



Hardy Plant Society of Washington

Purpose: Board Meeting

Date: 6/13/2011

Location:

Participants: Bob Lilly, Pam Perrott, Stefani Cushing,
Deborah Stuteville, Kandy Kroll, Alice Brewer, Coral Wilde.

Absent: Caroline Zebroski and Terri Bates

1. Agenda

- 1) the picnic;
- 2) the bulb sale
- 3) CUH garden
- 4) treasurer's report. How much did we make this spring from our 2 plant sales and selling seeds at the 2 big plant sales?
- 5) possible board candidates.

- 6) the request about only one person talking at a time
- 7) publicity
- 8) Suzanne Ferris's request that I email our membership about her drawing class, and similar requests. Do it or not?
- 9) branding/logo
- 10) next meeting date – first Monday is July 4th
- 11) fun

2. Treasurer's Report

Kandy handed out a sheet with our income and expenses so far this year

- a) We made \$821 on seeds, and expended \$332 on supplies, so our profit was \$489. Most of the money made came from selling seeds at the NHS's Spring Ephemerals sale and at the Arboretum plant sale at \$1 per packet
- b) We've made \$2049 on membership and spent \$1362 for such things as room rental for our meetings
- c) We made \$3587 on our plant sales so far, and spent \$1262 on such things as room rental, potting soil, etc.
- d) We made \$274 on books – but that total probably should be higher. We didn't keep track well of income from books at the plant sale in April, but we sold a lot of books.
- e) We spent \$324 on the Flower and Garden show
- f) We received \$130 in donations so far
- g) Our total income so far is \$6861 and expenses \$3280, for a net income of 3581.

h) We have \$10,024 in our checking account, which is good since we need to spend between \$5000 and \$6000 on bulbs this month.

3. Project Report – Seed Exchange

See above. Seed packaging will start soon, with Hellebores. We made \$489 on seed sales this year so far.

4. Project Report – Plant Sale

We discussed publicity – see writeup later.

5. Project Report – Bulb sale

Pam emailed today to reserve the room. We can get the 2/3 of the hall at CUH that we had for the plant sale on Oct 2nd. There's a reservation at 4pm but the bulb sale is 10-2 so I said we'd be out by 3. Pam needs to get the bulb sale on the Miller Library plant sale list as soon as possible, and to arrange to sign the paperwork for the reservation.

We have to pay for the bulbs in advance. We'll order about \$5000 of bulbs, about ¼ of the amount the Arboretum has been ordering. Deborah Stuteville agreed to receive the bulbs on her covered porch, and Kandy said we could package them at her house, in her second bedroom and her dining room.

We won't do it with another group. We'll need about 10 people to package, sometime in the second half of September. 2 8 hour days should be enough.

One of us will sit with Bob to do the order. We can use our new debit card as a credit card to put on the order. We'll invite Bonnie to sell her cyclamens at the sale, too.

We'll bring our own plants that look good. No other vendors, probably.

Pam brought a typed up list derived from the publicity list Bob wrote on a box bottom at the April plant sale. Bob added to the list during the board meeting, and the board did some brainstorming, too. Bob handed the list to Stefani to fill in contact information – address, phone, email – for each group. Pam sent Stefani her publicity spreadsheets from about 10 years ago when she did it for the NPA.

The list includes such groups as:

NHS

Arboretum Foundation

NPA

Rock Garden Society

Iris Society

Pomona

The Rose Society

MSK Rare Plant Nursery
Fuchsia Society
Rhododendron Species Foundation
Hardy Fern Society
Bloedel Garden
Woodinville Garden Club
Redmond Garden Club
Snohomish Garden Club
Dunn Garden

Once we've signed the paperwork to take over the beds at CUH, we'll ask for a discount on room rental as it will be a fund raiser for the CUH garden we'll plant. Grace has said she'll print the labels for the bulb bags

The board voted unanimously to allow Bob to spend 5000 to buy bulbs.

6. Project Report – Picnic

The picnic will be at **Beda Herbison's** house in Wedgewood. We will supply paper plates, cups and napkins, which we already have (Stef will have to buy larger plates). Pam will bring cutlery – she has a large supply because of her pancake party. People will need to bring whatever they want to sit on – chair or blanket, and a potluck dish to share. The picnic will be Sunday, July 17th 11-2.

7. Project Report – Public Garden

Bob handed out copies of the agreement between CUH and Tilth, which will plant a vegetable garden in the grassy area behind where our beds will be. Their agreement will be closer to our agreement than the other example Bob handed out earlier. **Bob asked us to read the two documents he handed out, and mark them up and give them back to him.** Pam needs to make copies for Terri, Caroline, Beda, and Anne Potter, and mail them to them.

8. Project Report – Officer Election

The board discussed possible new board members. Caroline has not been able to attend very many meetings this year. She sent an email to Pam explaining she had to work a lot this year and hasn't been able to do much of anything else, but she's recently trained a new person and has actually been able to take a day off. Terri has trouble getting to the board meetings if we change them from the first Monday, which we've done the past 2 months, and she thinks she'll miss the meetings in the summer, so she offered to resign. The board decided they wanted both people to

stay on the board, and that we could ask if anybody else wanted to join the board and could enlarge it if we decided to. Pam said she didn't want the board to get really large, like the NPA board, which has about 20 members, it gets unwieldy, and discussions can take a long time. The board agreed they didn't want it to get that large.

Grace has said her contract will be up in August, and she might want to be on the board again. She could generate labels and do mailings, for example.

Coral will write up an announcement about potential board members for Pam to send to the membership.

9. We had a discussion on Publicity. Terri took it on temporarily, but we need to find someone to do it permanently. Deborah suggested **Leslie Seman** would be interested in doing publicity for us. As mentioned above, Stefani is going to research contact information for local garden groups, which we could then hand to whoever agrees to do publicity.
10. Another thing we're doing this year, is writing up a to-do task list for our major projects, like the Flower and Garden show and the Plant Sale. **Alice Brewer** is doing this. She has done a to-do list for the Plant Sale and will do one for the Flower and Garden sale. We feel like this year is a learning year and we want to record the things we found out needed to be done, to make life a bit simpler next year.
11. We also need a volunteer coordinator. Terri Bates did it temporarily this year, but we need a permanent person.
12. And we need a flyer person – someone to design flyers for things like our plant sale and bulb sale. And to do our postcards for the Flower and Garden show – although **Grace** has been doing those very well for 2 years and may well be willing to continue.
13. We discussed branding/logo. Pam reported that when she had asked if anyone was a designer or knew one, earlier, the only response had been from Terri, who said her niece might be willing to do it. Pam asked Terri to contact her niece, a month or so ago, and has had no response. Deborah and Kandy suggested a person they know, Eroyn. Pam said the HPSO logo is really nice, and Alice found it on her smart phone and sent it around. The Board agreed it's really nice. We suggested showing Eroyn the HPSO logo, the NPA one, the NHS one, HPS Eugene, and the BBG one. **Deborah and/or Kandy** will contact her. We agreed to

pay her – to ask her how much it would be to design a logo for us suitable for putting on our website, our stationery, on flyers, etc.

We want it to work for

Color printout

Letterhead

Black and white printing

Mailed flyers

Our website

For signs, both large and small

And for halftone/greystone backgrounds

14. Alice Brewer announced that the Soos Creek Botanical Garden grand opening will be the weekend of July 16-17. 7/15 there's an invitation-only grand opening gala party, which we received 2 invitations for, one for Bob. The public is invited on July 16 and 17 all day, and it's free. See sooscreekbotanicalgarden@gmail.com or the Soos creek website. It's at 29308 – 132nd Ave SE in Auburn 253-639-0949.
15. Kandy received the 2012 Flower and Garden show application in the mailbox and she handed it to Stefani.
16. We discussed Suzanne Ferris's request to email the entire membership about the drawing class she is offering, and similar such requests which may arrive in the future. Pam refused to email the membership, but did ask Grace to put information about the class on the website. We agreed it's not of advantage to our membership generally, and is outside our mission. You have to pay up front, unlike, for example an art walk or a garden visit. Our website is the best place to promote something that's of personal benefit to one person.
17. Next Board Meeting would have been on July 4th which is the first Monday. We decided to hold it on July 11th.
18. Bob then showed us some brochures he picked up on his trip to Paris and nearby in France.