

THE SAN DIEGO BROMELIAD SOCIETY RULES OF OPERATION

1. MEETINGS: The monthly meetings shall be held on the second Saturday of each month at Balboa Park, Casa del Prado Room 104.
2. DUES:

ONE YEAR:	Single by e-mail	\$18.00
	Dual/family by e-mail	\$22.00
TWO YEARS:	Single by e-mail	\$27.00
	Dual/family by e-mail	\$35.00
3. SAN DIEGO BOTANICAL GARDEN FOUNDATION: A representative will be chosen by the Board to attend the meetings and bring back any pertinent information to the Board. This person will also be responsible for completing the forms necessary for our meeting room and show/sale reservations. The permits for each year for the Society will be posted inside the membership locker in Room 104.
4. LIBRARY: The librarian will be the custodian of the electronic and hard copy inventory and be responsible for the following up with members who do not return books. Rules regarding checking out books: Due back within 2 months when a librarian is present. After 3 months the person will be contacted and told to either bring the book back or to pay for it. No monetary fines. A budget has been created for purchase of new books of up to \$500 per year.
5. ANNIVERSARY CELEBRATION: An anniversary celebration shall be held during the month of May.
6. MEMBER DIRECTORY: To be distributed to the members no later than the April meeting each year. The Directory will include the year that dues are paid through, whether the member has paid for postal or email of the newsletter, Honorary Trustee designations, and a list of the past Presidents. One copy will be distributed for each membership (either single or dual) by email only. The Directory shall be confidential to members and shall not be used for any purpose not directly associated with the Society activities or released for use by any other organization without Board approval.
7. BSI ANNUAL CONTRIBUTION: The Board will discuss and vote on any annual contribution to be made to BSI each calendar year.

8. ARCHIVES: Archives of past minutes, newsletters and paperwork for the Society shall be kept by the Secretary and in the library bookcases in Room 104.in the library bookcases in Room 104.
9. ANNUAL SHOW AND SALE: The date of the annual show and sale will be decided by the Board at least two years in advance in order for the proper forms to be submitted to SDBGF. There shall be a chairman and co-chairman appointed each year to cover the aspects of the show. A sales chairman works in conjunction with the Treasurer. There is a procedures book that should be handed down from Chairman to Chairman.
10. COMMERCIAL VENDORS: Any commercial vendor selling at a show will have the same 80/20 cut as the members do.
11. THE BROMELIAD BLADE NEWSLETTER: The monthly newsletter may be distributed by the Editor to other organizations whose purpose is mainly relating to bromeliads. The outgoing editor will provide the incoming editor digital email lists of cooperative exchanges.
12. ADVERTISING IN THE NEWSLETTER: Members may place a small classified type ad in the newsletter and website, shall be limited to two of the same type of ad per year per member and there must be a direct relation to Bromeliads (i.e. tools, supplies, plants). It will be up to the Newsletter Editor's discretion regarding if an ad qualifies and if any gray areas arise they will be brought to the Board.
13. FACEBOOK PAGE: Will be an ad hoc committee.
14. MONTHLY PLANT TABLE: A budget of up to \$400 per month will be allocated. Plant tables for the annual picnic and holiday party meetings shall be complimentary and the Society will pay for plants and give out free tickets to members. Only current paying members may purchase opportunity tickets for the plant table. The member who has responsibility for the auction shall have the flexibility to procure quality plants for the auction with a cap of \$1500 per year.
15. PLANT TABLE TICKETS FOR SHOW AND TELL PLANTS: One ticket shall be given to each member who brings in a show and tell plant.

16. MEETING SPEAKERS: The presentation time shall be limited to 45 minutes. The speaker fee shall be:
 - a. Member - \$100
 - b. Non-member or professional - \$150
 - c. Maximum of \$400 travel reimbursement without Board approval
 - d. If it looks like travel will be more than \$400, the Board will need to approve

If speakers wish to sell plants we should make it clear to them that they will have to give 20% to the Club, but have no limit on how many they bring to sell. In turn, they could donate a plant table and be paid the normal rate we spend each month of \$400, which would be a guaranteed amount.

17. MEMBER TO MEMBER SALE GUIDELINES: The Society will hold one each year at the Board's discretion. We do not advertise to the public and no sales tax is collected. This replaces the plant table at a normal meeting. The same sales rules as for the Show with double tags, clean of bugs, etc. Only members may sell and purchase plants.
18. WEBSITE and EMAIL ADDRESS
www.sandiegobromeliadsociety.org
sandiegobromeliad@gmail.com
19. SPECIAL EVENTS: Participation will be discussed and decided upon by the Board each year. We sometimes participate in the Spring/Fall Home & Garden Shows, December Nights holiday tree, County Fair, and Friends of Balboa Park poinsettia donation.
20. BSI JOURNAL: Will always be sent to the Society's PO Box.
21. NEW MEMBERS: A new member will receive a free plant and 6 raffle tickets when he/she comes to the meeting following when they join. If a Board member does not have a plant for them, one will be taken from the plant table. We will publish the names of all new members in the newsletter each month, with no other contact information. A packet will be given with each new membership that includes a cultural manual and some old BSI journals if available.
22. POST OFFICE BOX: The Board will appoint a member to be responsible for picking up the mail at the Society's box at 2701 Midway Drive, San Diego, CA 92110. Renewal is due in February each year.
23. COMMITTEES: The Society may have the following committees or other committees at the discretion of the Board of Directors each year:

Audit
Webmaster
Library
Publicity
San Diego Botanical Garden Foundation Representative
BSI Affiliate Representative
Trip/Programs
Show & Sale
Facebook
Representative for Palomar District of the California Garden Association
December Nights
San Diego County Fair

24. FINANCIAL: Payment of expenses over \$200.00 will need Board approval; all expenses must be submitted in writing to the Treasurer and be accompanied by a receipt; and two signatures are required on all checks. A budget will be voted on by the Board for the annual show & sale and any other major sales events held. The Treasurer will inform the Board for consideration whenever a Certificate of Deposit is due to mature. The forms to the Board of Equalization are submitted in July each year. The Treasurer will also pay the annual dues to the California Garden Club.

25. EVENT PLANNING RESOURCES:

As a general rule, send out calendar submissions and press releases for our events, such as Bromeliad Show and Sale, either in January or as soon as available.

Calendar of Events

SDBS Facebook Group

Create an Event on Facebook group. Any group admin can do this, such as Scott Sandel. It's important to put the event in the Facebook group as many of its members are not actual members of SDBS.

Bromeliad Society International

BSI website calendar of events: webmaster@bsi.org Eric Gouda, webmaster

BSI Journal: editor@bsi.org Andrew Flower, editor

San Diego Horticultural Society

Send calendar listings by 15th of the month calendar@sdhort.org Lynn Neagley, calendar

SD Floral Association *California Garden Magazine*

Lynn Langley infosdfloral@gmail.com

California Garden Clubs, Inc - CGCI

Calendar of Events <https://www.californiagardenclubs.com/calendar-listing-request-form/>

Press Releases and Story Submissions

BSI Journal: editor@bsi.org Andrew Flower

SD Horticultural Society Newsletter *Let's Talk Plants!*
newsletter@sdhort.org Karen England, editor

California Garden Magazine

SDBS is a member of the Floral Assoc. so they usually accept our submissions.
editor@sdfloreal.org

Union Tribune Home + Garden

They did a full-page story in 2018 – WBC San Diego

Chris Ross, editor chris.ross@sduniontribune.com home@sduniontribune.com

A Growing Passion, KPBS Garden Show

They did an episode on bromeliads in 2018, on the occasion of the WBC San Diego.
info@agrowingpassion.com

Union Tribune Coastal Magazine

Monthly newspaper supplement, will run a bromeliad story soon

KPBS Radio

Local TV news, morning shows

Any local home and garden magazine

Other Free Resources

San Diego Gardener Facebook Group

Nan Serman's garden group, has 1000s of followers.

Must be a member to post. Write a post about the event but ask admin for permission first.

Local Plant Societies

We usually do a barter with the orchid society and the epiphyllum society to publicize our shows. They put our ad in their newsletter in exchange for us doing the same.

Paid Advertising

SD Horticultural Society Newsletter *Let's Talk Plants!*

advertising@sdhort.org Bob Clark, advertising

California Garden Magazine

Kay Harry - advertise@sdfloreal.org

Facebook Ads

Pros: Can be targeted to a specific demographic.

Cons: Possibly expensive

Effective January 27, 2013

Dues revised Oct. 27. 2013

Effective Nov. 10, 2018

Meeting speakers revised Jan. 20, 2019

Wording revised on Jan, 30, 2022 for 6, 8, 11, 12, 14, 16, 18, 19 and 25

Added 25 – EVENT PLANNING RESOURCES Feb. 13, 2022