



**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.*

**Annual Report for 2015**

**SUMMARY**

Major Accomplishments for 2015:

- Authorization of a debit card for ease of purchase.
- Purchase of 2 iPads for processing credit card sales.
- Change of website to the user friendly WIX based format.
- Storage Facility rental to consolidate all items belonging to the Foundation.
- Elimination of the membership concept and initiating a Board Driven organization.

**Treasurers Report – Joyce Schlote**

**December 31, 2015**

**ASSETS**

**Current Assets**

Checking/Savings

Debit Card Checking		25.00
PayPal Receivables		0
Kitsap Credit Union		5,313.12
Checking		
Money Market		30,397.12
Savings Capital		1,000.24
Improvement		
Kitsap Credit Union CDs		
CD 01 (09/14/2020)	Emergency Fund	8,500.00
CD 02 (06/01/2017)	Fund Raising	5,000.00
CD 04 (01/09/2017)	Emergency Fund	3,500.00
CD 06 (01/09/2016)	Income Averaging	5,000.00
CD 07 (01/09/2016)	Fund Raising	4,000.00
CD 08 (01/09/2016)	Income Averaging	5,000.00

Total Kitsap Credit Union CDs 31,000.00

Total Checking/Savings 67,735.87

Total Current Assets 67,735.87

**TOTAL ASSETS 67,735.87**

## STANDING COMMITTEE REPORTS

### Communication Committee - Jane Dower: Chair

During the past year, the Foundation continued to advertise our events including the plant sale, and Great Give as well as seminars and field trips on our website, in Constant Contact messages, and in Sound Publishing and Kitsap Sun newspapers, and online calendars. West Sound Home and Garden generously provided ad space in each of their 6 issues at no cost to the Foundation. The website offers comprehensive information about the Foundation and our events. The website has completed a complete upgrade to a new platform called WIX. The new Wix.com website has proven to be an efficient, cost-effective solution for the Foundation. Jane Dower is training a new webmaster, Tae McKinney. Hari Stone of the WSU Kitsap Extension Office is acting as the Constant Contact editor for the Foundation. We are currently looking to fill multiple positions within our communications team.

### Resource Development – Chair: Vacant

The Resource Committee was not a formally conducted committee for 2015 as the Chair position remained vacant.

Below is a summary of the fundraising activities and dollar amounts (rounded) that we earned. Both years monies are provided for comparison.

<b>ACTIVITY</b>	<b>2014</b>	<b>2015</b>
Kitsap Great Give	3,700	2,300
Fred Meyer Rewards Program	375	400
Amazon Smile Rewards Program	10	40
Microsoft Matching Programs	0	550
Seminars	19	620
Mardi Gras	350	426
Spirit Wear	1,067	1,254
Merchandise (gloves, glass, row cover, cards)	1,790	1,324
Plant Sale	12,135	14,608
<b>TOTALS</b>	<b>19,446</b>	<b>21,522</b>

### Programs Committee –as listed below

#### Seminars – Amy Churchill/Kathy Hawkins :Co-Chairs

Seminars for 2015 were held from January through June. The list below outlines the seminar schedule for 2015:

- January: No No's at the Nursery – Dana Coggin
- February: No seminar due to the Flower and Garden Show
- March: Dirt Cheap Garden Art: Marianne Benetti
- April: Jump Start your landscaping with treasures from Glenwood Gardens – Chrissy Pettoff and Ann Haines and Perennials with Purpose – Colleen Miko
- May: Container gardening year round – Arlene West and Kathy Hawkins
- July: Plants with a Purpose – Laura Pittman-Hewitt

### **Finance Committee - Chair: Vacant**

The 2016 Budget was approved in December 2015. We have finished 2015 in fine shape. We have \$1,445.87 more to work with than we budgeted for 2016. We recommend that after the completion on the audit, any excess money from 2015 is held for use in 2017.

### **Nominating Committee – Marcia Harris: Chair**

- We elected 4 new Board members: Sherry Kanode (President), Joyce Schlote (Treasurer) for a second term, Mary Anderson (Director at Large) and Judith Richerzagen (Director at Large).
- We welcomed back to existing Board members: Donna Rae George (Secretary), Marcia Harris (Director at Large) and Kathy Hawkins (Director at Large)
- The Vice-President position remains vacant

### **Audit Committee Linda Wells - Chair**

Audit Committee gave us a clean bill of health at the first of the year for the 2014 calendar year. Thanks to all who turn in their request with proper paperwork and documentation. Our Federal 990n was filed and acknowledged in a timely manner.

## **SPECIAL COMMITTEE REPORTS**

### **Mardi-Gras Float Committee Gayle Larson and Judy Guttormson: Co-Chairs**

Our Mardi Gras float entry earned us \$426 from the Clearwater Casino (“consolation money”), and Board members expressed interest in participating again next year, if invited (which is usually initiated by the Casino in November).

### **Bylaws Change Committee – Donna Rae George**

After thorough research and discussion, the MGFKC Board is advocating a change in the bylaws to a “Self-Perpetuating” (non-voting membership) organization. This does NOT impact the goals of the organization or the ability for anyone to be involved in the Foundation activities. It simply removes the requirement for “membership” voting in MGFKC elections.

Election of officers, under the revised Bylaws, would be handled by the MGFKC Board itself. The Washington Secretary of State allows this type of organizational structure. In fact, many charities currently run this way. We will always solicit all Kitsap County MG’s for their participation as board members. All meetings are always open to all certified Master Gardeners of Kitsap County, there’s no change to this approach.

The basis for this decision is simply the financial cost to the Foundation for annual voting material, mailing and the volunteer hours involved while providing no clear benefit to those as members of the FOUNDATION.

Usually membership to an organization provides some benefits to its members, such as discounts, special treatment, or added services.

- There are no membership dues, so membership does not provide any organizational income.
- Our seminars and tours are always free to Master Gardeners in Kitsap County.
- Membership to the MGFKC does not provide any other benefits to its members except to vote for the Foundation Board.

As a nonprofit organization supporting the Master Gardener Foundation of Kitsap County we have the obligation to use our organizational resources in a RESPONSIBLE manner. The funds used in maintaining a membership and operating an annual election would serve the Master Gardeners best if those funds and volunteer hours were directed to meet the goals and objectives of the Master Gardeners.

An information packet as well as ballots was sent to all 158 members of the MGFKC on August 21, 2015. Votes were tallied at the Fall Potluck/Annual Meeting on September 29, 2015. 76 ballots were returned with 64 votes to approve the bylaws and 12 opposed.

## **Plant Sale - Vickie Richter**

### Committee Members:

Chair: Vickie Richter

Volunteer Coordinator: Donna Rae George

Treasury: Joyce Schlote

Salvage Team Rep: David Delmendo

Advertising Rep: Ann Lee

Plant ID and Pricing: Gayle Larson

Plant Placement: Donna Rae George

Refreshments: Sharon Etheredge

Communication Committee Rep: Jane Dower

### **The Financial Facts:**

- Net Income from Plants: \$16,505
- Expenses: \$1,670.93
- Total Net from Plant Sale: approximately \$14,000

### **Plant Sale Detailed Information**

- Top sale priced items (in order of pricing): \$5, \$6, \$8, \$4, \$20
- approximately 98% of sales occurred between 9 AM and 3 PM
- Volunteers: 61 on set up day, 80 on sale day, and the mass of salvage team volunteers

### **Committee Suggestions for improvement and Continued practices for next year (2016)**

1. Date/Time of Plant Sale:
  - a. Saturday before Mother's Day, 9 AM- 3 PM
  - b. Discount to MGs from 3 - 3:30 PM if clean up
2. Facility Layout
  - a. Move tomatoes from front of building to the middle (too much of a flurry of activity and crowding at front of building and this should help)
  - b. Move "Hold" area towards back of building or prior to payment area
  - c. "Jane's" Plant signs area will be in a specified area with room to work.
3. MG plant donations
  - a. Plan for seedling starts now. Takes a year for some to look good
  - b. Disseminate a list of undesirable plants for donation (invasive, poor sellers, etc.)
  - c. Donations must be in pots (customers don't understand bare root and are looking for potted plants)
  - d. Continue request for veggie, tomatoes, and herb donations. These are huge sellers and we never have enough.
  - e. Add Houseplants area, cleaned up
4. Advertising:
  - a. Continue to email Friends of the foundation (28) with plant sale info
  - b. Continue to advertise on the Bremerton/Bainbridge, Bremerton/Seattle, and Kingston/Edmonds ferry runs with large posters
  - c. Several small businesses in community will post posters in their windows. Print more posters and arrange to have leads in county areas to post these
  - d. Print more bookmarks for clinics and as advertising at shop counters. Increase bookmarks from 500 to 1,000 at least
  - e. Is there a way to advertise plant sale at bottom of MG communications?
  - f. Check into placement of large plant sale signs in unincorporated/incorporated Kitsap County as well as city codes

5. Finances -
  - a. 8:30 training of cashiers/talliers
  - b. Move 2nd shift of cashiers/talliers to 12 - 3 PM with training at 11:30
  - c. Need 1 - 2 people to lead and provide training/answer questions, for talliers/cashiers etc.:
  - d. Purchase 3rd refurbished iPad and stand
  - e. iPad and use of square provides excellent sales information for credit purchases. Add cash purchases to iPad to track more information.
  
6. Scheduling -
  - a. Use of the Google Docs - questionnaire with time, job, description, etc. worked somewhat. Many MGs forgot to hit "submit" at the end of questionnaire to sign up.
  - b. This year less than half rookies signed up. Suggested that rookies sign up at training.
  - c. Start MG signup for plant sale volunteering at January seminars
  - d. Continue with sending out volunteer schedule reminders 2 days before each shift.
  - e. Recruit for scheduling coordinator ASAP. - Scheduling to begin at the seminars in January.
  - f. Many MGs do not use email regularly. Offer alternative ways to sign up for Plant Sale (seminars, Rookie training sessions, clinics?)
  - g. Use time lapse as tool with Rookies
  - h. Exit interview with volunteers to see what people were looking for?
  
7. Plant ID and Pricing
  - a. Salvage team rocks
  - b. Consistent pot sizes worked great for pricing and sorting
  - c. Very few unidentifiable plants
  - d. Decrease number of people with plant ID and pricing during set up day
  - e. Set up a Gardeners' surprise area... variety unknown
  - f. Dana's stickers - Donna Rae will talk to Dana: MG warning...and add note
  - g. Continue practice of not discounting plants to 50% off at specific time of day. Instead, with Salvage Team input, discount some plants based on overstock, etc. Create large "discount" or "sale" signs
  - h. Tongue depressors for pricing unfortunately did not work because the tongue depressors did not hold up to moisture. Next year move to pricing on the white plastic plant markers
  
8. Training
  - a. Train prior to sale.
  - b. MGs working customer service during plant sale are not plant salesman but are offering customer service, assistance. This should be clear during training. Use role playing to explain during training.
  
9. Natives:
  - a. A native team lead would be helpful to take on all aspects of Native Plant area. This lead would:
    - i. Coordinate native plant salvaging
    - ii. Order from Conservation District in January
    - iii. Pick up plants from Conservation District
    - iv. Organize potting of Conservation District plants and arrange for plant storage
    - v. Arrange for transport of native plants to sale
    - vi. Arrange for storage or donation of natives after sale
    - vii. Plant layout at sale
    - viii. Pricing
    - ix. Coordinate (with Plant Sale Scheduler) scheduling of native plant specialists to work native plant sale area for set up and for sale

10. Plant Sale set up day, Plant info signs and location of plants for set up and sale

- a. Label each 4 square set of tables with a number as guide to where plants are. Each number will move if the plants are moved during set up and during sale.
- b. Lists of what is at each 4 square table will be provided to customer service MGs and available to customers (need more discussion on this)
- c. Need more crew leaders for set up day

11. Resource Committee sale items

- a. Sale of garden art and row cover went extremely well
- b. Continue sale of glass garden art /garden art
- c. Continue sale of row cover, perhaps add hoop frame for sale as well

12. Close out

- a. This year we donated many leftover plants to the Alternative to Detention Youth program and the remaining plants were transported to Salvage Team homes and Plant Sale Committee homes
- b. Develop an orderly process at end of day to manage leftover plants by identifying where plants are going by 3:30 PM
- c. Offer MGs volunteering for clean up a 50% discount on plants from 3 - 3:30 PM was suggested.

Chairs report: Vickie

Reviewed MG and Plant Sale customer feedback and, in response to that feedback, the following are recommendations for next year:

- Send out request (CC) for boxes, carts and wagons ahead of time. Definitely need more carts. Would any local businesses lend us a few carts for the day (Lowe's or Home Depot)?
- Add a MG Help Desk/Clinic to centralize information and assistance. Make signs for the ASK ME area. The volunteers working the desk will provide info for customers on plant locations, list of plants for sale, plant pricing, and the general clinic info (best plants for a location, help with current garden issues, general plant information, etc.). This will also provide a central location for volunteer MGs to obtain assistance with customer questions. Additional committee member for this?
- Use job descriptions to assign MG volunteers to areas they are most comfortable with. Assign volunteers to specific plant areas and provide a list of plants in that area a couple weeks ahead of time. This will allow volunteer's time to research the plants they will be selling.
- Arrange for disposal of leftover plants well ahead of sale. Dan Larson with the Alternative to Detention Youth works on clean up after the sale and they take leftover plants but there was more than they could handle. Arrange for Colleen Miko to contact garden leads and see if they would want leftover plants.
- Arrange for on-call trucks/drivers to haul plants after sale.
- More veggie starts (other than tomatoes) needed for plant sale. MGs with greenhouses?
- Recruit a MG Volunteer from each part of the county to be responsible for advertising in that area (posting flyers at local businesses, gyms, etc.)
- Include vendors – Need additional committee members for this
- Discuss with Colleen the possibility of improving plant sale volunteer hours (clinic hours, educational outreach, etc. for those volunteers working with the public and answering questions)

Looking forward:

- Georgie has resigned as Volunteer Coordinator for the Plant Sale. She has taken on this time consuming task for the last couple years with gusto and done an excellent job. The committee will miss her expertise and hard work. Thank you Georgie! We will visit you at the Poulsbo clinic.
  - Donna Rae will take on the Volunteer Coordinator position for the 2015 plant sale.
- All of the remaining committee members will continue on in their positions for 2015.

### **Fall Plant Sale**

A fall plant sale was held Saturday September 27, 2015 from 10 AM to 1 PM. The sale was held at the residence of Ann Haines and therefore, was only open to Master Gardeners. A Constant Contact message was sent to all Master Gardeners to advertise the sale. The iPad was used to record ALL sales during the event. All plants were priced at \$4 each.

### **Finances – SQUARE Sales Report from iPad**

- 30 Total Sales on September 27
- 208 Items
- \$846 sales as rung into iPad
- Presume delta is from sales during Set Up Day (\$214)
- \$9 Donations (2 individuals)
- \$774 in cash
- \$72 in credit cards

### **Annual Meeting**

On Tuesday, September 29, 2015 we had our Annual Meeting and Potluck at the Norm Dicks building in Bremerton, WA. We celebrated with great food (in abundance) and were able to visit with each other and just have a great time. Attendance was at an all-time low, with approximately 25 people.

Ballots were counted and new Board Members were announced (See nominating Committee report and Bylaws Change Committee report)

We said goodbye to Directors at Large Carol Harcharik and David Delmendo. Carol has served on the Board for 4 years and helped to coordinate some of our tours. David served for 2 years and brought a great perspective to all our discussions and we are thankful that he will continue to be active with the Salvage Team. We said farewell to Vickie Richter after her tenure as both Vice President and President.