



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.

April 16, 2018 Board Meeting Unapproved Minutes

CALL TO ORDER

President Donna Rae called the monthly Master Gardener Foundation board meeting to order at 1:04 pm at the Home Builders room on Monday April 16, 2018.

Board members in attendance were

Executive Board Members:

President Donna Rae George

Vice President Joyce Schlote

Secretary John Andrews

Treasurer Vickie Richter

Directors-at-Large:

Gayle Larson

Tom Boullion

Celia Johnson

Jackie Siler

Horticultural Advisor: Colleen Miko

State Rep: *Mary-Cathern Miller (absent)*

Guests: None

TODAY'S AGENDA.

CONSENT AGENDA Call for the Vote of items as presented. Approved

Secretary's Report – John Andrews

March's meeting minutes were approved as submitted.

Treasurer's Report – Vickie Richter

The Treasurer's report of Assets and Profit and Loss was emailed to all members.

Horticulture Report–Colleen Miko

March report was emailed to all members

STANDING COMMITTEE REPORTS:

Nominating Committee: no report filed.

Audit Committee: no report filed

Finance Committee: no report filed.

SPECIAL COMMITTEE REPORTS:

Plant Sale Committee: report was emailed to all members.

Plant Salvage Committee: an update report was emailed to all members.

Merchandizing Committee: Spirit Wear report was emailed to all members.



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.

ADDITIONAL AGENDA ITEMS: NONE

UNFINISHED BUSINESS:

1. **Sponsorship Update.** Joyce reported that the digital ad for the newspaper has been created and will be imbedded in the online newspaper with link to the MG website. Usually they have around 41,000 views. The cost for the ad was \$500 total, which comes out of the sponsorship budget. Banners from different sponsors that are received will be hung at the plant sale and John will make sure they are photographed. Celia explained the difference between image ads and target ads. Most sponsors are providing us with logos that are basically image ads. We've received \$2000 in sponsorships in this first year that we have sought financial support from different businesses.
2. **Retreat:** Donna Rae cancelled our participation with Jefferson and Callam counties for a combined retreat after finding few members able to attend due to busy calendars at this time of the year.
3. **Amazon Associates Program.** At the last seminar, Donna Rae mentioned that our presenters were showing books that they recommended. She explained that whatever a person buys through this A.A. Program gives us a monetary return even on things that were not originally purchased. Joyce stated that our involvement with this program would not affect our charitable status. Is this something that we want to pursue? Celia showed a list of items that she has purchased over the years through Amazon which have amounted to hundreds of dollars. As a caution, Colleen pointed out a suit was filed against Amazon and was settled over illegal pesticide that was sold on their website. There could also be books that promote obnoxious weeds. In that case, Gayle suggested a disclaimer that would make it clear that we have not vetted every item and that would protect our organization. Discussion continued on the pros and cons. Donna Rae suggested putting together a plan that would explain the steps of getting into this program along with the positives and negatives. She pointed out that fund raising has evolved over time, so we need to keep an open mind to try different areas. Passive income from companies is out there—we just need to find them.
4. **Grant Matching.** Vickie reported that Anna Smith Gardens received \$200 from Central Valley Club. Raab Park also will receive a donation from the Poulsbo Garden Club. Discussion centered on the process of how moneys are sent to the foundation or gardens. It was agreed that all checks and receipts should be sent through the Foundation budget in order for proper tracking. Both gardens will have the matching funds allocated in their budget and will have two years to spend it.

NEW BUSINESS:

1. **Financial Decisions.**
 - a. Vickie reported that two CDs totaling about \$9,000 matured that were transferred into our money market account. \$2000 was allocated for the matching grant. Vickie needs direction as to where to move that remaining amount. A decision to roll the funds into new CDs (\$3000 into income averaging to mature in two years and \$4000 into fundraising to mature in three years) was placed on hold.
 - b. Donna Rae asked whether we should consider having another gala or expo as a fundraiser? The last one was in 2013 that Amy Churchill organized a very successful gala that involved a lot of time and energy. Auctions were included and they were high end. Over 100 people attended. The total net income was \$13000 after expenses. This brought up the question: What



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.

are the goals for fundraising? It was generally agreed that we need to have a conversation before deciding whether it is worth it to invest a lot of time and energy into one event.

- c. Seminars. If we had another venue, we might be able to incorporate a social event (potluck) before the seminar. One thought was to move the seminars to Saturdays to avoid the parking issue. Gayle reported that when the Organic Gardening Class is offered all day Saturdays, it has not been a deterrent. Ideally, a new venue that would provide room for 100+ with adequate parking can be found for next year at no cost to the foundation.
- d. How are special projects paid for? Do garden leads feel they can approach the foundation for financial help? Colleen explained the history of how gardens create their budgets and they have an operating account which the board approves. But there is no account for one-time expenses like a fence or shed. It is a difficult balance to decide how much funds to just give them as opposed to incentivizing them to get funds that the foundation will match. Discussion continued on whether there is a way of providing financial support for one-time ticket items? What is the philosophy for saving large amounts in the bank for emergency situations? What are examples of “emergency situations?” How do we offer support for those who don’t feel comfortable in asking for funds. With all the success of past fundraisers, the board is in a position to help the gardens. **A Motion was made to ask Anna Smith Garden leads how much it will cost for a new shed and for the Foundation to fund the total that is still needed to the limit of \$3500. Passed unanimously.**

Note: The question of the purpose for savings CDs and the minimum that the Foundation needs to keep in savings for the future will be the main topic of the May Board Meeting.

2. Year End Report. Tabled.

ANNOUNCEMENTS : NONE

FUTURE AGENDA ITEMS

1. **Four Year Goals. Review and Establish our financial goals and investments into rookie and new grad mentorships.**
2. **Fill Open Committee & Board Positions.**
 - a. **Finance Committee**
 - b. **Audit Committee**
 - c. **2019 Board Positions.**
3. **New Policy for Sponsorship. Committee of Celia, Vickie, Mike, Joyce are working on this.**

Meeting was adjourned at 3:10 pm.

Next Meeting will be Monday May 21 at 1:00pm at the Housing Dept. Building.