

BRITISH HOSTA AND HEMEROCALLIS SOCIETY

Registered Charity No. 1003489

Minutes of the ZOOM Meeting held 22nd October 2020 (2:00 p.m.- 3:00 p.m.) Published 26th October 2020

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PRESENT: Jonathan Hogarth (Chairman), John Baker (Secretary/Publicity, Daylily) , June Colley (Editor/Librarian Secretarial Assistant, Ollie Walker (Publicity, Hostas), Andrew Whittle (Web Editor), Vicky Meads (Committee), Ian Scroggy (Membership Secretary and Facebook Editor)

1) WELCOME BY THE CHAIRMAN

John Baker and Jonathan Hogarth opened the meeting by welcoming everyone.

2) APOLOGIES

Apologies for absence were received from: Tim Saville, Chris Potts and Diana Grenfell VMM

3) APPROVAL OF THE MINUTES OF THE FEBRUARY MEETING

Minutes from the meeting held on February 12th 2020 at the Barn, Wisley Gardens were approved. Proposer: Vicky Meads, Seconder: Ollie Walker.

A number of MATTERS ARISING FROM THE MINUTES, from the Action List were discussed.

1. *Entry of the Library into website*

June reported that the Library was now on the Website and that a number of inquiries had been received.

2. *Forward the PayPal accounts to the Treasurer*

Jonathan confirmed receipt of most of the PayPal money but that there was more in the account which could be transferred.

3. *Invoice Journal Advertisers*

Jonathan reported that he had sent invoices to all the advertisers

4. *Independent Review of Accounts for 2019*

John had received a letter from our independent accountant to say that he had reviewed the BHHS accounts for 2019 and that they were in order which he then approved.

4) ONGOING ITEMS FROM PREVIOUS MINUTES

4.1 *Speciality Funds to be shown Separately in the Accounts*

Jonathan thought that we are not in a position to restrict funds to a particular speciality (Hemerocallis, Hosta, etc.) so we still need to include these Speciality Fund in the general Accounts to be able to pay for Society expenditures.

ACTION: Jonathan Hogarth - Ongoing

4.2 *Number of Previous Publications available in Free Access*

The Committee recommended to hold two of the recent copies of the Journal in the Free Access page.

ACTION: Andrew Whittle to show only two publications in the Free Access section.

4.3 Correct Verhaert's address in Website List of Suppliers.

The Address should be:

Mr Francois Verhaert
Apartado de Correos
6E – 03370 Redovan
Alicante
Spain

ACTION: Andrew Whittle to correct this address in the Website list of suppliers.

5) CHAIRMAN'S REPORT

Societies are now learning to communicate using Zoom and this is our first Committee meeting using this technology. We hope that the new year will see a return to normal meetings, but if not, we will plan for some membership Zoom events in which we can all participate.

6) TREASURER'S REPORT

6.1 The Treasurer's Report for the first 10 months of 2020 was circulated to the Committee members prior to the meeting. Jonathan Hogarth had analysed the report and concluded that we have enough funds to continue for the future. He pointed out that because Web design had cashed all of our cheques together, this was reflected in the figures at the end of the report. The HSBC and the CCLA Charity savings account have paid very small amounts of interest.

Accounts for the first 10 months 2020:

CCLA Charity savings account	£15,564.18
HSBC 1 st Bank	£3,033.49
HSBC 2 nd Bank account	£233.18
Expenditure to date	£3,203.35
Income to date	£2,727.15
Income into PayPal account	<u>£873.02</u>
Total Society income to date	£3,600.17

6.2 Jonathan thanked June for making savings on the printing costs of the Journal. June stated that although printing costs were increasing, she had managed to negotiate better prices for the Journal as well as the inclusion of a few extra free copies needed for potential members for minimal extra cost.

6.3 Jonathan reported that there was some £1,964.33 in the PayPal account some of which we should transfer to our HSBC account. Andrew asked if Jonathan would let him know how much he could transfer from the PayPal account.

6.4 Ollie commented that as there was no interest given from the PayPal account we might as well transfer all of the funds. The other members of the Committee agreed with this proposal.

6.5 Andrew suggested that we should leave a small amount in the PayPal account. Ian reckoned that we may need some funds in the account to pay for postage if there were any purchase made on the website. Jonathan thought that we should transfer £1,800 out and leave £164.33 in the PayPal account. All members of the Committee agreed.

ACTION: Jonathan will provide Andrew with the bank details so that the money can be transferred to our HSBC account.

6.6 Andrew had previously suggested that we look at transferring some of our funds into equities such as the CCRA equities account which might provide us with more interest. At this juncture he would not recommend that we do this as the market is quite risky. Equities could go up or down. Jonathan agreed that as no one is giving attractive interest, we should leave our money where it is.

The accounts were accepted. Proposer: June Colley, Seconder: Vicky Meads.

7) MEMBERSHIP SECRETARY'S REPORT

7.1 The membership is down slightly on last year but it is holding steady. June reported that there were still a few members wanting to renew their membership (Paul Harris, George Feltrup and a few others) and she said that she would remind them or send their copies with an invoice. If everyone will renew, this will restore the figure to previous levels. There will also be some who will join late in the year.

The report was accepted. Proposer: Jonathan, Seconder: Ollie Walker

8) WEBSITE UPDATE

8.1 Andrew reported that there was very little to update. No further work has been done and no further money has been spent. The only expenditure is the £39 per month for hosting the website and the hosting certificate.

8.2 Andrew said that last time we did discuss moving the website to a generic hosting service and migrating the website to another platform. Andrew did obtain some quotes but they were all too expensive so nothing further has been done. So, it's all fairly static at the moment.

8.3 Ollie asked if there had been an increase in website traffic during lockdown. Andrew said that there was not much change during lockdown. He said that he had noticed that the Facebook page was getting lots more traffic. Vicky reported that her website had received lots of hits and that there had been a big increase in all website traffic during lockdown as many turned to gardening. She asked if we could have a regular update on website traffic.

ACTION: Andrew will give an update on traffic in his website report.

Ian checked the BHHS website traffic on line and said that in January 2020 there were 23,000 hits but in February 2020 there was 17,000 and was decreasing. He said it is now about 6,000 each month, way down on the previous year. Andrew said he thought it used to be 8,000 per month.

8.4 Vicky asked if there was a way in which we could link suppliers' websites to the BHHS website so as to invite people to check it out. Ollie said that all we need is a hyperlink on the websites to link us to the BHHS site. Andrew recommended that each person who has their own website must install the link.

It is not for the BHHS to do. John said that if you create a small icon on your website and then click on hyperlink you can select the BHHS site to be connected to the icon.

ACTION: Vicky and Ollie will create a link from their websites to the BHHS web page. Jonathan is to ask other suppliers if they will do the same.

8.5 Vicky asked if we knew of any response to the BHHS leaflets which were handed out at shows and included in customers hosta bags at the time of purchase. Jonathan replied that he had put the leaflet into his catalogues as an extra but it is difficult to know if the leaflets had resulted in new membership joining. June asked Jonathan to send some of the leaflets to Robert Barlow so that he could hand them out at his talks and when he opens his garden.

ACTION: Jonathan to send a supply of leaflets to Robert Barlow and any others who might be able to use them.

The website report was accepted. Proposer: John Baker, Seconder: Vicky Meads

9) PUBLICITY REPORTS

Details of these reports will appear in the autumn Journal

1. *HOSTA PUBLICITY REPORT*

Ollie Walker reported that as well as the cancellation of the major flower shows many gardens were closed during and after lockdown. The RHS gardens, including their flagship garden Wisley, were closed from April until June. Along with the RHS gardens many private gardens that are usually open to the public were either unable to, or opened with, much smaller numbers and pre-arranged visiting time.

John and June opened the Hanging Hostas of Hampshire garden to one couple at a time for free once they were able to but decided that their NGS opening was too difficult to manage under the circumstances. To make up for the restrictions they arranged a much bigger display in their front garden for people in their local community and surrounding villages to admire as they went for their daily walk. Prior to the pandemic they gave eight talks from a selection of ten different topics and the remaining ones were put on hold or changed to Zoom talks.

Sue Proctor's hosta garden was initially open until a local lockdown in Kirklees started on July 30th which sadly forced them to close. Robert Barlow cancelled all his talks but managed to attend two plant fairs and expanded his hosta selections to 500 cultivars.

Jonathan Hogarth of Hogarth Hostas and Melanie Collins of Mickfield Hostas gave Zoom talks as arranged by the Plant Heritage Society. Melanie presented 'Hard Working Hostas: A National Collection that Earns its Living' while Jonathan presented 'The Origins of Miniature and Small Hostas, and their Rise in Popularity'.

Both the American Hosta Society Convention and our annual Summer weekend at Wisley were cancelled due to the pandemic.

We're all hoping that in 2021 both events and gardens will be open again and we can all get out as usual and enjoy hostas.

2.. *HEMEROCALLIS PUBLICITY REPORT*

John Baker reported that a new member had joined from the USA: Adele Keohan Master Gardener from Massachusetts who is currently Executive Editor of the Daylily Journal.

Scott Elliott's sensational hybrids are featured in the autumn edition of our Journal. Scott is currently President of the American Daylily Society and also served as a member of many national committees.

The Plant Heritage Society invited June and John to give a Zoom presentation on Daylilies which covered their general care, distribution, samples of interesting displays in Botanic gardens in Asia, and a tour of some scenic habitats in Japan. The presentation was shared with Paula Dyason of Strictly Daylilies who covered the different types of daylily flowers in great details as well as hybridising. Paula then showed the progress of her hybridisation programme including trialled seedlings which are suitable to the UK climate.

Unfortunately, the Hampshire Group was unable to meet this year at Pollie's Daylilies and at the Hanging Hosta Garden. In early spring, we moved 400 potted daylilies from the allotment to add to the hosta display in the front garden to be enjoyed and appreciated by hundreds of hikers and neighbours. It was our biggest display ever in 30 years.

Vicki Meads of the New Forest Hostas and Hemerocallis is reorganising her mother's daylilies and is now advertising a few for sale on her website.

3. *FACEBOOK REPORT*

Ian Scroggy reported that our Facebook page continues to show increasing participation from followers and new contributors. This year has seen a surge in the numbers posting on our Facebook page. Since February the number of Facebook members in the group page has more than doubled from 321 to 687, with 1431 followers including those from outside the UK. Facebook remains a powerful tool to promote the two genera and to attract potential members.

4. *LIBRARIAN'S REPORT*

June Colley gave an update that our Library is now in good order and kept in stackable plastic boxes complete with a list of contents in each to facilitate search. These boxes can be easily taken where there is a group meeting for people to borrow or purchase old issues of publications.

June started to get request for scanned articles and there were miscellaneous queries which included a woman wanting to trace the daylilies of the 70s hybridiser Robert Coe who was a neighbour of the family. Also, a query about Belgian hosta people who were featured in our Bulletin. The PDFs of the table of contents of our publications helped locate the references. June has not listed all the old garden catalogues and clippings from magazines as this can take many hours.

She suggested that writers should use the reference materials when writing an article for the Journal and quote the references where relevant. It makes an article look more professional.

June has made some Journal sales: £20 given to Jonathan on 12th February at the Wisley Meeting. Two cheques from cash sales at garden clubs prior to pandemic: £10 and £30.48 (posted) Total £40.48 given to Jonathan. Some of the income from Journal sales were used for postage of the Spring Journal: £31 + £16.80 + £1.72 + £8.52 = total £58.04.

June had received a potential order for copies of the Journal worth £100 but it was cancelled due to the pandemic as the customer could not open his garden and sell the Journals.

June reported that total Library income, prior to the pandemic, was £118.52 this was since the Library was transferred to June. Unfortunately, without our garden talks (now replaced by our Zoom talks), physical sales of our publications will be difficult this year and the next, but if you wish to give a copy to a friend or a relative, contact her at any time. You will get a discount as a member.

The Publicity Reports were approved. Proposer: Andrew Whittle, Seconder: Ollie Walker.

Note: The Publicity Reports do not require to be copied to the website. These will be included in the Journal with additional photos.

10) THE SUMMER WEEKEND AND AGM 2021

10.1 John reported that the organisers at Wisley are not opening their rooms for hire in the foreseeable future. So, it might be that we have to have a Zoom AGM.

10.2 Jonathan confirmed that although the shows for the new year have been booked there is uncertainty about whether they will go ahead. The same applies to the BHHS Summer Weekend and AGM. We do not know if we will be allowed to meet, what restrictions would apply such as social distancing, numbers allowed, and whether we still require PPE.

10.3 John mentioned that some societies are having a Christmas Zoom meeting where they will have a quiz evening and socialise with toasts of mulled wine and mince pies! He added that most of his talks in 2021 are now booked for Zoom meetings as people are getting used to this way of gathering members of their society. June remarked that as we usually have some 25 people at the AGM a Zoom meeting may be acceptable. Perhaps this could potentially attract more members to participate in the AGM.

10.4 Vicky thought that we could include an auction on line if we all bring our plants for sale and show them at the Zoom meeting. June offered to donate her duplicate Hemerocallis that could be sold. She also said that we can also consider having Zoom talks from some of the nurseries. Jonathan, Mel Collins, June and John have already given presentations to the Plant Heritage Society with very good participation. June has hosta and daylily habitats to show.

It was agreed that the Summer Weekend and AGM arrangement would be held over to the February meeting and then announced in the spring Journal.

ACTION: John will keep in touch with Wisley staff to see what the future arrangements for room hire will be.

13) THE AUTUMN JOURNAL

13.1 June reported that the autumn Journal this year has been completed early and is now being sent to the printer. Because of the restrictions on travel she said that the spring issue was also being prepared and asked if the Committee had any articles. The contents page has been circulated so you can see the many articles and, in this issue, there are over 200 pictures.

13.2 June asked that we try to boost our income by looking for extra advertisers. This advertising income alone is worth over £700 per issue, but was over £1000 in the past. Therefore, she asked the Committee to help find more advertisers, especially those who are in contact with other exhibitors at the shows.

ACTION: Members of the Committee are to try to find more advertisers to support the Journal.

13.3 June highlighted that publishing two issues of the Journal will remain viable for as long as we continue to post the Journals ourselves. The last posting took seventeen trips to three different post offices as no post office was prepared to take the job as one lot as in previous years.

13.3 June has examined past records which showed that posting was contracted to outsiders at extra costs to the Society. The Society has not paid anything for the packing and posting job for twelve consecutive years. At today's rate this is an extra saving of £200 per issue. If we post twice a year, that is an extra £400 saving to the Society. The current packaging will be replaced with a recyclable or biodegradable material once the current stock is used up (at a similar cost).

13.4 June has cut down the cost of posting to American members and contributors by manually distributing copies at the Daylily and Hosta Conventions. But this year that cost-saving exercise was not possible due to the cancellation of the Conventions and travel restrictions.

13.4 Many members see the publication as their main reward for membership and they ought to receive a quality publication that they deserve. To reduce costs, we could offer an alternative to the second Journal, such as a printed Newsletter. However, this would not be as good as the present two issues of the quality Journal.

June consulted with some AHS members about their online Journal which should cut down our cost and here is a reply:

Almost everyone who "reads" the AHS OLJ complains they like a printed journal better because they can "read" and peruse it anytime anywhere easily and quickly locate old articles. There is a tendency to "reread" old hosta journals; very few people "reread" old online journal. Also, people refuse to read OLJ on iPhones.

Currently in the UK we only have 8 online members but not every online member renews while two of the online members have become full members.

When we started the new Journal, we had fewer articles and photos. While members were very pleased with the new format, they asked for more photos and more articles. They also asked that the number of hosta articles and photos should match with that of the daylily articles and photos.

13.5 June reported that our Journal is endorsed by our leaders, including Diana Grenfell VMM, who has given her full support and encouragement. We also

have received a phone call and card of thanks from George Smith MBE. There are authorities worldwide who consider the BHHS Journal an important contribution to the advancement of both genera.

These include our American Liaison, Dr. Warren Pollock, who communicates almost weekly; the Editor of the American Hosta Society, Dr. Bob Olson, who sends feedback after each issue; the hybridizer, Bob Solberg, who regularly contributes an article; the former Archivist/Librarian of the American Daylily Society, Ken Cobb, who is another contributor.

13.5 June reported that recently, the American Daylily Executive Editor, Adele Keohan, has joined the Society and has also promised an article for the Journal. In addition, we have as new joiners this year former Editor of the AHS Clyde Crockett, and Don Rawson, who is in charge of the AHS Hosta Lists. Dr. Jeurg Plodeck, the Swiss daylily species expert also continues to contribute and wants to resolve some confusion pertaining to the classification of some daylily species.

Japanese and Russian friends have given information of remote areas where seeds of daylilies can be collected. The Japanese have requested, and have been given access to June's articles so that they can translate these into Japanese for their Journal. Their new editor is one of our past contributors, Mr. S. Fukatsu. The Dutch Hosta Society, Scandinavian Hosta Society, and Sadovnik (Russia's biggest garden magazine) have also been given access and have published some of June's revised BHHS/AHS articles.

13.6 To further enhance people's interest in the two genera, June has recently opened an Instagram and a Twitter account. Postings can also go into a Blog later. She will be posting photos or videos of habitats, new hostas, garden displays, etc. These will be organized first and placed in separate files from other postings.

June talked to hikers who viewed the front garden display. Many asked if we have Instagram, Twitter, Facebook or Blogs. These cost nothing to use, are quick to access and require no maintenance. High quality photos and videos are all that is needed.

14) ANY OTHER BUSINESS

14.1 June informed everyone that the new *Hosta* 'Happy Accident' is not a mouse hosta although some had suggested that it was a mouse. It is a sport of 'Serendipity Singer' from Danny van Eechaute. However, it is a mini hosta. She complimented Ollie on the perfume of his *Hosta* 'Sienna Susan'. It has a nice powdery smell which is different with perceivable strength.

14.2 June announced that she had just applied to register 30 new hostas which she has hybridised since 2005. This was the most hostas ever registered in one day! Most are crosses from species and some are sports or open-pollinated hostas. There are some seedlings from Ian Chrystal that are included. She has utilised some species to obtain red legged hostas and choose the ones that grow well in our climate. Some seedlings were chosen for their lovely flowers and heavy textures. So, she hopes to tissue culture some of them.

14.3 Ian emphasised that with the Brexit becoming imminent early next year one will have to be registered to sell into the UK. Plant Passport labels will also be required. Vicky added that the labels are usually on the box not on each plant. Jonathan also mentioned that the plants he had recently received from the

Netherlands had the Plant Passport label on the export document. Ian confirmed that after Brexit the label will change so that the EU flag is removed and the UK flag is put on it.

14.4 Jonathan learned that you have to notify APHA, the government agency, if you are bringing plants into the UK. In addition, you have to notify the Customs before you go abroad to buy plants.

14.5 Jonathan reported that although he was registered for Plant Passport labelling, he has not had any inspection from the authority. Vicky added that she has not been inspected either and that maybe they are short of staff due to the pandemic.

14.6 Ollie was informed that a registration is deemed invalid until an inspection was completed. If he had sold a plant to someone a few streets away, he had to have Passport labels, but if he sold a plant at a show no label is required. Vicky knew that many who are selling on the internet are not complying with the labelling regulations. Ollie received information that if there was a no deal Brexit sales happening outside the UK, including Northern Ireland, a Phyto Sanitary certificate would be required and that would make things even more difficult. The cost would be £120 for the plant inspection and £20 for each certificate for every order that goes out.

14.7 Ian concluded that at the moment everything is up in the air so we will have to see what will happen. After Brexit there would be duty to pay on plants coming into the UK, probably 8%. But plants from America would continue to have 5% duty.

Jonathan proposed to end the meeting.

15) DATE FOR SPRING 2021 MEETING

The spring Zoom Meeting will be held on Tuesday 9th February 2021.

The Actions below will be taken up at the beginning of each meeting.

ACTIONS FROM THE ZOOM MEETING 22ND OCTOBER 2020

Section ref.	Action	Person (s) Responsible	Target Date	Status of Actions: New/Completed/Ongoing/ Outstanding
4.2	Show only two Journal publications in the Free Access section of the Website	Andrew Whittle	ASAP	OUTSTANDING
4.3	Correct the address of Francois Verhaert in the Website list of suppliers.	Andrew Whittle	ASAP	OUTSTANDING
6.5	Jonathan will provide Andrew with the bank details so that the money can be transferred from the PayPal account to our HSBC account.	Jonathan Hogarth	ASAP	NEW

Section ref.	Action	Person (s) Responsible	Target Date	Status of Actions: New/Completed/Ongoing/ Outstanding
8.3	Andrew will give an update on the website traffic in his report.	Andrew Whittle	Committee Meetings	NEW
8.4	Vicky and Ollie will create a link from their websites to the BHHS web page. Jonathan to ask other suppliers if they will do the same.	Vicky Meads Ollie Walker Jonathan Hogarth	ASAP	NEW
8.5	Jonathan to send a supply of leaflets to Robert Barlow and any others who might be able to use them.	Jonathan Hogarth	ASAP	NEW
10.4	John will keep in touch with Wisley staff to see what the future arrangement for room hire will be.	John Baker	On a Regular Basis	NEW
13.2	Members of the Committee are to try to find more advertisers to support the Journal.	All Committee Members	ASAP	NEW

SUMMARY OF ONGOING ACTIONS REQUIRED AT PREVIOUS MEETINGS

(note: actions will be checked at the beginning of each meeting. Please review your actions before arriving.)

Section ref.	Action	Person (s) Responsible	Target Date	Status of Actions: New/Completed/Ongoing
	Register and obtain the Government Code for claiming Gift Aid.	Jonathan Hogarth		ON GOING
	Speciality Funds to be shown Separately in the Accounts.	Jonathan Hogarth		ONGOING

	Review Gift Aid entitlement	Jonathan		To be reported.
	Follow-up non-renewed membership	Ian Scroggy and Committee members		Ongoing