



Native Plant Society of New Mexico

Summer Board Meeting

Piñon room of the Sagebrush conference center,
Taos, New Mexico

3:00 PM MDT, July 25, 2024

- I. Call to Order – Don Graves, Co-President. Determine quorum (6 or more actual board members or their announced proxies), and welcome guests and proxies.

- II. Minutes of our winter board meeting, January 13, 2024. These were distributed by email on January 20, 2024. A motion to accept the minutes was made by Joan Woodward on 1/20/2024. The co-presidents discovered that the copy of the minutes circulated did not include their changes. In addition, there was a change made by the Santa Fe chapter and one made by the Gila Chapter. These were uploaded to DropBox and linked on the website, along with all additional handouts for the winter meeting. Additionally, hardcopies were snail mailed by Lindsey Kirchhevel to Kathleen Hall, our archivist, on February 3, 2024.
Note, first motion after the meeting – to give gift membership to all teachers nominated and to all grant recipients was recorded at the end of the winter board meeting minutes.
The next motion was made by email on 2/4/2024 by Tom Stewart in support of the DarkSky letter he wrote: " I move that the board approve the letter to be sent to DarkSky International in support of the Gila Cliff Dwellings National Monument application for recognition."
This motion was seconded by Kathleen Hall on 2/4/2023, and received yes votes from President, Dana Loy, Jonathan Tanis, Joan Woodward, Jane Kruse, Kevin Floyd, Jan Martenson, and Elva Osterreich.
By email on 6/26/2024, Joan Woodward moved that the board accept the letter written by Sylvan Kaufman on behalf of the NPSNM regarding the BLM Management of Organ Mountains-Desert Peaks. Dana Loy seconded the motion by email on 6/26/2024.
Yes votes came by email (over 6/26/2024 and 6/27/2024) from Kevin Floyd, Jonathan Tanis, President, Tom Stewart, Betty Spence, Jan Martenson, and Dana Loy. Motion carried.
By email on 7/12, regarding the request that NPSNM sign on to the letter, circulated by Sylvan Kaufman, about the administration of Abandoned Mine Land Economic Revitalization program that seems to apply in our region to Hopi and Navajo lands with coal mines. Tom

Stewart moved that we join the other listed organizations in supporting this request for appropriate oversight. This was seconded by Jan Martenson (TA), and yes votes came from the President, Laurel Berry (OT), Dana Loy (AL), Joan Woodward (LC), Betty Spence (GI), Kevin Floyd (EP), and Jonathan Tanis.

III. Finance:

Treasurer's Mid-year Report – Tom Stewart

IV. Membership Mid-year Report – by Lindsey Kirchhevel, summarized by President

V. Conservation Mid-Year Report – Sylvan Kaufman.

- Changes to the conservation language in the Policies in Effect:

Suggested motion: President moves that we insert the statement, "The Board authorizes letters written in support of National Native Plant Month and New Mexico Native Plant Day," at the end of the paragraph in the Board Policies document that begins with the words, "The Board may also authorize the chairman of the Conservation Committee, his or her designee, or any other member of the Society to present orally or in writing factual information...".

- Additional conservation activities (chapter level)

VI. Newsletter – Margaret Menache

VII. Old Business

- Update on digitizing the older Newsletters. Continued discussion toward indexing/searching the Newsletter archive
- NPSNM Facebook page. First brought on agenda for summer board meeting, 2023; also put to board by email, suggesting a committee form back in March, 2023, to decide how the society should use this page.

From the Otero Chapter

(I motion to) Create a committee, that the NPSNM officers will oversee, to restructure the Facebook page, with duties and goals including: defining & prioritizing desired content, recruiting member volunteers for administration and posting, etc., and that at the winter board meeting will disband after reporting progress and recommendations.

Motion needs a 2nd before explanation/discussion/debate/vote.

Proposed details and explanation are:

- The Facebook page is basically inactive. There have been 17 posts in the last 24 months, with only 1 of those posts being in this calendar year.
- For your information: the paid membership of NPSNM consists of 791 members, and there was about 22% turnover in 2023. New members are always needed.
- Yet the 4,800 followers of the Facebook page aren't getting information about the organization. Emails, newsletters, events, etc. just go to the membership.
- Almost every chapter has content generated by volunteers, and not staff: Facebook, YouTube, chapter newsletters, etc.
- Recommended priorities for postings could/should include: annual conferences, quarterly newsletters, semi-annual board meeting minutes, annual New Mexico Native Plant Day/s, grants, chapter events with publicly listed zoom links, created YouTube videos, etc.
- Recommended committee members could/should include all chapter Facebook administrators, among others.
- The status of the Facebook page, structure, progress, and committee results should be re-evaluated at the winter/January meeting.

VIII. Chapter highlights

- Santa Fe
- Taos
- Albuquerque
- El Paso
- Gila
- Las Cruces
- Otero

IX. New Business

- NPSNM Instagram page, we just learned, exists. Who has login credentials, how does the board want to use this?
- NPSNM website and wildflowersnm – integration or separation? Currently, our website is ~3 GB, our development site is ~ 1 GB, and wildflowersnm is ~ 3 GB. We have 10 GB before asking for more room. If we keep wildflowersnm on our site, we could purchase more space for it. It appears that 3 GB of additional storage would cost \$20/month. Registering a domain and hosting a separate website would cost about \$200/year.
- At winter board meeting we decided that the entire board was charged with finding candidates for the Recording Secretary position and the President position. Betty Spence will run for NPSNM Recording Secretary. Are there any candidates for President?
- Item submitted by Kathleen Hall: Public Engagement/Awareness.
- Print more membership brochures? This would cost \$255 for 1000 more. We presently have 213 left from the last printing.
- From Otero chapter
(I motion to) Create an online newsletter supplement, for content that could not otherwise fit into the limited space of the printed newsletters, for the

October and/or January issues, with a report of feedback and/or updates, from the newspaper editor, due at the winter board meeting.

Motion needs a 2nd before explanation/discussion/debate/vote.
Proposed details and explanation are:

- The newsletter is a PDF. It's typically 16-20 pages long. There is more content than fit. A supplement would fix that. The only other remedy is called "linking," and we don't think that is practical.
 - How would a supplement work? If, for example, there is 25 pages of content, then 20 pages are printed and mailed, then other 5 pages would be available online. The newsletter editor can figure out if this should be a separate a PDF for print and a PDF for supplement, or a single combined PDF for both.
 - The idea behind this, is that all submissions should get published. How can we grow the organization if content gets deleted?
 - We understand too that, for example, 20 pictures of the same plant, and/or same hike, should get published elsewhere - like a slideshow/video on Facebook. But for publishing chapter submissions of a few paragraphs and a few photos, this should fix the space shortage problem.
 - At the winter board meeting in January the newsletter editor can report results for the board to consider: effective? worthwhile? did this solve the space problem? easier or harder to edit? time/cost involved? etc.
- From the Otero Chapter
(I motion that) NPSNM create and own a Facebook group, that will cease at the 2025 conference in Las Cruces, unless renewed by the NPSNM board, that will contain subject matter on the annual state conferences, and that grants access with partial control to each hosting chapter prior to their turn at hosting.
Motion needs a 2nd before explanation/discussion/debate/vote.
Proposed details and explanation are:
 - Note that the phrase "access with partial control" is Facebook terminology. (Quote) "Full control" has the power to delete the entire group.
 - The Facebook page is for the organization (of NPSNM). The proposed Facebook group would be for the yearly event of the annual (NPSNM) state conference - which is organized and held on a rotating chapter basis.
 - It is important to understand that while the conference is a NPSNM event, it is planned at the chapter level. Thus the need for a new and/or different type of Facebook creation.
 - A group, not a page, is the solution for having content posted by one chapter for 12 months, then another chapter for 12 months, and so on. It also acts as an archive for all things conference. The group title would change yearly, for example, from "2025 conference in Las Cruces" to "2026 conference in Silver City."
 - A group also provides for posting by the public, for example, "here's photos from the field trips I went on."
 - Official posts, such as registration links, would only be done by the (hosting) Chapter Page and/or the NPSNM Page.
 - Information about the conference should originate in the group, then get shared by/to chapter/s and NPSNM. This is due to the way sharing works on Facebook - it shouldn't originate on a chapter page, get shared to a group, then get re-shared again.

- NPSNM would (quote) “own” the group. The group would not be “owned” by any one chapter.
- The created group would be a trial run and/or experiment till the 2025 conference in Las Cruces, and get re-evaluated at the board meeting then and there

XIV. Adjourn at 5:00 pm!