archives has been found and has been brought to be displayed at the Annual Meeting of Members and HQ. She noted that it really belongs to all the members. Everyone applauded.

### GreenBridges™

Debbie said that they are working hard to revitalize the GreenBridges™ program. They have fifty –four certified GreenBridges™ gardens. They spent quite a bit of time this spring going over the data base and getting signs out to the certified gardens. The members have been very excited to receive them.

Debbie challenged the board to have each member certify her garden. She noted that they want to revamp the application because they have received complaints that the application is too long, too confusing etc. Therefore she is asking when the board fills out their application that they comment on the form.

Other items on the agenda are to work on the GreenBridges™ policy in the *HSA Operating Manual* and on developing some marketing strategies to help get the word out. Susan reported that she has brought three completed application from people interested in certifying their gardens and that Debbie Knapke has been working on a new PowerPoint for GreenBridges™.

Debbie also stated that they are pulling together regional lists of native plants so that members can consider including them in their gardens. Dava cautioned that there is a lot of misinformation out there so make sure that you check with your botanical societies and native plant societies to verify that the plant is truly native to your region.

## **Publications - Jackie Johnson/ Susan Liechty**

As Jackie is absent, Susan reported for her that the *Herbarist* is winding down. The deadline for articles for this edition has come and gone. Lois is waiting on a few things but progress is being made.

## **Development - Carol Schmidt**

### Lunaria Society Program

Carol reported that the Development Committee met a number of times to review and evaluate the Lunaria program. They went through all the materials pertaining to the program. The statistics show that twenty-four members participated. A high percentage was board members; a low percentage was other members. The three year commitment has ended. No new members have committed to the program signifying lack of awareness or interest. It could be either or both. The incentive for the coin was a onetime offer. Offering additional coins for continuing the pledge was not as enticing as they thought it would be.

Pat G stated that she took the Lunaria pledge and paid the first installment in March. Carol said that she did not have that information. Kat explained that two accounts were still open and were recently renewed. Carol responded that even if the program is suspended, they could continue to fulfill their pledges.

Karen stated that the program started under her term as development chair. It didn't do what they had expected it to do but she felt, to be fair, there wasn't a development chair in place for a long time. There was no follow up with people whose pledges had ended and she felt it wasn't pushed enough. She thought suspending it is probably a good idea but she hoped that it would return in some form because it was something very different.

Lin said as she remembers it, the intention was to create a pattern of multiple year giving. She felt the idea is a strong way to cultivate donors and we should capture that idea even if it is not called Lunaria.

**XIX. Motion:** (out of committee) to suspend the Lunaria Society program. (Carried.)

### Facebook Donate Button

Carol stated that they would like to install a donate button on the HSA Facebook page. It is free. When you click on the button, it takes you directly to the HSA website. There was discussion of the potential for cyber threats but it was agreed that we already offer a way to donate on our website. The donate button idea is a new program started by Facebook last November. Carol noted that our Facebook viewership is increasing dramatically and this is a potential way to get revenue from people who are not members.

**XX. Motion:** (out of committee) to put a donate button on our Facebook page. (Carried.)

## **Membership: Gloria Hunter**



Katrinka reviewed the membership statistics posted in the board documents. There was some confusion in understanding the numbers but the net finding is that we gained eighty –five new members. Discussion ensued as to how to get lapsed members to renew. Gloria said that she was planning to focus on that. Other areas for future focus were the business members and tiered membership.

## **Education: Dava Stravinsky**

### Annual Meeting of Members 2015

Dava stated that she was not chair for that meeting and so will not report on it but as everyone can tell from the financial reports, it was a financial success.

### Samull Grants

Dava reported that they received a record number of applicants for the Samull Grants this year. The grants are for either indoor or outdoor projects. Katrinka has informed them that the garden kits that were given for the indoor grants are no longer available. When the committee looked closely at the grant applications they decided that they would now like to give ten \$200 grants rather than continue with the two tiered designation. Lin asked if the indoor/outdoor designations were a condition of the initial Samull funding. Dava said that it was not.

Pat G asked if the recipients are required to give reports. Dava replied that they are but the reports are not posted. Katrinka said that they list the names of the schools in the newsletter. Dava added that if you Google their websites, you will find information about the grants.

**XXI. Motion:** (moved by Dava Stravinsky, 2<sup>nd</sup> by Lin Lange) to make the Donald Samull Grants be ten \$200 grants to benefit grades three to six. (Carried.)

### Grant for Educators

Dava reported that there were problems with the Grant for Educators applications. Debbie Balog, chair of the committee, makes a preliminary discard of all applications that don't follow the grant guidelines. It turns out that they receive many applications that don't meet the criteria. While they got a good outcome this year, they are perplexed as to why so many people misread the guidelines. The original idea for the grant was to be an alternative to the conventional school type of grant. The committee is questioning what is meant by that. They feel the wording is murky and not as clear as the other grant programs. Therefore, they would like to suspend the program for one year to form an *ad hoc* committee to clarify what the intentions of the grant are and what it is doing. The grant came about when Lois Sutton was the education chair so Dava intends to invite her to serve on the *ad hoc* committee along with Debi Balog and whoever else is interested.

Lin remarked that this may also be an opportunity to look at the sources of funding and to form a fundraising campaign with clear purpose.

**XXII. Motion** (moved by Dava Stravinsky, 2<sup>nd</sup> Lin Lange) to suspend the Grant for Educators program for one year to form an *ad hoc* committee to look at the application process and clarify what the grant is for and what it is doing. (Carried.)

### **Research Grant**

Margaret Skinner from the University of Vermont has been named the 2016 Research Grant Recipient. Her research topic is *Saffron, a New Alternative Crop for Vermont High Tunnels*. She will be assessing growing *Crocus sativa* in high tunnels for potential economic development.

### **Webinar**

Dava discussed the ramifications for instituting paid for view webinars. She felt that it is hard to tell a presenter that their content is going to be given away for free or that we are going to make money from their content and they are not going to see anything for it. She stated that even though speakers often get paid very little, some of them use the income to live on.

Rie asked if she would like to have a budget for the webinars. Dava responded that she has not exhausted the long list of speakers who are willing to do it for free out of the goodness of their hearts. She felt that once we start to pay for some people, it would change the complexion for everyone. She felt that if we start to charge to view the webinars, we would have to go back to everyone who has given a webinar to ask their permission to give away their content for free.

Lin asked if we had a contract with the presenters. Dava said they don't. She makes the initial contact to ask them to participate. Karen Kennedy follows through with the details and does the training. Dava complemented Karen on how easy it is to work with her, her professionalism, her interest in the topics, and how she is an asset to HSA.

Rie stated that as we need to raise more money to be able to fulfill our mission an option to consider would be charging the public to pay a fee to listen to the webinars. She agreed that we would have to speak to the presenters about it but felt that if it was presented as an in kind gift to help HSA earn money to fulfill their mission, it would be accepted. Dava replied that there is a conversation that needs to be made at some point. Once it goes into public domain it brings up a lot of issues.

Lin felt that issues of copyright need to be discussed fairly soon and be made more explicit so that if we should move along the lines of charging –and she thinks there is a value in charging- we are prepared. We need to be explicit about issues of copyright and ownership. Do we have first use, perpetual use? All kinds of issues of ownership need to be spelled out and made more explicit.

### **Education Program Committee**

The Education Program has taken on the task, started in Williamsburg, to determine where we should have future meetings. Susan compiled a list of sites where we have met since 2000. We have met four times in the Mid Atlantic District, one time each in the Northeast District and in the Central District and three times in each of the other districts. The committee has come up with a

proposed schedule starting with the Northeast and the Central Districts. These sites are not confirmed yet and are not ready to be announced. She noted that there is a lot of work that needs to be done first. They will start to do the research now so the best deals that are available can be gotten.

Here is the tentative schedule:

- In 2017, we will be going to Little Rock. Meetings will be held at the Little Rock Marriott. The Ozark Unit is very excited to host us.
- In 2018, we are looking in the New York City vicinity. It will be the alternate year meeting and it will coincide with our eighty-fifth anniversary.
- In 2019, we are looking at the Lake Geneva area in Wisconsin for our annual meeting and EdCon. It is close to herbal places and not far from the Chicago Botanical Garden.
- In 2020, we are tentatively looking at Charleston, S. C. for our annual meeting.
- In 2021, we are looking at Baton Rouge for the Annual Meeting and EdCon.

### **Past President – Debbie Boutelier**

#### Awards

Debbie announced that most everybody is coming to receive their awards. Only two members were not able to attend.

#### Nominating Committee

Debbie reported that they have a full slate and hoped everything will be approved tomorrow. Looking to 2017, she noted that Susan is going to have a full slate to fill. Secretary, Botany and Horticulture chair, and Publications Chair positions will all be coming up for election. Rie, Karen and Jackie can all run for another term. The application deadline is October 31, 2016.

There will be three district elections in 2017: the Southeast, Mid Atlantic, and the West. Cindy has completed her two terms. One person has expressed interest about the position. The application deadline is Jan 10, 2017 to accommodate the annual meeting schedule.

Debbie thanked all the delegates for their hard work. They have provided a lot of names for consideration which Debbie has compiled into a spread sheet which she will give to Susan.

### **Membership Delegates – Rae McKimm**

Rae reported that on March 17, the delegates had on the job training. Areas covered during the meeting were:

- The status of the gatherings that were in progress
- What to cover at the district meetings (It was noted that delegates preferred to conduct district business at the gatherings rather than at the annual meeting because more members are in attendance. Emergency business can be conducted at the annual meeting if needed.)

- The webinar attendees' district reports were found to be informative. Katrinka has been sending delegates webinar reports about how many members have attended for each district.
- Delegates worked in teams of two to do a review and update of the *HSA Operating Manual's Delegate Handbook*.
- Gloria held a discussion about membership recruitment and retention.
- They had an open discussion on board restructure, redistricting, reducing board expenses, increasing revenue streams

Rae reported that they had a social gathering on Monday night. Wine and cheese were served. Nicoll attended Monday night's event as well as the March meeting so she has been christened. Rae ended by thanking everyone.

### **President – Susan Liechty**

Susan announced that we have partnered with the Million Pollinator Garden Challenge organization. We are part of their garden network. She read the list of partners which is on the website. She encouraged everyone to check out the website. It contains a lot of information on pollinators, native plants, etc. and is a valuable resource.

### **Executive Director – Katrinka Morgan**

Katrinka oriented the board about tomorrow's annual meeting and upcoming tours at Biltmore...

Katrinka reviewed with the board the conflict of interest policy, ethics, and responsibilities of board members- including their fiduciary responsibilities. She noted that as a board we are legally responsible for the decisions that we make.

She announced that HSA is contributing information on herbs for *Allan Armitage's Plant App*. It is an app that needs to be purchased for \$4.99. It has a direct link to our website.

### **Additional Items of Business**

The board worked together to produce the board highlights.

Dava and Susan discussed the details for the HSA booth set up at the Asheville Herb Festival.

### **Announcements – Susan Liechty**

The fall board meeting is scheduled for October 14 and 15.

**XXIII. Motion:** (Moved by Debbie, 2<sup>nd</sup> by Lin) to adjourn the meeting. (Motion carried.)

The meeting was adjourned at 3:45 pm EST.

Respectfully submitted,

Rie Sluder, HSA Board Secretary