

2022 Membership Report

We had a very successful year recruiting new members. At the last annual meeting membership report, our current membership count was 112. As of Oct. 30 of this year, our current membership is 135. The new members signed up mainly from contacts at farmers' markets, our spring shows, The Arb sale and the State Fair.

Despite the number of members, member outreach continues to be a problem. We sent 28 Constant Contact email messages to the membership in 2022 and the most successful open rate for our emails was 72% for the March 22 message "Iris Society Membership Meeting." Most of the emails average an open rate in the mid to high 60s. The lowest open rate was 49% for the April 5 message "Reblooming Iris Society News and Opportunities." Because we became aware that some of our emails were going to junk folders, I entered the email addresses into a message from my personal email and asked members to check their email settings so our messages would get through. This does not seem to have improved our open rate however.

But we had good member participation in activities this year and also many members enjoy posting on our Facebook Forum page. — Marte Hult

2022 Website Report

In January we added a member's only password protected section to the website in order to post three AIS Powerpoint videos recommended by Will Dougherty, Education Committee Chair.

In April Steve Krahn began the project of digitizing old ISM newsletters and to date newsletters from 1953, 54 and 55 have been uploaded to our website.

We posted photos of irises expected to be available at the annual Arb sale on the website thanks to the many photos supplied by Holly Johnson, and we continue to post events to the calendar and Jack's monthly notes to the "news" page.

Photos posted to the "events" page this year included Art in Bloom, the Louisiana dig at Nemmig, the early and June shows at Bachman's, member open garden visits and photos from the annual dig at the Arboretum. — Marte Hult