**Minutes of the Board of Directors**

**Monday, October 17, 2016**

Colorado State University

**Present:** Jim Klett, Gene Pielin, Ginger Morehouse, and Pat Hayward

**By Phone:** Matt Edmundson, Brian Vogt, Sarada Krishnan

**Guests:** Al Gerace and Steven Paulsen

Brian Vogt moved and Sarada Krishnan seconded approval of minutes from the August 22, 2016 meeting. Motion passed.

Pat Hayward then gave a financial report. She stated royalty payments are looking good for 2016 and we should come close to our projected income. She stated she does not need student administrative assistant since her staff support person is able to do most of those duties currently. The board accepted the financial report as presented. The finance committee will meet on November 22 from 3-5 pm at CSU Horticulture Center to work on 2017 budget for Plant Select®.

Pat also reported that she has contacted Burns Marketing about them helping up in our marketing and social media presence for Plant Select®. This firm is also working with Colorado Nursery and Greenhouse Association on their Plant Something Campaign. She has asked them for a proposal especially to help us in our 20th Anniversary celebration for Plant Select®. Plant Select® will not be getting any Specialty Crop grant dollars for marketing in 2017.

Doug Rechkemmer from Edward Jones was present to give the board an update on our portfolio analysis for Plant Select®. He stated that our JP Morgan Core Bond C averaged about a 3% return. The MFS Moderate Allocation C (USD) Fund was up about 7.2% this year. After discussion the board voted to keep Plant Select® funds in the same two funds into 2017 and no changes will be made at this time.

Steven Paulsen from Native Roots from Kimberly, Idaho was another guest at this board meeting. He was present to explain to board members about his business and his relationship with the University of Idaho ornamental plant research and evaluation program. He explained his business and how he has many plots that are separated to prevent any cross pollination for seed production for many of University of Idaho selections of native plants. He stated in 2016 they collected and cleaned seed from 85 different taxa and have brought 42 taxa to market that have come from the University of Idaho evaluation and selection program. They also hope to move forward with some shrub production and doing tissue culture on a couple species to be released in the future.

He explained that he has exclusive licenses with the University of Idaho to grow and produce seed from these selections. His company’s major role is to grow these selections in isolated blocks and collect seed from them for sale. For example, he stated that Zinnia grandiflora has been grown for several generations to get a superior plant on which to gather seed from. Currently, he harvests all seed by hand from these plants. He stated they have 12 licensed growers to grow some of these selections he is marketing through Native Roots. He sells mainly in Idaho, Washington, and Wyoming. He feels Native Roots is producing good stable seed for growers that desire good commercial seed that are proven selections from a lot of native plant taxa. He stated they are looking for suitable partners in the South-East and North-East parts of the United States. He gave board members some promotional material about Native Roots and a sheet listing their new releases for 2016. After his presentation, the Board discussed how a potential future relationship with Native Roots could help Plant Select®. The Board felt we should pursue future discussions with Native Roots since some of their selections could prove to be very successful plants in the Rocky Mountain and Intermountain Region. They have already done a lot of selection on these plants and could be a source of seeds for our members. We will need further discussion about joint marketing and formal agreements that may be needed between these organizations to move forward with this partnership.

Al Gerace next discussed the Botanical Sciences and Native Plant Materials, Research, Restoration and Promotion Act. He is on the Gardens and Conservation Committee at the Denver Botanic Gardens. He explained the National Seed Strategy for Rehabilitation and Restoration program and its alliance with Botanic Gardens across the country. He stated Denver Botanic Gardens has signed on with this alliance. It appears to be a government program to hope fund more scientists who will work in the area of Native Plants and use of Native Plants in more government landscapes.

Gene Pielin asked about the Endangered Species Act and how we could work together to get a plant off this list. Pat Hayward and Sarada Krishnan explained a lot of details concerning this and Pat was to get further information from the U.S. Fish & Wildlife Department to answer some of these questions.

Concerning Plant Select® becoming more of a National Program and possibly helping other smaller plant introduction programs around the country was next discussed. The question was asked does the Board of Directors want to put resources (time and dollars) into such a program. Brian Vogt stated that some time should be set aside to discuss this further at our December Board meeting.

Pat explained we need to have an election to select another industry member of the Board for a two-year term. She will send out a memo asking for nominations. Gene Pielin stated he would run again for another two-year term. The formal election results will be announced at the December Board meeting.

Pat Hayward next gave her Executive Director’s report and stated the new book should be available March 29, 2017. She stated that she and Carla (staff employee) did the proofing due to the time frame to get proofs back to Timber Press. Pat stated she was able to visit with many Plant Select® grower members when she attended the Far West Trade Show and conference in late August. Overall she felt most of the growers were very pleased with the program.

Sarada Krishnan moved and Jim Klett seconded to adjourn the meeting. Motion passed.

Next meeting of Board will be Monday, December 12, 2016 at 3:00pm at Denver Botanic Gardens.