

Ohio State Beekeepers Association Board Meeting
November 20, 2016

The meeting was called to order at 7:02pm by Tim Arheit, President.

In Attendance: Dwight Wells, Dwight Wilson, Joe Kovaleski, Alex Zomchek, Mike Doseck, Peggy Garnes, Chris Dresel, Marishka Wile, Jeff Gabric, Tim Arheit, Terry Lieberman-Smith, Michele Colopy, Annette Birt Clark.

Tim thanks board members for participation in Strategic Planning Meeting and Fall Conference. Despite the unscheduled power outage, it was a great event.

Beginning beekeeper packets will be sent out after the 1st of the year. We need to allocate funds for this outreach. 2017 will be the first year we can see analytics of retention from our new beekeeper free membership. This year we will not send out the notebooks, but will send the new Ohio Beekeeper stickers instead. We do have some supplies from last year, but will need more and need approval to spend the funds.

Peggy puts forth a motion to approve the same amount of funds as for 2016. Joe seconds the motion. All in favor. Motion carries.

Terry, Conference Chairperson, presents recap of Fall Conference. She thanks everyone for a great job, despite rocky start due to a power outage. Check in tables, coffee and donuts were moved outside and things got back on track quickly. 73 evaluations were completed. Speakers received an average of 4.6 rating out of 5. Jamie Ellis received 5.0 rating. A lot of excitement and appreciation around this year's speakers. Of those who completed the survey, the average term of beekeeping experience was 10 years. We had over 500 attendees and most attendees heard about the conference from our newsletter. All vendor space was sold out and some have already registered for our 2017 event. Thank you to Dawn Arheit for a great job coordinating the vendors. We saw space challenges and need to make some decisions for next year regarding possible expansion of rooms and additional instructors. This will be more expensive, but we have not lost money to date on the conference. Thank you notes will be sent out by Terry on Monday.

Alex comments that 73 of 500 is only a 14% response. If we had 50 – 70% response to survey the average term for beekeeping would likely be much lower. We might consider tying the survey to a raffle or special outing for greater participation and more valid information on our attendees. Alex comments that at his regional event survey response rate is 69-70%.

Tim comments that virtually no one attends the closing comments and does not hear the reminder at that time. A bigger prize may entice people.

Joe comments that in the past he has been presented a ballot and also a ticket. The ticket is put in a drawing when you complete the survey. Winner need not be present.

Terry comments that we will be sure to do something different next year. She will ask for a committee to come up with a solution for next year.

Tim comments that we continue to learn and get better each year.

Annette comments that we had a lack of participation for voting in the election and to change our governing documents. Less than 100 votes from membership at the conference or by mail. We should take a look at possible changes for more participation.

Terry informs us that OSBA did receive the grant. There are two parts.

One part will supply free ADK kits to up to 700 new beekeepers. Class rosters from local clubs for 2016 and 2017 will be used to help identify eligible recipients. The lists of registered beekeepers from the ODA for 2016, proof of purchase and other criteria will also be used for confirmation before distribution. Kits will be mailed in boxes directly to personal addresses and will contain all supplies within a 5-gallon bucket with lid.

The second part of the grant will fund 6 educators to present 30 lectures based on a PowerPoint presentation created by OSBA addressing the need for and importance of hive monitoring. As the funded presentations are limited and we want the maximum impact, recommendations may be made to hold 2 local club meetings at one venue. The grant funds a speaker fee of \$100 per presentation, plus mileage. The presentation is free for the local club. A notice will appear in the OSBA newsletter soliciting qualified speakers and the requirements of the position.

The grant funds 3 projectors for speaker use if needed. It also funds a mass mailing to all registered Ohio beekeepers. This is terrific opportunity to expand awareness of OSBA and our mission.

Feedback tracking and additional metrics are required to be collect and reported to satisfy the terms of the grant. This may include using a dedicated email address for the grant activities, a potential dedicated phone number for assistance and paid version of Survey Monkey for collection and analysis.

Volunteers will be needed to assemble the 700 kits. Tim approximates that the supplies will be 7 to10 full pallets. He has graciously donated space in his property for the temporary storage until assembled and shipped. There may be multiple assembly dates and volunteers will be needed for all. Pizza and pop supplied.

Alex comments that we did not receive the grant applied for in 2015. The grant we received this year was less than requested (the video portion was no approved). Many grants can build upon each other. We need to be very organized and conscious of the fact that recipient feedback is critical. We should assume low response rates, strategize for all hurdles and be creative to build in methods for success. We cannot have 14% participation like the conference survey. We need to have better response than the

numbers to date for the beta test. OSBA should not be embarrassed by poor numbers or results of the grant. With 700 recipients we have less control than with the 50 user beta test kit.

Terry comments that we have parties wishing to purchase the kits. We may produce and additional 300 kits to sell. 1000 is a round number for Tim to order components, but this does add additional storage needs. Should OSBA make this choice? The goal would be to have kits available at Tri-County in March and online. Beyond the materials and shipping cost we would like to make a small profit. According to beta tester feedback, a kit in the mid \$30 range would be salable. All pricing needs to be gathered and analyzed to make a decision.

The 700 kits need to be available in April for shipping to new bees. If selling at Tri-county, then late February.

If profitable why not produce more than 300? We are not a production facility. If the kit is popular and there is demand, we will need to look at production options.

Dwight Wells comments that this is a sales job. We need to get beekeepers excited about doing a sugar roll. We need to convince beekeepers that monitoring for varroa is important and in their best interest. We need to be agents of change, show them why and overcome any hurdles to make the ADK a success for OSBA.

He also comments that he did not receive a beta testing kit and does not feel the beta testing process was transparent. Why was there not time for planning?

Alex comments that it will be sales and marketing. There is a lot of information on the internet. What does our web site supply? We need to change expectations, change modern beekeeping. This is not just kits in the field, this is a study and research. We need control groups and monitoring methodology.

Annette comments that it would have been very helpful for Alex to share his knowledge of beta testing at the beginning of the process. She thanks him for sharing his thoughts now.

Michele stepped off the call and the Treasurer's report was not given. Current financials will be emailed to the board.

Terry comments that Michele suggests the Executive Board does participate in the next Strategic Planning Meeting. We should bring in a professional facilitator. January 7th or 28th are the dates we are looking at for the next in person meeting. We do not want to wait until March, nor do we want to piggyback another event.

This meeting may be a 4-hour meeting. Dwight Wells suggests an overnight strategy meeting as they can garner great results. He participated in them during his career at Ford. Jeff suggests if everyone is going to travel that we make it a whole day, not just 4 hours.

Please, send Terry your choice of dates, either January 7th or January 28th so arrangements can continue to be made.

Only one person sent Terry an update to the speakers list information. Annette will resend for additional comments. Have you changed your fees, availability, topics etc?

4-H applications are due Monday. OSBA received a donation by Mann Lake that will be enough to add an additional award. Tim comments that there is an additional local company who may be interested in participating and donating supplies so we may have 7 winners this year.

Tim informs us that Jason Bosler will be stepping down from the board.

Annette comments that we have had 2 vacancies on our board for all of 2016, Representatives for Buckeye Hills and Miami Valley. Additionally, we have an elected board member who has not attended any of our 6 meetings this year, did not attend the Strategic Planning Meeting or Fall Conference. It appears that this person does have enough time to serve on OSBA's board. What is our course of action?

Tim comments that he needs to contact this Director and find out their intentions. We need a board vote to remove an elected Director.

Peggy comments that as the call is running long, the EAS meeting minutes will be sent out in an email. The official EAS minutes are not posted until November.

Peggy puts forth a motion to adjourn the meeting. Joe Kovaleski seconds. All in favor. Motion carries. Meeting is adjourned at 8:18pm.

Thank you all for your attendance.