



Master Gardener Foundation of Kitsap County

Promoting long term environmental health through sound and sustainable horticultural practices.

The purposes of this non-profit Foundation are solely educational and charitable to enhance and supplement the effort of the WSU Master Gardener Program and thereby provide education and information to the citizens of Kitsap County.

June 1, 2011 Board Meeting Minutes

CALL TO ORDER

President Mary-Cathern Edwards called the regular monthly Master Gardener Foundation board meeting to order at 1:00 PM on Wednesday, June 1, 2011 at the Eagles Nest, Kitsap County Fairgrounds in Bremerton, WA.

Board members in attendance were: Judith Martin, Vice President; Fred Abrahamson, Treasurer; Jane Dower, Secretary; and Directors at Large Martha Alexander, Monica Goldsberry and Jim Rodman. Horticulture Advisor Colleen Miko was unable to attend.

Members in attendance were Sharron Etheredge, Ray Etheredge, Becky Croston, Arlene West, and Roland Malan. Sharron's mother, Aldora Downing, also attended as a guest.

REPORTS AND ANNOUNCEMENTS

Secretary's Report - Jane Dower

A motion to accept the minutes of the May Board meeting as written carried.

Treasurer's Report – Fred Abrahamson

Through 5/31/2011

- 1. The checking balance \$8,025.73*
- 2. The savings balance is \$501.18*
- 3. The Money Market balance at Kitsap Credit Union is \$26,614.74*
- 4. The combined CD balance is \$23,321.27*
- 5. Our overall cash resource is \$58,462.92*

Breakdown of CD's as of April 30, 2011

Kitsap Credit Union (01) 9/14/15 \$8,089.59 1.8% interest

Kitsap Credit Union (70) 2/12/12 \$5,109.44 1.8% interest

Kitsap Credit Union (72) 7/6/13 \$10,122.24 1.5% interest

Budget vs. Actual 5/31/2011

Prepared by Jane Dower, MGFKC Secretary

Meeting Date: June 1, 2011

Through May 31, 2011 we had income of \$30,697.59 and expenses of \$14,723.09 for a positive \$15,974.50.

The Gala revenue through 5/31/11 was \$17,426.10 and expenses were \$6,484.93 for a profit of \$10,941.17.

The Plant Sale revenue through May 31, 2011 was \$12,099.13 and expenses of \$1,827.88 for a profit of \$10,271.25.

Expense breakdown: \$8,312.81 from fund raisers and \$6,410.28 all other.

Notes: Need to determine how much we should invest in a replacement CD. The next one to mature is number 70 on February 12, 2012 with a present value of \$5,109.44. The estimated remaining costs for 2011 are \$16,000.

Discussion ensued regarding purchase of another CD, possibly for a 4 year term. Jim moved that \$5-8000 depending on the best break point be put in a new 1 year CD. Monica seconded. Discussion: Fred suggested that we could handle two \$5K CDs maturing in 1 year and 3 years respectively. If early withdrawal was needed, little loss would be incurred since the interest rate is so low. Jim withdrew his motion. Monica withdrew her second. Fred moved to purchase the two \$5000 CDs and Martha seconded. Motion Carried.

A motion to accept the Treasurer's report as written carried.

Horticulture Report - Colleen Miko

Learning Gardens

- *Working with WSU Pullman Contracts Department to create MOAs for all the Kitsap learning gardens using brand new template—I myself will have to write these contracts using template, in cooperation with the site owner and submit them to WSU for approval, etc*
- *Working with WSU HR in Pullman to write Accident reporting guidelines for Master Gardener volunteers. I myself will have to write these guidelines for approval by the HR department*

Kitsap Fair

- *Carol Henning, Linda Johnson & Elysa Aho working with me to line up volunteers, etc*
- *Kitsap Fair dates: Aug 24-28*

From last month's Board Meeting

- *We do have some secure storage in the basement of the Norm Dicks building for totes for auction supplies that can only be accessed by WSU Extension.*
- *Working on travel time policy*

Upcoming Outreach & Other Events:

- *Urban Bird Festival, Cowling Creek 6/4 & 9/17*

- *Urban Bird Festival, Clear Creek Barn 8/6*
- *Glenwood Plant Fair, June 4 & 5*
- *John Mikesell's Plant Walks June 24, July 22, Aug 26*
- *Albers Vista Gardens Tour for MG, June 11, 10-12*
- *State Master Gardener Conference Sep 22-24, Ocean Shores*

Seminars/Garden Tours Committee Report - Jim Rodman for Joyia Rubens

- The May seminar was attended by about 50 people. Tom Bartuska presented "England's Garden Landscape and Green Community Tradition(s): Exploring a Path to a Sustainable Future".
- The June seminar will feature Sue Goetz and daughter Courtney sharing the 'behind the scenes' activity at the Northwest Flower and Garden show.
- Twenty-five people attended a recent field trip to McAuliffe's gardens.
- A field trip to the Carl English Botanical Gardens at the Chittenden Locks in Seattle is scheduled for June 4th.
- A field trip to Roger Bacon's property is scheduled for June 16th.

Jim agreed to set out a Donation box at seminars and (with help, at) field trips.

State Foundation Representative Report - Roland Malan

Roland would like to put a summary of Anne's Salvage report into the State Foundation's newsletter, Seeds for Thought.

Gala Report - Arlene West

The April 9th, "Giving Through Gardening" Gala was a huge success. The venue was perfect for the 165 attendees. We had 28 live auction items and 65 silent auction items that were all first quality. Mary-Cathern's Edward's Duncan Creek String Quartet added a sophisticated flair to the event with their soothing music. The endless desserts and health foods filled everyone that partook. The gorgeous decorations and setup were a surprise even to the folks from the Sons of Norway.

Speaker Dan Hinkley was entertaining as he showed slides of his garden that we could all relate todead plants after last winters cold and advised us on how we could repair our damaged gardens. Colleen introduced herself as the new MG Extension leader. She thanked the Master Gardeners for their contribution to the community. Master of Ceremony Elliot Gregg masterfully guided the afternoon through each phase and was very entertaining. Auctioneer Chris Sizemore had a great way of making people feel good about spending all their hard earned money! He really earned his keep.

Gala expenses were kept low by shopping for good deals and using keen negotiation skills. Fred and Marlene Abrahamson were able to secure our Master of Ceremonies, Elliot Gregg at no cost and Sheri Kiley negotiated with Dan Hinkley to speak at a fraction of his normal fee. Mary Annese negotiated a 30% discount on printing by giving the printer advertising space in the Gala Program. We borrowed what we could instead of buying or renting. We bought at thrift stores and made what we could to save money. Many team members donated personal items to help keep costs

down. We did our own writing and graphics saving us big money. Special thanks to Jim Rodman, Julie Forville, Mary Annese, Jane Bedinger, Becky Croston, Tana Brown (and me) for creating the advertisements, posters, letters, signs, programs, auction lists, display collages, auction displays, gift certificates, computer presentations plus a ton of supporting documents.

In addition; "catering" our own food saved a ton of money, thank you Martha Alexander for heading up the food and your team for making the purchased food look catered! Judith Martin searched for the best possible price on flowers and found them at 50% off the regular price. Together with her team Rosemary Long, Becky Croston, Kathy Hawkins and Martha Alexander they made the venue look lovely.

Revenue sources came from a variety of avenues. Donations- from invitation letters sent out by Becky Croston. Solicitation- each member solicited for donations but Roland Malan made an art of it. He requested auction items and cash donations from both business and individuals alike and had fun doing it! Ticket sales - all Gala team members sold tickets but Judith Martin made it her mission to sell to everyone she knew. I sold a corporate table which added revenue to the total. Roland and I both sold advertising space in the program. One of the best additions to the bottom line was the ability for attendees to use their credit card for tickets, auction items and wine goblets. Sandy Livermore faithfully kept track of all of the money throughout the process and Dick Lund was our cheerleader all the way.

Revenue: \$17,441.10

Expenses: \$ 6,484.93

Profit: \$10,956.17

Some Lessons Learned and Comments:

- Don't count on computer technology for printing out receipts at event
- Use Bid ID cards with printed auction and check out instructions on them
- Keep the cashier open throughout the event
- Simplify dessert selection and add more food handlers
- Advertise other MG events for wider distribution (promote all events everywhere)
- Find more ways to sell tickets so all the burden is not just on the Gala team
- Check for conflicting or similar events in the area before setting a date
- Get high digital quality photos of auction items for collages
- Ticket price point may have been too high
- Use our own contract for guest speakers, (no personal sales at our event)
- Take more photos throughout the planning process and at the event for archive and future presentations. Use more than one photographer.

Things We Did Right:

- Auctioneer was wonderful.

- *Decorations were beautiful.*
- *Food was amazing.*
- *Size of venue was perfect for 175-200 (no more than that).*
- *Sons of Norway women were worth every penny.*
- *Silent and Live auction items were of great quality.*
- *Displays of silent auction items were very attractive.*
- *Displays of Live auction items were stunning against the wall with lighting.*
- *Speaker was good*
- *Planning and execution was a good blueprint for future events.*
- *Attention to detail was exceptional.*
- *Project was exceptionally well organized.*
- *Team members were good workers and easy to work with.*
- *Elliot Gregg was great.*
- *Elegant event!*
- *Auction donations - WOW!*
- *Room decorations and food presentation was fabulous.*
- *Leadership and direction was great.*
- *Posters, brochures were amazing, very professional.*
- *So many great ideas - wine glasses, advertisement, set up of posters. So much done so very well!*
- *Each donor was personally thanked in writing by the team member who contacted them*
- *Prospective donation list was good*
- *Auction catalog was a great tool to enhance auction item value.*
- *Program was beautiful*
- *MGF Website ticket purchase link with PayPal worked well*
- *“Hot Item” balloons worked well on silent auction tables*
- *PowerPoint Presentation about what the MG program is all about was great!*
- *PowerPoint of Live Auction Items was effective.*
- *Letters and Forms created worked well*
- *Invitation letters included request for donations was very beneficial.*
- *Credit card machine brought in lots more money (provided option to spend more)*
- *The Duncan Creek Music added class and sophistication to the event!*
- *Program ran very smoothly*
- *All printed materials looked very professional*

The moral of this story---this great team did an amazing job! Great job gala team!

Thanks to: Becky Croston, Bill West, Fred Abrahamson, Jane Bedinger, Jim Rodman, Judith Martin, Julie Forville, Kathy Hawkins, Marlene Abrahamson, Martha Alexander, Mary Annese, Mary-Cathern Edwards, Dick Lund, Roland Malan, Rosemary Long, Sandy Livermore, Sheri Kiley and Tana Brown.

*Respectfully submitted,
Arlene West, Gala Chair*

Arlene presented a set of Gala DVDs to the President and the Secretary. The Secretary's copy will become part of the Foundation archive and will be stored at the Master Gardener Extension office in the Foundation's cabinet.

Salvage Team - Ann Haines

On May 23rd we held a dig-season wrap up meeting in Seabeck at the Siloam B&B and Wine Shop. Lovely spot, tasty wines and delicious food accompanied by a great weekend talk from Dana (i.e.: what we should not be digging up!).

Season in Review: In spite of rising gas prices, hail, snow, cooler temperatures, political restrictions limiting access to our dirt/pot storage place and flooding rains.... the team gathered approx 2600 plants (more than double the 2010 figure) including those donated from the Kingston garden club. We lost approx 40-50 plants, less than last year. Crazy weather caused us to reschedule 3 digs – pushing us to do as many as 3 digs in one week.

Lesson learned:

Every year we learn about new plants. This year we learned about propagation and dividing of peonies, hellebores, figs, witch-hazel, lingonberry, dragons tongue and rhubarb.

Improvements we made from the previous year:

- *More plants*
- *Better potting techniques*
- *Labeling and ID*
- *More community relations with plant donors*
- *Better internal MG relationships with other master gardeners, Raab Park, and our new Extension Coordinator.*

We improved our time management and efficiency via

- *Use of a covered tent and ground tarp*
- *Doubled from 2 to 4 allowing us to set individual boundaries and prevent burn out. Improved transfer techniques by carpooling and use of trucks and trailers.*
- *Spread out dig locations*
- *Individuals potted up plants and stored pots and plants at their homes.*

For Next year:

- *Added 2 more folks to the admin team making six.*
- *Scout out digs ahead of time to get a better idea of the time, dirt, pots needed.*
- *Increase awareness of team.*
- *Continue to speak to rookie class*
- *Have laminated signs for pot recycling at sale*
- *Have dirt delivered to a centrally located team members home*

We already have 3 fall digs scheduled for woody plants so they can winter over in their pots.

And lastly – it has been suggested we become our own committee and we are

investigating and pondering that suggestion.

Creation of a Salvage team committee was discussed at length including the effect on the Treasurer's ability to use Quicken to correlate expenses to the Plant Sale event. The conclusion seemed to be that a separate Salvage committee was a possibility but no move was made to actually form one.

Monica mentioned that radio stations are obligated to donate hours to non-profits for advertising. Becky made note of this for next years Plant sale.

Monica suggested that Master Gardeners who volunteer to work at the Plant Sale be assigned stations so that they could prepare themselves to field questions for a particular group of plants and support the customers more efficiently.

Plant Sale - Final 2011 Report - Becky Croston

Wrap-up, Post Sale meeting: What worked, what didn't work, advice for next year

May 26, 2011, Fire Station 51. 1-3:30 PM.

Present: Becky Croston, Sheri Kiley.

Excused: Chrissy Petoff, Christina Nelson, Kathy Hawkins, Georgie Pulliam, Sandy Livermore.

1. Income/ expenses:

A. Sales:

1. Gross: \$12,099.53

Fri: 8318.35 + 869 credit = \$9,187.35

Sat: \$2643.93+208.25=2,852.18

2. Expenses: (to date) \$1448.68

3. Total cleared as of Trs. Figures to date: \$10,650.85 '10: in: \$11,888.48

B. Breakdown of some known items:

1. Two aprons sold for \$20 each. One is left.

out: -2,231.15

clear: \$9,657.03

2. Remaining inventory for sale:

1. Gloves: 166 at \$ 5.00 cost = under \$2.80

2. Aprons: 1 -- \$20.00 cost = \$ 18.96 (not meant to be a profit item.)

Discussion Items:

1. Tables and chairs, 2011: set-up: 6' tables, 70, 8' tables, 10 upholstered chairs, 1 tall ladder (need 12 ft.)

2. Budget: Expenses: for resale: 2011: \$ 2,500. 2012: request \$2,500.

2011: Gloves: old: \$0

new: \$329.89 (Salvage Team allowed to buy at cost from this.)

Tomatoes/peppers: \$484.48 (757 plants at .64 each)

Soil: \$218.53 (Stored at Anna Smith Gardens.)

Flowers, vases: \$327.69

Coffee, etc.: (\$ 88.09) not really for re-sale, but got donations.

Prepared by Jane Dower, MGFKC Secretary

Meeting Date: June 1, 2011

Total: \$1,448.68 (budget: \$2,500)

3. Budget: Expenses: marketing: (maybe \$200, not processed yet.) (2011: \$1,000) 2012: request \$1,000.

4. Promotions:

A. Mini posters: used half for '11, have half for '12.(No large posters –not cost-effective: decided '07)

B. Bookmarks: Lisa (E.O.) made master, 5 to sheet. Handed out at Women's Event: 200 sheets worth.

C. 10 by 3 ft. yellow banner great in front of building.

D. Sandwich Boards: using two “compost” ones, with laminated posters on them. Need 2 from ASG. Two “new” ones used near Pavilion during Women's show. Need two more near our driveway!

E. Yard Signs and stakes: Distributed to Raab, ASG, Karen Vandenacker ('12 ok) Sheri has 10.

5. Quantity ordering:

A. Natives: rely on salvage team and John recommends ordering some from Conservancy for '12.

B. Hosta: Becky: We sold all but 7 (about 100 sold, left-over from '10.)(Stored at Chair's now.)

C. Veggie starts: Sheri: (get more cherry tomatoes in lieu of larger sizes that take too long to mature.) Oggie talked to Sheri about his suggestions for Foxglove to grow for next year.

D. Gloves: Sheri: (We are selling less and less every year---adjust price? Or /and quantity?) We decided to continue to provide gloves to the Salvage Team at cost. Teal and Lavender most popular. For 2012: get 1 doz. Men's XL (black,) and 1 doz. Men's XL insulated (grey.)

6. Donations:

A. It was decided for sales to not solicit “off the cuff” donations from other commercial sources: we want to maintain a high level of quality plant material grown specifically for our sale. All donations should be pre-approved, as some sources will try to pawn off sickly looking plants.

B. Parks employee donated two loads of native trees in great shape: most sold.

7. Other:

A. Celia/ Dana Coggon : Noxious Weeds Display and Clinic: went well. At the Salvage wrap-up meeting on May 23, Dana gave a presentation and fielded questions. The Salvage Team is in agreement to work up a list of highly invasive plants that should NOT be collected or sold. Send info via CC to MG's on what invasives to not bring ---in addition to the “illegal” Noxious weeds, of course.

B. M.G. clinic table: we used ASG reference materials, and books that MG's bring. We should buy: “Flora” by Sean Hogan and “A-Z Encyclopedia” (Costco) to be stored at ASG in the Clinic Boxes.

C. Native Plant/ Shoreline Stewards Tables in back: John: he agrees with idea of large signs for each variety, listing planting and care info. (I didn't see Shore S. info????)

D. Volunteers: Georgie: we need to work on how to encourage MG's to volunteer, and commit. How to get them to remember to wear badges? Have temp.

replacements for them?

E. Veggies: Becky has a list of veggies that MG's (such as Monica Goldsberry) can grow for us.

F. Port Orchard Helpline Nursery: donated three loads of plants when we only expected one. Donated two huge petunia baskets, sold for \$25 (tried \$40, didn't sell—they sell them for \$35.) Try again to work with them on contributions to our sale, but perhaps they need to see what they have for us on "take in day," and it became obvious that they can't really plan ahead.

G. Judy Morgan and Lois Maynard collected, stored, and delivered boxes.

H. Deliveries: Natives: to the Back and John supervises pricing. All others to Front until 9am.

8. Next Year:

A. Discussion: No Pre-Sale. Anyone can start buying Friday 9am. Only cashiers/talliers can pull earlier. Every year we get complaints about this. Do we offer an "on-line auction" for pre-sale special?

B. Get more word out to have Foundation Members and MG's donate plants. Fall: get into the newsletter via a separate flier, what sells, etc. and print extras to hand out to the new Rookie class.

C. Handouts: printed by Extension: Foundation Assoc. memb. Form, with "what does the F. do?" on the reverse side. Native plants, Shore Stewards, Rain gardens? Seminars? The usual "Extension" copy.

D. Linda Wells (Salvage Team) and Jane Dower are working on plant info signs for next year.

E. Ideas: add plant sections for: "Deer Resistant", Shade/sun loving, "mystery Plants." ?

9. Important Changes to make for 2012:

A. How do we cut down on the overwork our volunteers did? Looking into using High School Sr's.

Stressers: Id/pricing, hauling, returning to ASG, long days standing on concrete.

Trucks are to load up at Foxglove on Wed. to haul to Sale on Thursday Morning.

B. Too many plants: Id the ones that don't sell well and reject them. (Iris, Daylily, for some.) ASG via John were instructed by Becky to cull the plants they have in storage that should NOT sell due to poor condition. Some are undesirable: trees too tall for transplanting; too common.

C. Salvage Team is working up a BIG sign for PS: "donate your pots here."

10. Facilities:

A. We paid \$0 for the Van Zee building, due to negotiations -- proving MG's donate thousands of \$\$ in value for labor to just three county parks.

2010: \$150. Full: \$750.

B. We paid \$0 for the tables, chairs, and \$0 for signage.

2010: \$426.80 instead of \$853.50.

C. Colleen feels the same negotiations will "work" again for 2012. We should negotiate annually. Colleen believes that "Parks" fully recognizes the contributions our MG's make to the county.

Van Zee: 6,804 sq. feet \$ 250 day = \$ 750.// Pres. Hall: 19,354 sq. feet \$1,000 day =

\$ 3,000.

Tables: 6' = \$ 6.00 each rental Van Zee: used 6: full charge: \$ 36.00
8' = \$ 8.00 each rental used 70: full charge: \$ 560.00
Chairs: (steel ones no charge?) ?
Signage: (Fair's 2 reader boards) Reg. price: \$ 240.00
---end---

Discussed the following suggestions:

- A cut-off date for donations of plants to avoid last minute issues.
- Sharing of the "winter" plant-sitting tasks. Anna Smith garden currently does most.
- Close proximity of dates for Gala and Plant Sale. Volunteers don't typically help with both. If the Gala was in the Fall, more volunteers might support both events.

A motion to accept all committee reports as written was made and carried.

UNFINISHED BUSINESS:

Board insurance purchase decision was tabled until the July meeting.

Capital Improvement discussion was tabled until the July meeting.

2010 Audit: Martha Alexander announced that MJ Tyler, Beanie O'Neil, Sandy Livermore, and Rosemary Long have kindly volunteered to perform the 2010 Foundation audit on Wednesday, June 8th at 1:00 pm.

NEW BUSINESS:

Nominations for 2011-12 Board: Mary-Cathern sent a nomination letter to the Garden Leaders and plans to send one to each clinic leader. It was noted that nominees must have become Foundation members not later than 15 May. Board nominations will be discussed at each garden: Jim will lead the discussion at Heritage, Becky at Raab park, and Mary-Cathern at Olalla. Anna Smith has already been informed. Roland, Jim and Monica volunteered to be on the Nominating committee. Judith is the Nominating committee chair ex-officio. Nominees must be identified by August. Open positions include Vice President, Treasurer, and two of three Directors at Large.

Group Health Grant application: Jane Dower described the grant process and offered to submit the grant prior to the September deadline. Martha moved to endorse the submission. Fred seconded. Motion carried.

Gala Leftovers: Martha agreed to sell leftover Gala wine glasses at the next Foundation seminar

Awning: Becky commented that the Port Orchard Farmer's Market needs a replacement awning. The old one was damaged. Fred stated that money for a replacement is already budgeted. Colleen, via email, noted that the money in the clinic budget that Fred mentioned was allocated for 2011 for a clinic canopy for the "travelling clinic" to be used at various outreach events--not for the Port Orchard clinic.

Fundraiser Thanks: Mary-Cathern presented thank you cards and gifts to Arlene West and Becky Croston on behalf of the Board to express our appreciation of their Gala and Plant Sale fundraising efforts. Both events were a tremendous success thanks to their leadership!

.....and as always, thank you to Ray and Sharron Etheredge for coordinating our refreshments for every Board Meeting.

Meeting was adjourned at 3:20 PM