



## **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, 2014 Meeting Minutes**

### **SUMMARY**

*To be read aloud at the next annual meeting:*

#### **Treasurer –**

*2014's Asset Allocation:*

<i>Emergency Reserve</i>	<i>\$10,000</i>	
<i>Fund Raising Reserve</i>	<i>5,000</i>	
<i>Capital Improvements Reserve</i>	<i>1,000</i>	
<i>Income Averaging Reserve for 2015</i>	<i>5,000</i>	
<i>Income Averaging Reserve for 2016</i>	<i>5,000</i>	
<i>Spending Account</i>	<i>26,300</i>	<i>(which included project-specific funds received in 2013 but not yet spent)</i>

#### **Resource Committee –**

- *Merchandise sales (gloves, cards, spirit wear, glass, row cover, etc.) have generated a net profit of about \$2,119.28 so far this year.*
- *We received nearly \$4,000 from the first annual Kitsap Great Give*
- *We received almost \$350 from the first six months of our participation in the Fred Meyer's Reward Card*
- *Our Mardi Gras float entry earned us \$525 from the Clearwater Casino*
- *Barnes and Noble gift wrap earned \$311.33*

#### **Communications –**

*The website is currently undergoing an upgrade and evaluation.*

#### **Nominating Committee –**

- *We elected 4 new Board members: Sherry Kanode (Vice-President), Donna Rae George (Secretary), Kathy Hawkins (Director at Large) and Marcia Harris (Director at Large).*
- *We welcomed back to existing Board members: Vickie Richter (President), Joyce Schlote (Treasurer), Carol Harcharik (Director at Large) and David Delmendo (Director at Large)*

#### **Plant Sale –**

*Our largest fund raising activity for 2014. **Net Sales: \$14,942.40***

## MEETING

### CALL TO ORDER

President Jim Rodman called the annual Master Gardener Foundation meeting to order at 1:30 PM on Wednesday, September 16th, 2014, at the Poulsbo Fire Station, 911 E Liberty Road, Poulsbo , WA.

Board members in attendance were: Vickie Richter, Vice President; Donna Rae George, Secretary; Joyce Schlote, Treasurer, Directors at Large Jane Dower, Carol Harcharik and David Delmendo. Newly elected Director at Large Marcia Harris attended. New officers Sherry Kanode, Vice-President and new Director at Large Kathy Hawkins were unable to attend. Horticulture Advisor Colleen Miko also attended. Approximately 30 MGFKC members also attended.

### REPORTS:

#### Secretary's Report – Donna Rae George

Motion to approve the 2013 Annual Board meeting minutes carried.

#### Treasurer's Report – Joyce Schlote

		<u>September 30, 2014</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
Checking/Savings		
Kitsap Credit Union Checking		5,957.81
Money Market		25,431.36
Savings Capital Improvement		1,000.09
Kitsap Credit Union CDs		
CD 01 (09/14/2015)	Emergency Fund	8,598.43
CD 02 (06/01/2015)	Fund Raising	5,000.00
CD 04 (01/09/2017)	Emergency Fund	3,500.00
CD 05 (01/09/2016)	Fund Raising	5,000.00
CD 06 (01/09/2016)	Income Averaging	5,000.00
CD 07 (01/09/2015)	Income Averaging	4,000.00
Total Kitsap Credit Union CDs		31,098.43
Total Checking/Savings		63,487.69
Total Current Assets		63,487.69
<b>TOTAL ASSETS</b>		<b>63,487.69</b>
LIABILITIES & EQUITY		0.00

### **Treasurers Report (continued)**

*This year's spending has stayed within the budgeted amount. Great praise to each of the garden leads and committee heads for keeping your spending under control.*

*Income has exceeded our projections. The Plant sale took in even more than we'd forecast. Plus, several new fundraising opportunities boosted revenue. We received nearly \$4,000 from the first annual Kitsap Great Give and we've received almost \$350 from the first six months of our participation in the Fred Meyer's Reward Card rebate program that Anne Haines told us about. Information about how to enroll your Fred Meyer's card is on the back of your agenda. Amazon is starting a similar program, Amazon Smile so that a portion of your Amazon.com purchases will go to the Foundation.*

*Thus the great news is that we look to end the year with about \$5,000 to \$6,000 more than we projected, which is a very nice predicament to have. Do we increase the operating/program budget by that amount? Do we add it to the income averaging reserve, which would enable us to put off having a big fund raising event for one more year? Do we spend it on one time garden improvements? Some combination thereof? The board and the finance committee value your input. See me and we can talk about it.*

*The monthly financial reports are posted on the website. A copy of last year's final financial report is in the binder up front, as well as a copy of the activity for this year through Aug. 31. Feel free to look them over.*

## **STANDING COMMITTEE REPORTS**

### **Resource Development – Linda Wells**

*The Resource Development Committee serves as a sounding board for Foundation members engaged in fundraising efforts and offers guidance to the Foundation's Board of Directors about potential fundraising strategies. The Committee also consolidates the reporting of members engaged in selling non-plant merchandise for the Board's monthly meetings. We meet three to four times per year.*

*Over the past few years, our primary focus has been trying to encourage greater efficiency in the Foundation's fundraising: helping the Foundation research and choose activities that will have good profit-to-effort ratios. We also have been working with fundraising teamleaders to improve the accuracy and transparency of our inventory, sales and remittance recordkeeping.*

*This year, the Foundation added sales of row cover fabric, participation in the first annual Kitsap Great Give and participation in the Fred Meyer's Rewards program to our fundraising activities. We also have just begun to participate in the new Amazon rewards program, Amazon Smile.*

*Merchandise sales (gloves, cards, spirit wear, glass, row cover, etc.) have generated a net profit of about \$2,119.28 so far this year. Which means that we already have exceeded our \$1,315 target net by more than 60%, and we should have additional sales at the Statewide Foundation Convention later this week and at the intern's graduation in November. As a result of the Kitsap Great Give and Fred Meyer's programs, donations this year also are about 60% above our annual projection.*

*The current members of the Resource Development Committee are Linda Broun, Cathy Carson, Amy Churchill, Donna Rae George, Ann Haines, Jim Rodman, Linda Wells and our ex officio Board representative, Vickie Richter.*

*We would gladly welcome anyone else who would like to participate. Please contact Linda Wells if you would be interested in joining us, or if you have any suggestions for the committee. Linda can be reached by e-mail at [MGLindaWells@comcast.net](mailto:MGLindaWells@comcast.net) or by phone at 360-930-8048.*

**Communication Committee - Jane Dower**

*During the past year, the Foundation continued to advertise our events including the plant sale, fall auction 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. Viking Life magazine featured the Foundation in their April issue. West Sound Home and Garden generously provided ad space in each of their 4 issues at no cost to the Foundation. In 2015, they will issue 6 magazines and will continue to offer ad space gratis. The website offers comprehensive information about the Foundation and our events. The website is currently undergoing an upgrade evaluation.*

**Programs Committee - Debra Adv**

Program Seminars were scheduled monthly from January through July.

**Finance Committee**

Refer to Treasurer's Report

**Nominating Committee – Vickie Richter**

*The 2014-2015 Board of Directors candidates running to fill the four vacancies were elected compliant with the By-Laws. Congratulations to newly elected Board members: Sherry Kanode (Vice-President), Donna Rae George (Secretary), Kathy Hawkins (Director at Large) and Marcia Harris (Director at Large).*

*Welcome back to existing Board members: Vickie Richter (President), Joyce Schlote (Treasurer), Carol Harcharik (Director at Large) and David Delmendo (Director at Large)*

**Audit Committee – Jane Dower**

*Audit Committee gave us a clean bill of health at the first of the year. Thanks to all who turn in their request with proper paperwork and documentation. If you would like to be a part of the audit see me or Jane Dower. Our Federal 990n was filed and acknowledged in a timely manner.*

## SPECIAL COMMITTEE REPORTS

### Mardi-Gras Float

Our Mardi Gras float entry earned us \$525 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).

### Plant Sale - Vickie Richter

#### Committee Members:

Chair: Vickie Richter

Volunteer Coordinator: Georgie Pulliam

Treasury: Joyce Schlote

Salvage Team Rep: David Delmendo

Communication Committee Rep: Jane Dower

Plant ID and Pricing: Gayle Larson

Plant Placement: Donna Rae George

Refreshments: Sharon Etheredge

Resource Committee Rep: Linda Wells

**Plant Sale Budget vs. Actual:** Joyce Schlote and Vickie Richter

**Budget:** \$3,000

**Actual (to date):** \$2,504 (no additional expenses anticipated)

**Net Sales: \$14,942.40**

**Cashier/Tallier report:** Joyce Schlote

- **Statistics:** Friday 361 Sales, Saturday 194 Sales (half on Saturday marked at half price for plants)
- **Starting Cash and Cashboxes/Credit cards:** \$300; \$200 in ones, \$50 in fives, \$50 in tens. Friday morning until noon: Three cash boxes (2 people per cash box) and one credit card station Friday afternoon and Saturday: Two cash boxes (1 person per cash box) and one credit card station.

**Recommendations for next year:**

- One working credit card station and one in reserve
- Talliers: Designated tallier table, two talliers for each cashier until Friday noon, one tallier per cashier Friday afternoon and Saturday
- Add clean table behind cashier tables to count money and hold popsicle stick boxes
- Back up iPad or tablet needed for credit card sales.
- Ensure tally sheets and Square colors on iPad/Tablet match up.
- Improve tally sheet. Improved sheet presented at meeting (see attachment to report). Remove magazines and books from sheet. Add bulbs and veggies with price.
- Mark floor with tape to direct customers to cashier area creating line(s) leading to talliers and cashiers.

**Plant ID and Pricing report:** Gayle Larson

**What worked:**

- Having Salvage Teams plant list ahead of time to create price lists
- Pre-pricing Salvage Team Plants offsite
- Having price lists for onsite and offsite teams
- Unloading pre-priced plants inside building

**Recommendations for next year:**

- Adding pot sizes to Salvage List
- Schedule non-Salvage (not pre-priced) plants to arrive later in the afternoon on Thursday
- More obvious pricing tables (one in front and one in back of building so plants not moved several times) with “ stations” for mystery/questionable plants
- Fewer volunteers per shift, 3 plus lead should be fine
- Signage for vegetable plants (Velcro prices so changeable over the years) and herbs
- Signage for pricing/ID areas
- Need to know ahead of time what MGs are growing/donating

**Plant Placement report: Donna Rae George****What worked:**

- Pre-assigned layout for plants a huge benefit
- Plant placement guidance and placement team. All plants were in place by 1 PM on Thursday!
- Drive through plant delivery

**Recommendations for next year:**

- Consider extra space allowance to keep from splitting plant categories across main aisle
- Pre-assignment of tables (plants) worked but need to know adjustments to plants coming in prior to Thursday. Have Salvage Team send revised count of plants closer to sale in order to make appropriate changes to the pre-assignment of plants to tables.

**Salvage Team report – David Delmendo**

Note: Salvage team wrap up meeting occurred after plant sale wrap up. Review Salvage Team wrap up report in July Board meeting minutes.

**What worked:**

- Good constant communication between Salvage Team and Plant Sale Team
- Drive through plant delivery was great

**Recommended for next year:**

- These will be included in Salvage Team report. See future July Board meeting minutes
- Coordinate Salvage Team and Plant Sale wrap up meetings such that the Salvage Team meeting is before the Plant Sale meeting.

**Communication Committee and Plant ID signage report – Jane Dower****Advertisements for 2014 Plant Sale:**

- West Sound Home and Garden Spring Issue with photo (lady in garden gloves with pot). Layout by Kathie Inboden
- Viking Life: 2 page article about the Foundation included mention of the Plant Sale but they did not use the formal ad. Grateful for their inclusion of us but what I presented and what we got was quite different. They also opted without conferring to pull some things off the website to fill in. This magazine is out of business now.
- Sound Publishing newspapers across Kitsap County. Announcement submitted but did not end up in all of the newspapers.
- Committee opted not to pay for newspaper ad in any papers.
- Kitsap Sun, Sound Publishing and Kitsap Events calendars had Plant Sale Info on their Online calendars
- Plant Sale advertisement placed on Craigslist
- Constant Contact: CC sent out requesting recipients to forward the email (with Plant Sale Info) to friends and family noting that the County was not allowing our Plant Sale signs on the street this year.

**Recommendations for next year:**

- People wear signs and walk the streets surrounding Fairgrounds (sign twirler?)
- MGs may place signs on vehicles (1/2 sheet signs), trucks will hold the large signs a few weeks prior to sale
- Interview customers to track how they heard about sale.
- Consider developing a plant sale e-mail list
- Possible to add a tag line to MG Extension Office e-mails? Donna Rae will check
- Repeat sending e-mail to MGs to forward to friends and family

**Plant Sale ID photo signs:**

- Accumulated about 300 signs in last 3 years
- In first year, signs were made for specific varieties. This hasn't proven very useful and current signs are genus, sometimes with a collage of a few of the most common varieties
- Wire holders are not pleasant to work with tangling easily. A different sort of sign holder would be helpful but gets expensive.
- Plant placement maps this year significantly decreased the time required to find and place plants signs and plants.
- Customers and MGs both shared they are overwhelmed when they come into the sale and the signs help quite a bit.

**Recommendations for next year:**

- A help desk to help guide customers to appropriate plants based on what area they are planting.

**Volunteer Coordinator report:** Georgie Pulliam**Recruiting:**

- Primary method of recruiting through Constant Contacts sent out Feb 27, March 21, March 29, and April 21.
- Sign up sheets taken to MG Seminars (2 sign ups) and to the MG Intern Class
- Recruitment of volunteers for Plant ID and Pricing Team and the Plant Sorting and Placement Team were recruited by the team leaders, Gayle Larson and Donna Rae George respectively.

**Scheduling:**

- MG volunteers totaled 113 and were scheduled filling 195 volunteer slots. Several MGs worked all 3 days. NOTE: It was stated that we were short 80 volunteers at the meeting. We were not short as all slots were filled.
- Team Leader of the Native Plant sales, John Mikesell, was unable to attend the plant sale on short notice. He provided names of 2 team members, Jill Ray and Brett Annear, as replacements. They both stepped up to the challenge.

**Coordinating:**

- Adjusting number of volunteers and coordinating between teams went smoothly
- Scheduled training for the Friday Morning cashiers for Thursday afternoon at 4 PM

**Recommendations:**

- Better coordination of scheduling due to the formalization of the Plant ID and Pricing Team and the Plant Sorting and Placement Team. Volunteer coordinator had to make a "best guess" as the number of team members needed for each team.
- Evaluate the new position of "Greeter-Watcher". It was created to eliminate the need for Gardener customers to take the carts out to the parking lot and instead allow them to leave their purchases under the watchful eye of the Greeter-Watcher while they retrieved their cars and brought the car down to pick up their plants.

**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 (Lowes 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 volunteers 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 were 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.



## **Farewell Message - Jim Rodman, Outgoing President**

*Last Puff from the President's Hookah*

*Back from the Master Gardener Advanced Education Conference, held in Tacoma this year, and I'm de-compressing and trying to make sense of scattered notes from the several sessions that I attended. A smallish contingent represented Kitsap, in what was otherwise a good-sized conference, with a very full schedule of talks and tours. The highlight may well have been the honoring of Peg Tillery at the annual banquet with the Washington State Master Gardener Foundation "Media Award" for the year – including a beautiful engraved cut-crystal vase. Congratulations to Peg! (who also happens to be an honorary member of our Foundation, courtesy of her past service as WSU Kitsap Extension Horticulture Coordinator). As they say – ya shoulda been there.*

*And the same can be said for the Foundation's own annual meeting, held Tuesday, September 16 at the Poulsbo Fire Station Conference Room. A smallish crowd was on hand to welcome the newly elected members of the Board, and the potluck goodies proved ample and enticing. One example: chilled potato-leek soup – hello there, folks – royalty doesn't dine any better than this. As they say – ya shoulda been there.*

*And if you were, you learned of all the newly elected and returning Board members, following a second, joke-free accounting of the ballots. Our new Vice President is Sherry Kanode; our elected Secretary is Donna Rae George (following her service by appointment); and our two new Directors-at-Large are Marcia Harris and Kathy Hawkins. Congratulations, and welcome aboard! Vice President Vickie Richter transitions to President (this is how it works, folks, per our Bylaws); Joyce Schlote continues as Treasurer; and David Delmendo and Carol Harcharik continue as Directors-at-Large.*

*Expressions of thanks and congratulation would certainly be appreciated by all the Board members, but even more appreciated, and valuable, would be offers of help for all the upcoming activities, events and services that the Board will oversee.*

*Particularly needed are volunteers to help with our 2015-season of Third-Wednesday Seminars and with Foundation-sponsored tours (or field trips, if you prefer). Please contact any Board member if you can help.*

*I finish my year as President grateful for the dedication, enthusiasm, imagination and entrepreneurship offered by so many MGs, whether Board members or beyond, in support of the Foundation's activities, fundraising and otherwise. It has been an honor to serve, always; a pleasure too – more often than not; and an education throughout.  
Jim Rodman – Ave et Vale!*

***Thank you as always to Sharron and Ray Etheredge for all the wonderful refreshments provided at our meetings and seminars.***

**Meeting was adjourned at 2:45 PM.**