



Hardy Plant Society of Washington

Purpose: Board Meeting

Date: July 11, 2011

Location: Deborah Stuteville's house

Participants: Bob Lilly, Coral Wilde, Stefani Cushing, Deborah Stuteville, Kandy Kroll, Pamela Perrott. Absent: Terri Bates, Alice Brewer, Caroline Zebrowski.

1. Agenda

- a. Picnic – any last minute planning?
- b. treasurer's report
- c. Garden tours
 - i. Last Saturday's tour had about 12 people
- d. Potting up/plant sale
 - i. Successful potting up/plant maintenance day July 10th. Another scheduled for July 24th
- e. update on bulb sale
 - i. Bob on his bulb order
 - ii. Pam on room reservation
- f. update on Garden at CUH
 - i. everybody come with the documents Bob handed out last month, marked up and ready to hand to Bob
- g. how to recruit more volunteers
- h. Branding/logo
- i. Stef – status of publicity list, adding contact information?
- j. Programs – August is Bob on horticultural paintings. Beda will soon need to send a request for speaker ideas
- k. Microsoft software
- l. Work party at Carrie's
- m. Membership booklet
- n. Flower and garden show committee
- o. any other business??

2. Treasurer's Report

Kandy did not have a formal treasurer's report. Kandy reported we gained one member last month. Pam reported she noticed Caroline Zebrowski hasn't renewed, and she sent Caroline an email reminding her to renew, as she's on the board.

3. Project Report – Plant Sale

We had a successful potting up party on Sunday at Kandy's. One or two plant sale signs were out. We didn't sell anything but we did water, and we searched for and killed slugs, and potted up some things. Next potting up July 24th at Kandy's 12-4.

4. Project Report – Programs

Picnic: any last minute items? **Beda** has a cooler. **Coral** will buy drinks and ice. **Terri** brought a cooler for Coral to use to transport the drinks. **Stefani** is bringing the HPSW stock of glasses, plates and napkins, and will buy large plates. **Pam** is bringing cutlery. **Pam** needs to send a reminder email about the picnic on Wednesday.

We thought we should ask members to bring ideas for next year's speakers to the August meeting. **Pam** needs to put it in the meeting announcement. We currently have speakers through the end of 2011. We need a speaker list for 2012 by the Flower and Garden show, so it can go on our postcards.

Deborah said she has a bunch of clipboards she can unearth to bring to the meeting for people to list speaker ideas. We liked the idea of a speaker on winter gardens – what makes a garden interesting in the winter. We also thought a speaker from the Zoo on their gardens – to make the animal enclosures look more natural.

Bob is our speaker in August, on botanical prints.

5. Project Report – NWF&GS Booth

We thought the **F&G show committee** should meet soon, with Paul. The committee is Stefani, Deborah, Terri, Coral and Alice.

6. Project Report – Public Garden

We went through the documents from CUH that Bob distributed at the last board meeting. Bob had changes he'd written up. He read us his changes. We contributed our questions and ideas. The volunteer policy document seems fine except for the requirement to send them a volunteer list for a given work party in advance. Bob will propose we send it after the work party. The other document is closer to the one we'll have with CUH but still is aimed at growing and selling vegetables, so it needs considerable revision. For example, we don't need access to a refrigerator to store our harvest in.

We asked if we could have electricity in our tool shed. Bob will meet with David Zuckerman on our MOU.

7. Project Report – Bulb Sale

Pam reported that she called and reserved CUH for Oct 2nd from 8-3 for our sale 10-2. Someone else has a reservation on the room at 4. I thought we could be out by 3. Pam has received and filled out and mailed the room reservation paperwork, with the same diagram for tables as in April. Pam also sent the information about the bulb sale to the Miller Library to go on their plant sale list.

Bob has drawn up a list of bulbs to order. At the potting up party we gathered and voted whether we liked/would buy each bulb Bob proposed to order. He wanted to winnow the order down a bit – right now it totals about \$5000 not including shipping. Bob finished up the voting at the board meeting.

Pam will make a spreadsheet of the bulbs we've ordered, so that we can record what sells and what doesn't, for next year. Bob said the best way to do that is to wait for the shipping invoice.

We agreed publicity is key. We discussed bulb sale publicity and decided to make a postcard just for the Bulb Sale with photos of bulb flowers. Bob will contact Grace about doing that this week. We thought we could put postcards at the Miller library, and mail them to garden writers like Ann Lovejoy, Marianne Binetti, Cisco Morris, Valerie Easton, et al. The postcard will simply say Bulb Sale 10/2 10-2 CUH. We agreed we should print 500. They are fairly inexpensive to print, about 4 cents each. We moved, seconded and passed to spend the money on postcards.

Stefani has not had time yet to fill out the publicity list we put together last board meeting, but once that exists, we'd mail the postcards to the organizations on that list. We could also hand them out at our meetings for our members to distribute around.

Pam reported she has a spreadsheet of NPA members from about 4 years ago. We got their membership list as a .pdf and Grace and her father turned it into an Excel spreadsheet, so we could use that list to mail postcards.

We might be able to get the Arboretum to mail to their members, but Bob says their membership is down, to about 2300 (from 3000). The Arboretum won't, probably, mail to their plant sale list.

Kandy said she'd heard of a place where we could get a banner made inexpensively. **Kandy** agreed to research it. The banner should be 2 ½ to 3 feet high and 12-15 feet long and simply say Bulb Sale 10/2 10-2 CUH in black on white or black on yellow.

8. Project Report – Garden Tours

Pam reported that about 12 people came to Jello Mold farm on Saturday. There's another garden tour, to Far Reaches Farm and Lee Neff's garden, July 23. Joan Karreck has not given Pam the detailed information yet for that tour.

9. Project Report – Volunteers needed

Pam reported that she got no responses to her recent email asking for volunteers, but sometimes it has worked – for example Joan Karreck volunteered to do garden tours from an email request. Kandy said she thinks most people won't volunteer to chair something from an email but might from an in-person request or phone call.

- a. Publicity. Pam said she is aware Leslie Seman sounds like a good possibility for Publicity but Pam didn't contact her in the last month because Pam heard from Diane Carreri that Leslie's daughter was getting married in July and Pam thought Leslie would be so busy with the wedding she wouldn't be able to consider our request.

Kandy saw Leslie Seman at her daughter's wedding, and Leslie brought up being Publicity Chair and was concerned it looked like it was growing. Kandy will talk with her. She looks like a good candidate to do that job. We need to make clear to her that we'll provide her with a list of places to publicize our plant sale and bulb sale and that those 2 events are her main job.

- b. We discussed the other volunteer jobs. Pam reported that her email did not bring any responses yet. Stefani offered to design flyers. Kandy offered to be volunteer coordinator if someone else would be

treasurer. We agreed we'd announce the openings at the picnic and the August meeting, and the board should think of people they think would be effective in these jobs. Deborah said she'd like to be newsletter editor, but doesn't think she has the computer skills to do it. **Bob** said he'd ask Julie King in person, soon, and say she can make it anything she wants, and she doesn't have to start right away. We agreed that of the four jobs Pam emailed out, the newsletter is the one that's not urgent we do right away.

10. Project report – Branding/logo.

Deborah said she contacted Eroyn Franklin, and she liked the idea of doing it and thought it would be easy, but she's too busy. She was supposed to ask a couple of other folks if they would be interested, but nobody contacted Deborah. **Deborah** will follow up with Eroyn.

11. Other business

Pam reported that we've received another copy of Microsoft Office from Microsoft, which seems to be a matching gift to the software that Shirley's friend bought and gave to us. That first copy is going to Kandy for keeping track of the seeds and the treasury. **Pam** needs to remember to ask her son's friend John Burchardt for the copy he said he'd give us.

Pam needs to do the membership list/booklet soon. She was waiting until most members had renewed, but it's probably time to do it.

We discussed a possible work party at Carrie Becker's garden. Carrie has been ill for quite awhile and has not been able to keep up with her garden maintenance. We were positive about the idea. **Bob** will check with Carrie to be sure she's willing to have us do it. We thought August would be good. It's before the bulb sale. We can discuss this at the picnic.

12. Next Board Meeting August 1 7pm at Deborah's