



## 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.*

### November 21, 2016 Board Meeting Minutes

#### CALL TO ORDER

President Sherry Kanode called the monthly Master Gardener Foundation board meeting to order at Noon on Monday, November 21, 2016 at Home Builders Association building in Bremerton, WA.

Board members in attendance were Secretary Donna Rae George, Treasurer Joyce Schlote and Directors-at-Large Marcia Harris, Mary Anderson and Kathy Hawkins. Horticulture Advisor Colleen Miko also attended. John Andrews and Tom Boullion, both nominees for the 2017 Board, attended as guests.

#### REPORTS:

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

September and October meeting minutes were approved.

##### Treasurer's Report – Joyce Schlote

The October Treasurer's report will be filed for audit.

	2016	September 30	October 31
<b>ASSETS</b>			
<b>Current Assets</b>			
Checking/Savings			
Debit Card Checking		25.00	49.17
PayPal Receivables		0	0
Kitsap Credit Union Checking		8,039.59	6,648.79
Money Market		26,412.15	26,508.00
Savings Capital Improvement		1,000.09	1,000.10
Kitsap Credit Union CDs			
CD 01 (09/14/2020)	Emergency Fund	8,500.00	8,500.00
CD 02 (06/02/2016)	Fund Raising	5,000.00	5,000.00
CD 04 (01/09/2017)	Emergency Fund	3,500.00	3,500.00
CD 08 (01/09/2017)	Income Averaging	5,000.00	5,000.00
CD 11 (04/11/2018)	Income Averaging	5,000.00	5,000.00
CD 12 (04/11/2018)	Fund Raising	4,000.00	4,000.00
Total Kitsap Credit Union CDs		<u>31,000.00</u>	<u>31,000.00</u>
Total Checking/Savings		<u>66,476.83</u>	<u>65,206.06</u>
Total Current Assets		<u>66,476.83</u>	<u>65,206.06</u>
<b>TOTAL ASSETS</b>		<b><u>66,476.83</u></b>	<b><u>65,206.06</u></b>

## **Horticulture Report—Colleen Miko: MG Program Coordinator**

*NOTE: Colleen will be taking vacation 12/16-28<sup>th</sup> & will miss December 19<sup>th</sup> board meeting*

- *End of Season Clinic Lead meeting held 11/10*
- *New leads Bainbridge: Lori and David Gibson*
- *Need new co-lead Port Orchard to replace Karen Vandanacker*
- *Other leads staying on*
- *New “travelling clinic lead team” mtg 11/10—Mary Anderson & Jeanette Berry*
- *Hari is doing entry of clinic customer evaluations now*
- *Office clinic last day 2016: December 9<sup>th</sup>*
- *Kim Fox demonstrated Sign Up Genius at lead mtg--\$10 a month for paid version without advertisements—all leads want to try for 2017*
- *Last day office clinic 2016: December 9<sup>th</sup>*
- *To date, no clinics indicate the need for canopy or other big ticket items 2017*

### *Learning Gardens—End of Season Lead Meeting 11/2*

- *Gardens all have turned in draft budgets*
- *Still need “Garden Budget & Planning Matrix” from most—will be submitting to MGFKC with budget requests 2017*
- *Blueberry Park*
  - *11/7 met with City of Bremerton Parks on MOA update for Blueberry Park; current agreement expires 2016*
  - *Signs for Raab Youth, P Patch & Blueberry IN*
- *Anna Smith*
  - *New lead 2017: Lee Derror replaces Marcia Pauley and joins Jim Rodman & Sandy Livermore*
- *Raab Youth*
  - *New lead 2017: Lisa Glaze replaces Amber Karr and joins Cheryl Bosley, Betsi Kurzawski, Jill Ray, MJ Tyler, Pam Warner, Jackie Siler*
- *Heritage*
  - *New lead team for 2017: Chuck Reiber, Jim Hazel*
- *Raab P Patch*
  - *Lead team 2017 remains on—yay!*
  - *2017 schedule of work parties and classes confirmed*

### *MG Graduation & Awards Ceremony, November 6<sup>th</sup> from 2-4*

- *45 of the original class of 48 graduated!!!*
- *Congratulations 2016 MGs of the Year: Jim Hazel & Marcia Pauley*
- *Awards and badges will be mailed to those not in attendance*
- *Certificates of appreciation for non-MGs and e-cards requested for MGs from gardens and clinics will be created and mailed before year’s end*

### *MG Training 2017*

- *9 apps have been reviewed & accepted (1 cert of hort basics)*
- *Dates scheduled: Jan 27, Feb 3,10,17, Mar 3,10,24,31*
- *No class Feb 24, Mar 17*
- *MG Training orientations: Nov 1, 17 and 22<sup>nd</sup> at 2 and 6pm*
- *First announcement/applications email sent October 10<sup>th</sup>*
- *Class fees: \$155 in-class fee; \$75 online class free (\$5 increase)*

### *Organic Vegetable Gardening Class 2017*

- *January 21<sup>st</sup> is special “beginners only” class 9-3*
- *Regular series of 4 classes: Feb 4,18, March 4,18*
- *Class offered for free to clinic leads and garden leads as thank you for their leadership—2 from each team can attend; register with me, not online*

## **STANDING COMMITTEE REPORTS:**

### **Communication Committee Report – Sherry Kanode; Chair Vacant**

**Constant Contact (C):** Recent emails included:

- *Announcement of the upcoming need for MGs to volunteer to grow vegetable starts for the 2017 Plant Sale, dispersed on Nov.14.*
- *Announcement of the November invitation to all MGs to attend the Foundation Annual Board meeting on Nov. 21, dispersed on Nov. 14.*
- *On Nov. 21 an approved announcement of the 2017 Foundation seminars will be dispersed.*

**West Sound Home & Garden magazine:** *Kathie Inboden prepared the Organic Gardening Class ad and worked with Colleen in getting it submitted at the end of October for the Nov. 9 deadline.*

*Kathy Goble has offered to work on the next ad due in Jan. 2017 for the Mar. issue.*

<b>WSHG Issue 2016</b>	<b>Submission Deadline</b>	<b>Magazine Display Date</b>	<b>Subject</b>
<i>Jan-Feb</i>	√ <i>Nov 9, 2015</i>	<i>January 1</i>	<i>Organic Gardening Class (Inboden)</i>
<i>Mar-Apr</i>	√ <i>Jan 9</i>	<i>March 1</i>	<i>May Plant Sale &amp; Mar and Apr seminars (Goble)</i>
<i>May-Jun</i>	√ <i>Mar 9</i>	<i>May 1</i>	<i>May Plant Sale &amp; May and June seminars (Goble)</i>
<i>Jul-Aug</i>	√ <i>May 9</i>	<i>July 1</i>	<i>Farmers Market Clinics and Children's classes (Goble)</i>
<i>Sep-Oct</i>	√ <i>Jul 9</i>	<i>Sep 1</i>	<i>2017 MG Training (Goble)</i>
<i>Nov-Dec</i>	√ <i>Sep 9</i>	<i>Nov 1</i>	<i>2017 Seminar Season (Goble)</i>
<b>Jan-Feb 2017</b>	<b>Nov 9</b>	<i>January 1</i>	<i>Organic Gardening Class – (Inboden)</i>

### **Resource Committee Chair Vacant**

No report at this time.

### **Programs Committee –as listed below**

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

- *Mark your 2017 calendars for the second Wednesday of January through June.*

#### **Tours – Judith Richerzhagen: Chair**

No report at this time.

### **Finance Committee – Joyce Schlote: Chair**

- *Final budget request for Admin and Fundraising expenses have been received and entered.*
- *Colleen has been given a budget amount of \$15,000 to work with for 2017. This is less than she has had to work with in recent years but is as much or more than has been spent in recent years. When her numbers have been received copies of the proposed budgets will be e-mailed to all board members.*
- *The Income Averaging funds are still available, however, we would caution against spend those funds down if there is not someone on tap to chair a big fund raising event in the next two years.*
- *The board will need to make a decision on retaining Hari for Constant Contact e-mails, and if so at what dollar amount.*
- *When those decisions have been made the Finance Committee can let Colleen know how much is available for Program Expenses. We would like to have that number available for her right after graduation.*

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

The first election for new Board of Directors was held, as per the new Bylaws, with all current Board of Directors present. A paper ballot was used for voting. The nominees elected were:

Marcia Harris, President (2017)

Donna Rae George, Vice President (2017 with automatic advance to President 2018)

John Andrews, Secretary (2017-2018)

Tom Boullion, Director at Large #1 (2017 completing a vacant term)

Claudia Thompson, Director at Large #3 (2017-2018)

Gayle Larson, Director at Large #4 (2017-2018).

### **Audit Committee – Linda Wells: Chair**

No report at this time.

## **SPECIAL COMMITTEE REPORTS**

### **Fat Tuesday Parade - Sherry Kanode**

*The deadline for submitting the application to enter the 2017 Fat Tuesday Parade of Service was missed by one day. It needed to be submitted by Oct. 31 and on Nov. 1 I contacted Lisa Rodriguez, Public Relations & Media Coordinator, with Suquamish Clearwater Casino Resort to see if I could entry our application. They adhere to their deadline strictly and encouraged us to submit an application in 2017 for 2018. The Foundation will not be involved with the parade in 2017.*

### **2016 Great Give Committee – Sherry Kanode**

- *After our October Board meeting on the 17<sup>th</sup>, I attended the Kitsap Community Foundation (KCF) sponsored 'Community Conversation with Kimbia' meeting on the 18<sup>th</sup> at the Oxford Inn & Suites from 9 - 11 a.m. At this meeting three representatives from Kimbia (the technology platform company used by KCF for collection of funds for the May 3, 2016 event) attended. They were the new CEO, CTO (Chief Technical Officer), and the VP of Community Giving. They spoke to the group about what happened on May 3<sup>rd</sup> and what steps they have taken to ensure the mix-up won't happen again.*

*(Great Give continued)*

- *KCF will use Kimbia again in 2017 for the following reasons: (quoted from KCF)*
  1. *“No other platform can securely support multiple simultaneous giving days as well”*
  2. *“No other platform offers a nationally branded giving day”*
  3. *“No other platform offers a national media sponsor”*
  4. *“No other platform offers the potential for a national bonus pool”*
- *KCF has made the Kimbia presentation available for all Kitsap non-profits to view via pdf; a press release was issued regarding the Kimbia decision and this release can be viewed on the ‘News’ section of the KCF website, also non-profits are welcome to use the press release as a template for communicating with donors to explain what happened.*
- *KCF made “public a video statement about using Kimbia” before the press release was issued. This statement can be found on the KGG and the KCF websites as well as on You Tube page. All non-profits in Kitsap County are welcome to embed and share the video to help with communicating with donors if wanted.*
- *Bottom line - KCF and Kimbia are doing their best to assure Kitsap non-profits that what was experienced this year will not happen again in 2017 and beyond. Kimbia took responsibility as to the mistakes that happened at Kimbia before and during the KGG.*
- *After attending the meeting and having conversation with the Kimbia representatives and KCF staff, I feel confident that we can successfully participate again in the KGG and the collection giving will run smoothly.*
- *Websites: Kitsap Community Foundation: [www.kitsapfoundation.org](http://www.kitsapfoundation.org) and Kitsap Great Give: <https://kitsapgreatgive.org/>*

#### **MGFWS Representative Report – Sherry Kanode**

- *I attended the 4<sup>th</sup> quarter/Annual meeting of the state Master Garden Foundation held in Yakima. The below attached questions taken from our Oct. 17<sup>th</sup> Board meeting were presented to the state Board and some discussion followed. However, I did not leave this meeting with all the MGFKC questions answered, but did receive feedback that our topics asked about are most important. Others in the state feel the state Foundation needs to address these questions and provide support in answering them. Discussion will be ongoing within the state Foundation.*
- *I will continue to pursue collecting answers for our county.*
- *The four quarterly meeting dates for 2017 are: Feb. 24 in Everett, June 2 in Ellensburg, Sept. 20 or 21 in Yakima at the Annual Foundation meeting held during the Advanced Education Conference, and Nov. 3 in Puyallup.*
- *In June or July 2017 there is a National MG Conference in Portland.*
- *For further meeting discussions, refer to the minutes from the MGFWS secretary.*

#### **MGFWS Representative Report: News from Kitsap County**

- *The current Board of Directors of the MGFKC would like to read any information given out regarding establishing an endowment with WSU; the big question: Is the principal accessible?*
- *MGFKC would like the MGFWS to coordinate a round table to share **plant sale** ideas and/or conduct a webinar to discuss ideas so everyone would not have to drive long distances in order to share this information.*
- *For starters, MGFKC would like names of all county plant sale chairs and fundraiser ideas each county has used successfully, what worked and what didn't.*
- *MGFKC has a video produced of our 2015 plant sale from set-up to take-down, the whole event, and we are willing to share this with the state MGs. Would the MGFWS like to see this? When, at next quarterly meeting?*
- *MGFKC is looking for connection with other counties and wants to hear about what works/successes and what hasn't worked/failures so we may learn of successful sustainable practices in building continued MG Foundation camaraderie and Board and committee commitment/participation.*

- *Do any of the counties participate in 'Give America' one-day giving campaigns? If so, what can they share in terms of creating a donor base? Do they use Facebook, etc. for this? Do any counties have corporate sponsors or other consistent sponsors? How has this been created? What practices are used to build a solid donor base? How is it maintained?*

## **ADDITIONAL REPORTS**

### **Kitsap Center for Nonprofit Excellence 11/17/16 Workshop: Sherry Kanode**

#### ***How to Focus Your Fundraising and Plan for 2017?***

***Presented by: Mazarine Treyz, owner Wild Woman Fundraising***

- *Held at Olympic College from 8:30 a.m. - 12:00 p.m.; co-sponsored by Kitsap Community Foundation, United Way, and another organization.*
- *This workshop provided participants with a wealth of information to successfully plan for effective fundraising in 2017 and beyond.*
- *A variety of handouts were presented to use as guidelines in creating a successful fundraising plan.*
- *Highlights of the workshop:*
  - *#1 predictor of fundraising success is to create a fundraising plan*
  - *Build better donor relationships; "don't want a donation, want a donor"; the people are important*
  - *Best way to fundraise is through Major Gifts, can be given monthly*
  - *Create a donor database; conduct a donor survey and listen to what your donors tell you*
  - *If mailing over 200 letters, use a mailhouse to save on burnout for volunteers*
  - *Break the work down into parts utilizing different skills, who is good at something and who likes the job*
  - *Create your story and tell it by speaking to various groups*
  - *Create a fundraising strategy (Major Gifts); volunteers with an organization give 10x more than non-volunteers*
  - *Emotional processing needs to occur in people in order for them to give*
  - *Monetary gift giving can go from an initial donation (the first gift) to a habit (monthly giving) to a thoughtful gift (major gifting) to a most thoughtful gift (bequeathing)*
  - *Donations need to show meaning and value and be tied to things that matter*
  - *Out of every dollar earned by nonprofits; \$.75 comes from individual donors, \$.25 comes from grants and sponsorships; put your effort where it counts*
  - *Use your nonprofit stories in an appeal letter to illustrate how what you do impacts lives; a good story needs: character, plot, outcome, connection, conflict, maybe the story is not finished; out of all these elements, **conflict (struggle)** is what people need in order to give - they want to make a difference!*
- *Books recommended:*
  - *Gail Perry - Fired Up Fundraising (Buy from Powell Books)*
  - *Ellen Bristol - Fundraising the SMART Way (Buy from Powell Books)*
  - *Tom Ahern, Simone Joyaux - Keeping Your Donors (Buy from Powell Books)*

## **UNFINISHED BUSINESS:**

- Board Orientation- Schedule and Content. Planned for January 2017 regularly scheduled meeting time and place.
- MGFKC Manuals. Up to date and ready to pass on to new Board Members.
- Passive Giving Trifold – Comments and or changes so we can send to print. Where does this go in the budget?
- Constant Contact – has been paid for 6 months. We need to address costs associated with the software and labor of Hari continuing to be the CC Editor. Kathy Hawkins to evaluate if she can become the new CC Editor
- Annual Foundation event (needs a title/theme, for example, “Post Plant Sale Event”) to be held after the first of next year (2017)

## **NEW BUSINESS:**

- 2017 Strategic Planning to be addressed by incoming 2017 Board
- Great Give – We need to develop “our story” for next year’s event

## **ANNOUNCEMENTS**

- Reflections Articles:  
November – 2017 Seminars; Kathy Hawkins  
December – Outgoing Presidents Message; Sherry Kanode

Meeting was adjourned at 3:00 PM.

*Next Meeting is            Monday December 19, 2016 (Port Orchard) NOON – 3pm*

### **Meetings for 2016:**

***Meetings are held at the Home Builders Association Building***

*Third Monday of each month from 1-3pm*

*5251 Auto Center Way, Bremerton, WA*

*(360) 479-4210*