**Attendees**: Susan Albright, Kathy Nokes, Marti Farris, David Winchester, Marilyn Berti, Louise Gomez-Burgess, Sue Ryburn, Shirley Wolcott, Marilynn Turner, Tim Lanfri, Leslie Ray

**Guest:** Jenifer Halter, OSU Extension Office

**Meeting called to order**: 10:03am by Susan Albright

| **TOPIC: PRESENTER(s)** | **DISCUSSION** | **ACTION/DECISION** |
| --- | --- | --- |
| **Jenifer Halter** | * Creating monthly display to spotlight different Master Gardeners | **Action:** **Susan** to submit list of names |
| **Budget:**  Marilynn Turner | * More income recently, but more expenses due to PCC Education Garden startup. Overall, in good shape. * Issues with Wells Fargo and how WCMGA bank accounts registered. * Went over 2019 budget process and timeline. * Kathy and Marilynn continue work on financial responsibilities and policies. |  |
| **MG of Note:**  Shirley Wolcott | * Discussed who will be honored next month; Louise to publish in Chapter Chat (which will go out despite no Chapter meetings July/August) | **Action:** **Shirley** to mail list of which MGs have received recognition and for what. |
| **Strategic Planning:**  Marilyn Berti | * There will be a Strategic Planning meeting July 23rd, 8:30 to 12:30 at extension office, coffee and lunch to be provided. Meeting to include current and potential future board members. * Survey Monkey survey being designed; will run for up to 3 months. Survey will run early July. | **Motion:** Board passed motion to fund Survey Monkey for 3 months @ $37.00/month  **Motion:** Board passed motion to fund lunch at Strategic Planning meeting, not to exceed $200. |
| **Fundraising:**  Dave Winchester | * A brainstorming session this month (12 chapter members) ended with assignments for next steps (see Document 3 attached). | **Action:** First pass summary attached (see Document 1) |
| **PCC Rock Creek Garden:**  Sue Ryburn | * The WCMGA Education Garden at PCC-Rock Creek Groundbreaking was a huge success. * PCC Garden Team is ready to start to resource plants and plans to ask for donations and/or discounts as possible, from plant vendors in the Portland Metro area.   Also, the requests will be coordinated, so that we do not have multiple MGs asking the same vendor for donations or reduced costs.   Sue wanted to inform the Board, to ensure no issues with proceeding.  No issues raised, so PCC RC team is proceeding with sourcing plants. | **Action:** Attached is **Sue Ryburn’s** report on the status and progress of the Education Garden, including summary of the Groundbreaking Ceremony. (see Document 2) |
| **Learning Garden:**  Marilyn Berti | * Classes continue at the Learning Garden. * Need to check with THRPD before bringing in plants dug from home. * 3rd Saturday work parties attract only a few people, but it is important to those who come. |  |
| **DGCC:**  Susan Albright | * Bill Klug continues to work on closure and has created a list of items for sale. Items will first go to the Chapters, then to volunteers. * The Fair needs volunteers; sign up on Cervis. | **Action:** **Leslie** to come up with draft of wording for Fair sign indicating the DG closure |
| **2019 Training Classes:**  Louise Gomez-Burgess, Sue Ryburn | * Sue reported holding next year’s training classes at PCC Rock Creek too expensive. * Louise and Weston exploring other possible venues |  |
| **Scholarships:**  Sue Ryburn | * Discussion for creating scholarship for PCC Rock Creek Landscape Technology students to take MG training classes. | Action: **Sue** will work on a proposal that includes criteria, volunteer expectations, etc. |
| **2019 Board Nominees:**  Susan Albright | * Discussion to be held at August meeting of who wants to remain on board for another term and who might be considered for 2019. | **Action:** List of potential nominees was sent to the Board prior to this meeting. **Board members** to send Susan any additional nominees names and proposed Board position before Aug mtg. |

**Meeting Adjourned: 11:55 AM**

Next Board Meeting: Monday, August 20, 2018, 10am-12pm, OSU Extension Office (no meeting in July)

Sept Chapter Program & Meeting: Tuesday, Sept 4th, 2018, 6:30pm-8:30pm

Speaker: Rima Green, “Teaching Gardening at Detention Facilities/Schools/Neighborhoods”.

Respectfully submitted by: Marti Farris, WCMGA Recording Secretary

Approved by: Susan Albright, WCMGA Chapter President, 2018 June 25, 2018

**DOCUMENT 1**

**Fundraising for WCMGA**

**First Pass Brainstorming Ideas**

**Background:**

Each year, WCMGA conducts multiple ‘fundraising’ activities to support the Chapter’s Purpose and programs/activities. In recent years, the Chapter has generated about $25-30K to support annual operation, with approximately 50% of these coming from the annual plant sale. Unfortunately, 2018 was the last year county chapters will be able to include plants/divisions from member’s gardens due to ‘insect relocation’ concerns. These types of plants have been a mainstay of the stock at the Chapter annual plant sale.

Although other fundraising activities will continue (i.e.: book and merchandise sales, dues, grants, contributions, etc), the Chapter wants to revisit fundraising ideas to modify or replace (and hopefully expand) annual income in anticipation of loss of the current plant sale income.

**Key Ideas Discussed/Considered**

* Develop and implement a new Signature Event
* Develop and Implement smaller, targeted fundraiser events to complement Signature Event
* Expand sale of books/merchandise to augment income
* Build on community relations for expanded community support, sponsorship and funding
* Assess/pursue regional/national grant opportunities

**New Signature Event:**

* Concept:
  + Once a year, big event
  + Possibly hold at PPC or Learning Garden or area where we have presence
  + Incorporate ‘education’ and/or community service into event theme/activities
  + Consider partnering with community partner (PCC, water/soil districts, etc.) to increase reach
  + Recruit sponsors
  + Seek donations from local businesses, nurseries, community partners
  + Utilize multiple venues for generating income (some possibilities)
    - Entry fee/tickets
    - Sale of merchandise (bought wholesale and sold by WCMGA)
    - Sale of commemorative item (“Buy a Brick”) tied to specific purpose & publicly displayed
    - Booth fees from ‘vendors’ or artists
    - Raffle (donated items)
    - Auctions (silent and live) – with item value tied to specific purpose/program
    - Food/beverage
  + Coordinated marketing/communications to support
    - Leverage visibility at Farmer’s Markets, PCC, Learning Garden, etc. to build awareness and interest
    - Seek local TV/radio coverage
    - Leverage reach of sponsors, community partners, donors, vendors, etc.
* Event Possibilities
  + **Modified Plant Sale (using wholesale plants and many of ideas above) \*\*\*Highest ranked idea**
  + Themed Gala Dinner
    - Winery
    - Partner with PCC, feature student work
    - Children’s gardening focus
  + Specialized Sale/Event
    - Native Plants (partner with organization/community org ….)
    - Bare Root Plant (hold in Feb/Mar)
    - Holiday Greens (baskets, wreaths, etc.) plus crafts/art
    - Bulbs/seeds (partner with supplier)
    - Fairy Day in the Gardens (fairy themed day for children)

**Smaller, Targeted Fundraiser Event(s):**

* Concept:
  + Variable frequency event (one-off, annual, biannual, etc.)
  + Potentially used as “income adder’ while getting Signature Event established and generating target income
  + Need to balance cost/effort vs potential revenue
* Possibilities
  + Specialized Sale events (as listed above)
  + Bake sale/cake walk
  + “Dining for Dollars” – partner with restaurant or grocery to have folks dine at establishment, Chapter receives portion of night’s proceeds
  + Garden Walk (possibly include McMennamin gardens as part of tour)
  + ‘Stone Soup’ event with empty bowls provided by students or pottery group
  + Themed auction (live, silent, on-line)

**Expanded Book/Merchandise Sales**

* Offer curated list of books and other garden related merchandise for sale on Chapter website. Use Amazon Associates program to provide backend fulfillment (essentially WCMGA gets percentage fee for any sales of books or merchandise sold by Amazon thru links from WCMGA website (range: 4-10% of sales)
* Set up WCMGA booths (separate from Ask a Gardener booth) at WA County farmers markets to market merchandise/books, sell tickets, promote commemorative products, seek donations, etc. (farmers markets frequently waive booth fee for non-profits for once a season booth).
* Grow large orders of specific plants for firms needing landscaping materials
* Spring bulb sales
* “Buy a Brick” online sales

**Build on Community Relations for Expanded Community Support, Sponsorship and Funding**

* Develop Business Case for value of supporting/partnering with WCMGA for use in outreach/relationship building
* Develop plan to expand/cultivate/manage existing community relationships for expanded support/funding/volunteerism
  + Fred Meyers – charitable giving
  + Intel – expand volunteer participation/hours -> increase giving
* Identify and initiate relationship development other potential funding orgs/firms
  + Amazon Smiles
  + Google
  + Home Depot
  + Fiskars
  + Nurseries
  + Landscapers
  + Community Foundations
  + Etc.
* For each WCMGA activity/program, develop sponsorship ‘plan’ to seek specific sponsorship. Detail sponsorship opportunities and value to community, people benefiting from program - and to sponsor.
* “Don’t be afraid to ask for donations”

**Assess/Pursue Expanded Grant Opportunities**

* Research grant/funding programs for garden and horticultural related education/programs that may fit with WCMGA purpose/programs/activities
* For those with potential fit, develop possible concept to explore and feasibility
* Develop grant proposals as appropriate

**DOCUMENT 2**

**WCMGA Education Garden at PCC Rock Creek Update to Board 6.18.18**

Ground Breaking

* Most of the garden sponsors attended.
* A success, fun, great weather.
* Good Networking opportunity.
* Thank you to MGs who have worked on the project, helped with set up/take down.
* Thank you for help from LAT Department, the PCC RC Learning Garden, other.
* Elaine Cole helped to coordinate drone videos and photos to track progress at the garden---use for education, documentation. Will see if we can post to our web and/or Facebook.

Team Meeting June 14---Topics included

* Need soil delivery for hands on work to prepare beds for planting.
* To establish a standing work shift on a Mon, Wed or Fri AM. Sue to poll the garden team for preference.
* To set another meeting in the next few days for Tree Plan presentation by Elizabeth Price.
* Begin to source plants and store at PCC during summer downtime for campus activity. Will use a master list and organize so that we do not have multiple MGs requesting from the same vendor.
* Some plants may be available for donation from MGs and our plan is to use the same screening procedure to screen out any plants from the Japanese Beetle eradication zone, as well as other pests and diseases.
* Also to check with PCC Rock Creek to see if they have concerns about our using plant donations from yards.
* Shared project Task List of work done to date and tasks remaining.

IGS at PCC Rock Creek- This Saturday meet at the Red Shed for a walking plant ID Arborvitae and their Look A-likes IGS, Elizabeth Price for 1 hr. MG Education credit. Will have a half year report to share---we are experimenting with days and topics to see where we get participation---Clearly so far Saturdays are the best day for attendance by the public and MGs.

Grant funds—Next phases of garden development will begin to tap into the grant funds awarded for plants, benches, education materials, rocks, soil, amendments, tools, nesting stations. Chapter funds have been used for irrigation, roughing up the soil, electricity installation expenses that we did not put onto a grant.

Will move office shed from Demo Garden to PCC---To provide us with something while we still seek a donation of a 180 SF Garden Shed. Sue to also request additional space from PCC Rock Creek to be able to keep the shed on our site since it is ideal for office setting.

Need also to seek a donation for the floor of the Education Pergola----David Winchester secured a donation of the roof.

Requested Board approval----To seek Plants from nearly all vendors in the Portland Metro Area—want green light, coordinated using a master shopping list. Beth Benz will help us source plants at wholesale also.

**DOCUMENT 3**

**Tasks from WCMGA Fundraising Brainstorm of 6/11/2018**

**PRESENT:** Susan Albright, Fran Beebe, Marilyn Berti, Helen Dorbolo, Nancy Howarth, Nadine Johnson, Karen Kirby, Sue Ryburn, Pat Simmons, Marilynn Turner, David Winchester, Shirley Wolcott

1. **FOLLOW UP ACTIONS:**
2. Nancy H to scope out Native Plant sale (what would it take to make it happen?) by \_\_\_\_\_\_(after mid July).
3. Pat S and David W to summarize this session looking at ranking of ideas, connections/impacts/outputs across the organization by \_\_\_\_\_\_?\_ .
4. Susan A to get Weston’s input on sale options by June 30.
5. Marilyn B to gather more info on Incredible Edibles sale, e.g, profit margin.
6. Marilyn B to carry leading ideas into upcoming member survey as suitable.
7. Nadine J to gather more info on Clackamas Spring Garden Fair.