



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

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

Meeting called to order: 10:00 am by Susan Albright

TOPIC: PRESENTER(s)	DISCUSSION	ACTION/DECISION
MG of Note: Shirley Wolcott	<ul style="list-style-type: none">Ron Spendal, Sue Karstad, Stephanie Clift, Michael Donahue, Sarah Gramm Wolf, Margo Ballantyne and Shirley Wolcott were nominated for MGs of Note. Sandy Japely will be recognized for Special Acts for all her work at the Learning Garden and for her work on Strategic Planning organization. Details will be in the October Chapter Chat and the October Chapter meeting.	
Restricted Donations: Marilynn Turner	<ul style="list-style-type: none">A combined total of \$2200 was received from three anonymous donors as restricted donations for the Education Garden. Motion to accept the donations. Discussion of restricted policy donations. Amended motion to accept \$2000 of donations. Restricted donation policy will be reexamined at future board meeting.	Results: Original motion passed with one abstention. Amended motion passed unanimously. Will update members at October Chapter Meeting.
Budget: Marilynn Turner	<ul style="list-style-type: none">Wells Fargo update- Meeting with OMGA to discuss incorporating on 9/24/18Draft budget proposal for 2018 presented. Will be voted on in Oct board meeting, presented to Chapter members Nov mtg., and voted on at December Chapter Meeting	Action: Deadline for Budget input 10/9 Result: Motion to accept Financial Policies passed unanimously. See Document 1



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

TOPIC: PRESENTER(s)	DISCUSSION	ACTION/DECISION
	<ul style="list-style-type: none"> Financial Policies – Motion to accept Financial Policies as updated 9/17/18. 	
Trainee Class and Chapter meetings location: Louise Gomez-Burgess	<ul style="list-style-type: none"> Location for the Chapter meetings has been found; Louise will try to secure on Oct 1st. Still looking for Trainee Classes location 	
Strategic Planning Marilyn Berti	<ul style="list-style-type: none"> All 5 key priorities have leads and work has begun to flesh out SMART goals 	Marilyn B to request proposed goals for next board meeting and any budget requirements for 2019 by mid Oct to Marilyn Turner
Fundraising: Pat Simmons	<ul style="list-style-type: none"> Pat Simmons presented a plan for a modified plant sale. 	Decision: Motion to accept plan Pat has put forward for 2019 was passed unanimously. See Document 2
	<ul style="list-style-type: none"> What is the policy regarding voting by email? 	Action: Marilyn Berti to look into
Metro Update: Marilyn Berti	<ul style="list-style-type: none"> Due to time shortage, update was emailed, but not presented 	See Document 3
PCC Rock Creek Garden: Sue Ryburn	<ul style="list-style-type: none"> Sue provided update on PCC Education Garden activities Sue asked for board approval to submit an application for a \$5000 grant from the Tualatin Soil and Water Conservation District for the Education Garden. Pat asked for board approval to submit an application for a \$6,000 grant from Juan Young Trust for the Education Garden. 	See Document 4 Decision: Board approved submission of grant applications for TSWCD and Juan Young Trust.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

TOPIC: PRESENTER(s)	DISCUSSION	ACTION/DECISION
Learning Garden: Marilyn Berti	<ul style="list-style-type: none">• Open house on 9/15 was a success! Both classes were well attended. Tours of the garden were given• End of year picnic is 10/6	
Publicity Policy: Leslie Ray	<ul style="list-style-type: none">• Motion to accept Publicity Policy as presented	Results: Motion passed unanimously. See Document 5
2019 Board Nominees: Susan Albright	<ul style="list-style-type: none">• Ten of the 12 board positions are open for 2019. Susan, Marilyn B and Marilynn T will contact potential nominees. Call for nominees will be made at the Oct Chapter meeting and an announcement will be in the October Chapter Chat.	Action: Susan will write an announcement for the Chapter Chat as well as include it when sending out the Chapter meeting agenda to members.

Meeting Adjourned: 12:15 PM

Next Board Meeting: Monday, Oct 15, 2018, 10am-12pm, OSU Extension Office

Oct Chapter Program & Meeting: Tuesday, Oct 2nd, 2018, 6:30pm-8:30pm

Speaker: Chip Bubl, Latest Research on GMOs and Herbicides

Respectfully submitted by: Marti Farris, WCMGA Recording Secretary

Approved by: Susan Albright, Sept 24, 2018



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

DOCUMENT 1 (10 pages)
Financial Policies

**Washington County Master Gardener Association Financial Policies/Guidelines and
Procedures
9/17/2018**

1. The WCMGA fiscal year is from January 1 through December 31.

WCMGA Accounts with Banking and Non-Banking Financial Institutions

2. Appointment of Authorized Representatives

At its December meeting, the Executive Board, by majority vote, will appoint Authorized Representatives to establish and oversee the chapter's accounts at banking and non-banking financial institutions, and grant them the authority to act on behalf of the chapter in financial matters for the coming fiscal year.

- The Authorized Representatives of WCMGA with respect to the chapter's checking and savings accounts at its commercial bank will normally be the **President** and the **Business Manager**.
- The Authorized Representatives of WCMGA with respect to the chapter's account at Square, or other mobile payment processor, will normally be the **Business Manager** and the **Fundraising Director**.
- The Authorized Representatives of WCMGA with respect to the chapter's account at Paypal, or other online payments system, will normally be the **Business Manager** and the **President**.

The Executive Board may name as Authorized Representative a board member, other than those named above, if circumstances, such as current workload, interests and relevant skills, warrant, so long as the board position of the appointee allows reasonable separation of duties within the financial and accounting functions.

3. Delegation of authority by the Authorized Representatives (ARs)

- The ARs will delegate limited authority over the chapter's accounts at financial institutions to the **Treasurer**, including signature authority over the checking and savings account, authority to view and download account activity at non-banking financial institutions, and authority to direct funds to be deposited from non-banking financial institutions to the WCMGA bank checking account.
- The Business Manager, as AR over the mobile payment processor account, will set up the WCMGA account to grant Authorized Representative status to the Fundraising Director.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

- The Business Manager, as AR over the on-line payment systems account, will modify the WCMGA account to grant full access (consistent with the terms and conditions of the provider agreement) to the President.
4. The role of Fundraising Director, in addition to serving as one of the Authorized Representatives on the WCMGA mobile payment processor account, will include management of Point-of-Sale operations for the chapter. As manager for Point-of-Sale operations, the Fundraising Director will have responsibility for:
- Maintaining custody of the mobile card readers and developing procedures for tracking them when in use;
 - Establishing written procedures for the use of mobile card readers at point-of-sale;
 - Enlisting responsible members to serve as credit and debit card cashiers at the chapter's sales events;
 - Setting up, training and supervising credit and debit card cashiers; and
 - Scheduling credit and debit card cashiers for the chapter's sales events.

5. Appointment of backup to the Treasurer

At the December Executive Board meeting, the board will appoint one member to serve as Treasurer pro tem during absences of the Treasurer for vacations, illness, or otherwise, for purposes of writing checks, making deposits and recording transactions.

- With the exception of the Business Manager, Executive Board members with signing authority over the WCMGA checking account, either current or outgoing, are eligible to serve as Treasurer pro tem.
- The outgoing Treasurer is also eligible to serve as Treasurer pro tem.
- The appointee will retain signing authority over the WCMGA checking account while serving in the temporary position.

Budgeting and Financial Reporting

6. Treatment of Revenues Generated by Chapter sponsored activities:

All sources of revenues (dues, donations, sales, grants, etc....) generated by WCMGA Chapter activities belong to the Chapter and are sent to the Chapter Treasurer for deposit and used for budgeted activities.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

- Revenues that are generated are not treated as additions to funds already budgeted for a given activity. If there is a need to adjust the approved budget, the Chapter Bylaws and Standing Orders provide processes for this to occur.
- If an item is returned, the revenue should return to the Treasurer. This is not revenue but would be treated as a credit against the expense that had already been recorded.
- Revenues are to be forwarded to the Chapter Treasurer. When the funds include cash, members will use Chapter Cash Handling described below.
- The Treasurer, or a Treasurer appointed representative, will deposit funds within three business days.
- The board is responsible for ensuring that restricted funds are spent according to guidelines.

7. Target for Chapter Reserve Fund:

The WCMGA cash reserve is computed by averaging the prior three year end-of-year actual expenses, dividing that result by 12 for a one-month average, and multiplying that result by 6 for the amount of the “six-month” cash reserve.

The amount of the reserve is calculated in two stages, the first for purposes of setting the budget for the coming year, the second for adjusting the ***budgeted*** reserve after the end of the year based on actual expenses through the end of the year. For the annual Chapter budgeting process, the amount of the reserve will be based on the current year and the two immediately preceding years, using actual expenses up to the time of budget preparation (about August of the current year) and projected expenses through the end of the current year. The Treasurer will adjust the ***budgeted*** reserve during the first week of January using actual expenses for the three-year base period. The Treasurer will report the adjusted reserve amount to the Board in time for the Business Manager to adjust the balance of the cash reserve held in a certificate of deposit (CD) before the annual renewal date for the CD. This method is similar to that used by the OMGA to establish a reserve fund.

8. The WCMGA Budget Committee is comprised of the Treasurer, Business Manager, Fundraising Director, Vice-President and a Member at Large, according to WCMGA Standing Rule #6 revised 9/2/14.
9. The approved annual budget will be posted to the WCMGA Members website. The President is responsible for facilitating this posting.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

10. The outgoing Chapter Treasurer will be the lead person working with and orienting the incoming Chapter Treasurer for preparation of the financial report to OMGA for the year just ended. This aids in continuity for this important activity.
11. The outgoing Chapter Business Manager will be the lead person working with and orienting the incoming Chapter Business Manager for preparation of the Annual Audit Report for the year just ended. This aids in continuity for this important activity.
12. Monthly Budget Variance Reports will be distributed by the Treasurer at the monthly Board meeting and posted to the WCMGA Members website. The Treasurer is responsible for facilitating this posting.
13. The Treasurer will reconcile the monthly Checking and Savings accounts within two weeks following the end of the previous month and send the reconciliations to the Business Manager for review. The Business Manager will review the reconciliations on a monthly basis.
14. The annual inventory will be done for items estimated to cost \$75 or more. A listing of equipment, supplies, items for sale, Clinic Resource books will be requested by the Business Manager annually. The audit and inventory will be filed at the Extension Service offices.
15. When the Chapter makes payments to individual service providers totaling \$600 or more during a calendar year, the Chapter is required to file a Form 1099-MISC with the IRS and provide a copy of the form to the individual. Such payments are "nonemployee compensation" and include fees, awards, honoraria or other payments made for services to the Chapter. The lead for an activity employing the services of individuals is responsible for notifying the Treasurer when the payments are expected to be \$600 or more during the year, so the information necessary to complete Form 1099-MISC can be collected.
16. Surplus items are to be reported to the Business Manager for consideration of use for other Chapter activities before being removed or sold.
17. The Fundraising Committee is charged with exploring ways to generate additional income for the Chapter.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Cash Handling, Check Requests, Reimbursements and Cash Advances:

18. Cash handling procedure includes any funds for Chapter activities, included among them, sale of goods and services, dues payments and donations.

The member who receives cash and the lead for the activity generating the cash are responsible for ensuring Cash Handling procedures are followed by the volunteer group supporting the activity. For Deposits, Cash is hand delivered to the Treasurer and together the responsible Member and the Treasurer will count out the cash to verify the amount of money.

The Treasurer, or a Treasurer-appointed member, makes the deposit within three business days and sends a joint email to the person who delivered the cash and the Business Manager stating the amount of cash that was deposited. The Business Manager watches for this deposit when verifying the reconciliation and the persons handing over the cash know that the Business Manager has been notified of the correct cash deposit amount.

When taking **cash** payments (like dues or donations) the payee/donor is given a receipt. Then the procedure is followed for making a cash deposit. On occasion, donations are made anonymously e.g. donation to the coffee supply and no receipt can be given.

19. Check Requests Signature Authority including committee and non-committee purchases:

The Committee Chair is responsible for reviewing and approving Reimbursement Requests for their committee's activities. When purchases are made that do not fall under the activities of a committee, a Board Member must be asked to review and approve the Check Request.

Committee Chairs may not approve a Check Requests for themselves and Board Members may not approve a non-committee Check Requests for themselves. In these cases another Board member shall review and approve these Requests.

Upon approval the Requestor sends the Check Request and receipt(s) to the Treasurer for processing.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

20. Check Request Documentation:

It is the policy of the chapter to reimburse members for expenses they incur on behalf of WCMGA, provided the expenses are substantiated and the request for reimbursement is properly documented and approved. The expense is substantiated if the original receipts for the purchase are attached to the Check Request Form when submitted to the Treasurer, provided that:

- If the receipt contains personal items, as well as items for WCMGA, the WCMGA items are clearly marked; and
- If, for any other reason, the check request is in an amount less than the receipt (for example, a third party paid for part of the purchase), an explanation of the difference between the receipt amount and the request amount is given on the "Description of Purchase" lines of the Check Request Form; and
- If the receipt is for a cash purchase, it is a written receipt from the vendor who provided the item(s) or service(s).

If the member who is making the request for reimbursement, does not have the original receipts, he or she may substantiate the expense with credit card or bank statements, provided the statements have sufficient information as to the date of purchase and description of the items purchased.

All requests for disbursement must be properly approved for payment before the Treasurer issues a check. Check requests may be approved by the Committee Chair of the activity or project for which the expenditure was incurred, or a board member with oversight responsibility. No members may approve payments to themselves.

21. Check Request Submission Deadline:

To be reimbursed for expenses incurred on behalf of WCMGA, a Check Request and receipts, with appropriate review and approval, must be submitted to the Treasurer within 30 days of the occurrence of the expense and/or event, and no later than December 15th of the fiscal year in which it was incurred. (This is from section 4.16 of OMGA Policies).

22. Check Request for Cash Advances for Chapter Activities (Plant Sale, Book Sale etc....):

The Committee Chair may submit a Check Request for a Cash Advance with the responsible Board member's approval, or with the approval of the Business Manager, if the Board member is making the Check Request.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

For one-time sales, such as a single day plant sale, the Cash Advance is turned in with the proceeds. The Committee Chair must notify the Treasurer that the Cash Advance is included with the deposit.

For sales that have multiple sale dates throughout the year, such as the book or merchandize sales, the Cash Advance is turned in with the last deposit of the year. The Committee Chair notifies the Treasurer that the Cash Advance is included with the deposit.

It is the policy of WCMGA to have a zero Cash Advance balance on its books at year end.

Donations

23. All donations, including hospitality donations, are deposited and are not used to offset expenses. For expenses incurred on behalf of the Chapter, the Check Request procedure is used for payment.

In-kind donations are listed, but no dollar value is attached to them. This list is provided to OMGA as part of the Chapter's Annual Financial Report to OMGA.

Individual Chapter members who donate plants to the Annual Plant Sale are not given In - Kind donation acknowledgements from the Chapter, unless specifically requested.

Businesses and other organizations making donations will receive an In-Kind donation form from the Chapter.

24. Financial Reporting IRS Requirements for 501 (c)(3) when revenues exceed \$50,000 per year: We will continue our practices for acknowledging donations, but not attempting to assign a dollar value. Acknowledgements are to be copied to the Treasurer. Contact the OMGA Treasurer for guidance when/if we meet the \$50,000 per year revenues threshold.

Grants from and to WCMGA

25. Grants-Process for handling reimbursements for Chapter Community Grants: Requests for reimbursements under Chapter Community Grants are made to the Project Director, following grant-related purchases. The Chapter Member who is the Project Sponsor reviews Check Requests to ensure the following:

(a) Receipt(s) are attached and grant-related items circled, if there are unrelated expenditures on the receipt, and



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

- (b) That the Check Request is fully completed, including a description of the purchase(s), and
- (c) That there are sufficient grant funds remaining to cover the expense, and
- (d) The use of the funds is for the approved purpose(s).

Check Request and receipts, with appropriate review and approval, must be submitted to the Treasurer within 30 days of the occurrence of the expense and/or event, and no later than December 15th of the fiscal year in which it was incurred.

Upon approval the Requestor sends the Check Request and receipt(s) to the Treasurer for processing.

26. Applying for external Grants for Chapter Activities—Chapter Review and Approval process

We would like to expand grant submissions as a potential source to support Chapter activities. To ensure that the proposed scope of work/services and any cost sharing can be met by the Chapter, grant proposals need to be reviewed. The Fundraising Committee reviews proposed grants if the grant budget is \$2000 or less and no matching funds are required.

Or,

If the grant budget exceeds \$2000, or if there are any matching funds, the Board must review the grant proposal prior to submitting.

Review Process:

- a) Chapter members who wish to apply for a grant are to contact Director 4- Fundraising and complete the *WCMGA External Grant Review Form* (see attached).
- b) Director 4 will present the grant information to the Fundraising Committee or to the Board based on the above criteria.
- c) For grants requiring Board approval, as needed, the President, or any other Board member will call a meeting requiring a quorum to vote on a grant submission.
- d) The Chapter President signs Board approved grant applications on behalf of the Chapter.
- e) For grants reviewed by the Fundraising Committee, Director 4 signs the *WCMGA External Grant Review Form* on behalf of the Chapter.
- f) Director 4 will notify the Board of any awarded grants.

27. If grant funding is awarded from external sources for activities that have already been funded from the Chapter's budget, this may help to free up funds for other Chapter activities. The lead(s) for the area benefiting from the



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

external grant funding would be asked to present a plan to the Board for potential revisions to the approved budget. This would be presented within a month of notice the grant has been awarded.

28. Accounting and Financial Reporting for Grant funds provided to the Chapter from other organizations.

- a) Each grant submission must include a lead person who will be responsible for overseeing grant activity and reporting.
- b) Each grant submission must identify the person(s) responsible for the accounting and financial reporting of grant activity.
- c) Separate accounting for grant awards will not involve separate bank accounts, unless the terms of the grant require it, or the WCMGA Board considers it advisable.
- d) Financial and narrative reports submitted to the funding agency/organization will be copied to Board members.
- e) A final accounting of grant income and expenses is due to the Treasurer within five weeks of the end of the grant period with copies sent to the Board members.

29. Corporate donations to WCMGA that are on-going and either customer-directed (e.g., Kroger-Fred Meyer) or employee-directed (e.g., Intel) will be managed by the Treasurer once the donor relationship has been established by the Fundraising Director or other WCMGA member. Responsibilities of the Treasurer will include the following:

- a. Maintaining the documentation required by the donor or donation administrator (e.g., Benevity),
- b. Maintaining current contact information for WCMGA and for the donor,
- c. Receiving and accounting for the periodic donations, and
- d. Reporting the donations to the Executive Board and the membership.

Chapter Community Grants

30. Community Grant Funds that are unspent at the end of the grant period are no longer available and revert to the Chapter's general funds for other uses.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Memorial Acknowledgements

31. WCMGA will acknowledge the death of active (within one year) Master Gardeners with flowers or another appropriate item and a card (\$50 limit) to the family. These expenses will be paid from the contingency fund within the Chapter's budget.

WCMGA is a 501(c) (3) charitable tax-exempt organization and can be considered as a beneficiary of remembrances in lieu of flowers as some families request. Upon approval by the board, any property or funds received will be gratefully accepted and acknowledged by WCMGA and used to advance the chapter's educational outreach mission.

Such bequests, however, cannot be used to create permanent memorials in the Washington County Master Gardener Association demonstration or learning gardens, whether plants, hardscapes or other garden features. By their nature, demonstration and learning gardens are dynamic, changing spaces that must be adapted to meet changing educational needs and environmental conditions. In addition, the gardens are not located on land owned by WCMGA and, from time to time, may be moved to new locations.

Thus, the chapter cannot commit to maintaining permanent plants, structures or dedicated signs or plaques.

Appendix



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

DOCUMENT 2 (10 pages)

Reinventing the WCMGA Plant Sale

A Challenging Effort With Silver Lining Potential



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Requesting Board's Support

- Modified format for 2019 Plant Sale
- What will be offered
- Sourcing for plants/materials
- Approval of resources required and financial commitments
- Help staffing Plant Sale Team



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Ideas From Brainstorm & Strategic Planning Sessions

Plant Focus Options:

- Native Plants
- Veggies
- Bedding Plants
- Herbs
- Spring Planting Favorites
- Baskets/Planters
- Water Wise Plants
- Fall Plantings

Other Products/Income

- Complementary gardening products
- Garden art
- Garden pots
- Food & beverages
- Charge admission
- Raffle

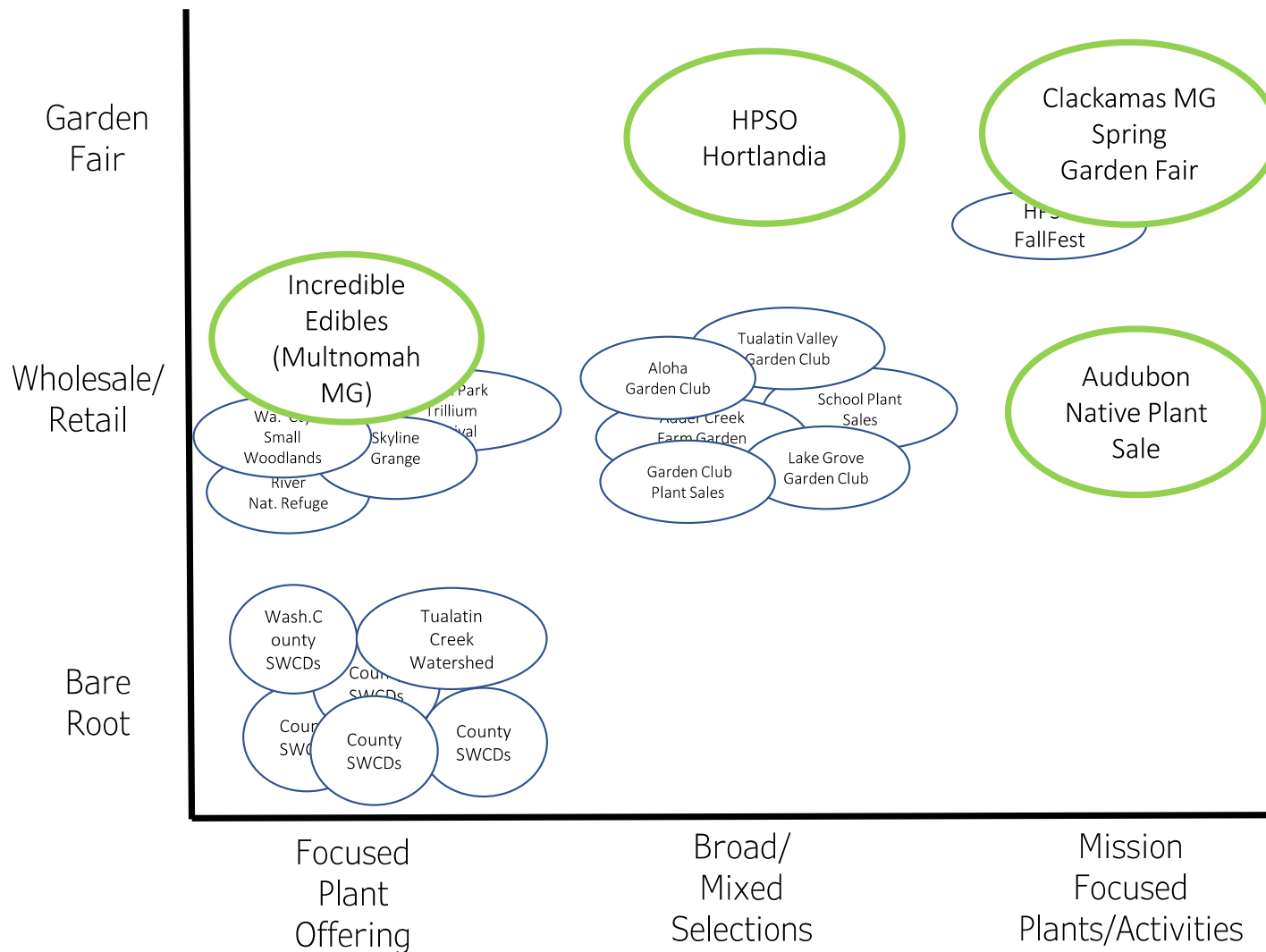
Possible Formats

- Wholesale/Retail
- Garden Fair Event
- Pre-Order -> Plant Delivery
 - Bare root
 - Bulbs
 - Holiday offerings
- Special Event
 - Sale
 - Education
 - "Maker" Activities
- Partner with Other Orgs
 - HPSO
 - PCC-RC Student Sale
 - Washington County SWCD
- Multiple sales



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

‘Competitive Map’ of Other Plant Sales





Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Native Plant Sales

Early

- | | |
|--|--------------------------------|
| • Tryon Creek Watershed Council (bareroot) | order Sept-Jan -> pickup Feb |
| • Yamhill SWCD (Bareroot) | order 4Q -> pickup early Feb |
| • Washington County SWCD (bareroot) | order Jan -> pickup late April |
| • Clackamas County SWCD (bareroot) | order Jan -> pickup March |
| • East Mult. County SWCD (bareroot) | order Jan -> pickup March |

Mid-Late Spring

- | | |
|---|----------------|
| • Wa. Cty Small Woodlands Assn | Mid March sale |
| • Friends of Baltimore Woods | Late March |
| • Skyline Grange | Early April |
| • Friends of Tryon Creek | Early April |
| • Tualatin River National Refuge | Mid April |
| • Friends of Tualatin Hills Nature Park | Mid April |
| • Audubon Society of Portland | Late April |

Other Plant Sales Offering Natives

- | | |
|--|------------|
| • Aloha Garden Club Plant & Art Sale | Late April |
| • Lake Grove Garden Club (Lake Oswego) | Late April |
| • CCMGA Spring Garden Fair | Early May |
| • HPSO Hortlandia | Early May |

Multiple Native Sales

Early Sales -> Bare Root

Later Sales -> Potted Plats

Many use same supplier



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Some Learnings on Format of Sale

Net Margins differ significantly by format

- "Dig & Divide" format ~ 90%
- "Wholesale/Retail" format ~ 35%



To achieve \$10K in net income,
Sales need to be 3X (\$30K)

"Wholesale/Retail" has higher upfront investment/risk

- Incredible Edibles invests \$45K to sell \$65K
- Wholesalers generally don't take returns
(Exceptions (Bosky Dell) generally higher price)



Need to decide how much
risk willing to take on in 2019

Selling \$30K likely will require MORE customers

- WCMGA customer attendance -> 350-400
(Avg \$30 – 35 sales/customer)
- Will likely need 700 – 900 customers



Much more advertising
and promotion required

Harder to differentiate in Wholesale/Retail model

- WCMGA -> "Low cost/High Quality"
- Quality and price are largely determined by
choice of supplier
- Easy to "get lost in the crowd" of sales









Need to find alternate
ways to differentiate



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Discussions with WCMGA Members

- Significant investment to reinvent fundraiser  Align to Mission & Strategic Program
Make it an event, not just a sale
Include education, hands-on activities
- Walk before we run  Start 'smaller', build over several years
- Focus on plants/offerings linked to Learning & Education Garden themes"  Water-wise
Nurture/Protect Pollinators
Getting most in small spaces
- Use multiple plant sources
Wholesale nurseries/growers  Build on relationships for both gardens and sale
Member propagated plants (seeds/cuttings)
Donations from nurseries/growers
Utilize PCCRC/Jenkins greenhouses for specialty plants
- Augment sales with complementary offerings  Books, tools & supplies
Pollinators houses/supplies
Garden art (on consignment???)
- Seek community support  Involve PCC-RC
Seek sponsors/donors
Network with other organizations

Advertising & Promotion a Must!!!



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Proposed Approach

- 2019 'Special Event' format
 - Plants, Education, and Hands-on Activities
 - Aligned with key WCMGA focus areas (Learning/Education Gardens, '19 Education Programs)
- Start small: Target \$15K sales, \$10K costs, generating \$5K net income.
- Conduct Project with 'strategic' intent for long term WCMGA needs
 - Build understanding key success factors and basis for use in expanding future sales
 - Build /support broad relationship with PCC-RC
 - Build/support relationships with nurseries, suppliers, etc. that support overall WCMGA
- Utilize multiple sources
 - Plants from licensed nurseries/growers (purchased at wholesale +/- donated)
 - Member propagated plants using approved methods (seeds/cuttings).
- Explore expanded offerings:
 - Books, Merchandise, Garden Art, etc.
 - Wholesale +/- Consignment
- Invest in advertising/promotion to raise awareness of WCMGA and plant sale attendance, with intent to develop strategic customer relationships and customer contact list for future (~ \$2K)



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

Proposed Next Steps

By:

Board agreement on Proposed Concept <ul style="list-style-type: none">- format- focus areas- budget	Sept. 17
Pin down Date of Sale/Concept with PCC-RC <ul style="list-style-type: none">- current target April 27, 2019	Sept. 28
Obtain temporary nursery license	Sept. 28
Initiate contact with wholesale nurseries/growers <ul style="list-style-type: none">- establish purchasing relation capability]- pricelists, deliver schedule, terms, etc.	Oct 1
Overview to Membership and call for add'l project volunteers	Oct 2
Explore wholesale purchasing (availability/costs/terms) identify and establish preliminary supply plans with suppliers	Oct 15
Draft Project Plan developed/approved <ul style="list-style-type: none">target offerings (plants, education, hands-on activities)preliminary financial estimatestarget nurseries/growers for plant supplies, (including costs, timing, and preliminary)production plan for plants to be grown by membersdefinition of key action plans (who, what, when, resource rqmts, critical issues)preliminary advertising/publicity goals, plans, costs, etc.agreement with PCC-RC	Nov 1



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

The Silver Lining in Reinventing the WCMGA Plant Sale

The 'dig & divide' plant sale hard act to follow

- very successful fundraiser
- provided many opportunities for honing our gardening skills, and
- fun source of team building

Reinventing will take time, effort and resources

- new offerings and sources
- developing relationships with new suppliers
- reorganizing around a new location...
- expanding customer awareness/participation

May offer considerable new opportunities to:

- strengthen strategic focus and key program/education areas
- increase community awareness and engagement with WCMGA
- strengthen relationships with PCC-RC (and potentially other partners)
- continue to build/strengthen MG skills (propagation, education, etc.)
- future potential to generate more funds with less overall volunteer effort

Should be worth it!



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

DOCUMENT 3

Master Gardener Liaison Meeting 9/11/2018 Notes

Present: Weston Miller, Marcia McIntyre, Deborah Dineen, Marilyn Berti (Washington County) and John Wilber (Clackamas County) and Sylvia/Cindy? from Mult/Clackamas?

Staffing plan: Request is in to upgrade Marcia's full time position with waiver of external search. Administrative Program Specialist to be hired to compliment Marcia. Duties to include: manage CERVIS, online registration, online content for training, website, reporting etc.

New Metro Regional Director, Angela Sandino, starts September 17th

Extension Client Contact (ECCO): Template to be trialed as soon as it is available, likely in Clackamas.

Recertification training will be November 10 at PCC Rock Creek. Instructors include: Gail Langellotto, Andony Melatholoulos, Heather Stoven, and Weston Miller.

2019 Training: Hybrid design to continue. Washington County location not yet confirmed. Have Hillsboro church facility that does meet program needs but looking further.

MG Training reduced fee slots to be offered again: Pay \$75 or Pay \$250. Selection to occur on Friday, 12/7 9 - 12 noon. (Deborah Deneen will be WCMGA rep to selection process.)

Request to make presentation at chapter meetings this year: Please invite Weston to make a presentation at a chapter meeting to present: "Drought and climate change: How to adapt to low water gardens and landscapes. Weston will include brief MG program and IPM website project updates. March or April dates would be good.

People-Places-Things Update: Program trialed "Garden Buddies" program to pair MG with immigrant/refugees with 2 pairs. Both participants receive hands-on coaching from PPT staff to ensure a meaningful experience. Successful pilot. Developed curriculum to help focus interactions. For 2019, hope to scale out with 5-10 pairs.

2019 Funding requests and bills for 2018 went to chapters this week.

SOLV Pest Problems website has a 100 page sample. Well received and state legislature is interested in the project. Weston is doing multiple presentations to potential funding sources.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

DOCUMENT 4

WCMGA Education Garden at PCC Rock Creek Update to Board

9/17/18

- Late August through September 11th Soil amendments added to adjust pH, add N, micronutrients.
- Potential grant opportunities-details to be discussed at Sept. Board meeting.
- 9/10 Deliveries of donated plants from Dinsdale Nursery to add to Joy Creek Nursery donations. Dinsdale Owner and Manager both graduated in Horticulture from PCC-RC LAT.
- 9/10 Receive \$5K check from Multnomah Garden Club of Portland-is part of the 2018 \$12,500 in grants-donations targeted for PCC-RC garden. We were waiting for money to arrive.
- 9/11 Delivery from Loen and Youngblood. Mostly trees and shrubs to develop bones of garden, purchased at wholesale by WCMGA with help of Beth Benz selection and use of wholesale access.
- 9/11 Ask Garden PCC-RC team to start thinking about 2019 IGS Educational offerings. (Prelim ideas-3 Part Mason Bee Classes: R.Spendal, Tree Care- E.Price, Native Plants- E.Butler, Pollinator Habitat)
- 9/12 David Sandroock, LAT Instructor visits the garden and asks about having Fall term LAT Tree Care class use five of our trees as part of course curriculum to learn how to plant trees. Scheduled for 2nd week of the term 10/4 . Class is from 1-6 PM MGs can also attend this session.
- 9/15/18 Hardy Plant Society of Oregon Plantfest held at PCC-RC and attendees invited to tour garden.
- 9/17 Planting begins! Beth Benz and Elizabeth Price to place plants in Community Circle and garden team to start planting. To also place tree containers in location for planting. Then to move on to Insect Habitat and Pollinator Garden.
- 9/17 week of, to prep gravel pad for delivery of Office Shed coming from Demo Garden on 9/25.
- 9/19 forward, following Tomato Tasting, Education and Learning Gardens can begin to move items from Demo Garden. PCC RC will provide some temporary storage somewhere at LAT while we await getting garden shed.
- 9/19 visit from Gail Langelotto to discuss potential WCMGA Education Garden site participation in her Urban Soils research. Elizabeth Brewster, who will teach Soils class Winter term, also invited to join us. May be another option to collaborate with PCC-RC LAT.
- 9/19 to meet with Springville K-8 educators and Kassia Rudd of Oregon Agriculture in the Classroom Foundation. Springville K-8 would like help with cover crops for their school garden. To also discuss opportunities for collaboration.
- 9/22 10 AM- IGS Creating a Hell Strip Garden: From Sod to Supper, presented by Susan Albright.
- 9/24 Fall Term begins at PCC-RC
- 9/25 Office Shed to move from Demo Garden to PCC Rock Creek.
- 9/26 Meeting with Xerces Society -Rachel Dunham, Community Engagement Coordinator and Matthew Shephard, Communications and Outreach Director to discuss ways to collaborate and share resources that Xerces has regarding pollinators.
- 9/29 Cognizant Technology Solutions Volunteer Work Party to help plant at garden. Possibly also have activities for children, if they bring.



Washington County Master Gardener Association Board Meeting
September 17, 2018
Minutes

DOCUMENT 5

WCMGA Publicity Policy

Context

All WCMGA publicity for MG public programs, projects and events must comply with OSU Extension and Master Gardener™ Program branding guidelines. This includes all printed materials and signage as well as electronic media.

Purpose

This policy is intended to assure that the public easily recognizes WCMGA and OSU Extension in printed and electronic material promoting our work for safe and nature-friendly gardening.

Policy

1. Flyers, posters, signs and handouts used to publicize any public Washington County Master Gardener event, program or project must follow the guidelines set forth by OSU Extension, including use of the trademark <™> after "Master Gardener"
2. All publicity materials must be submitted to the Director of Publicity who will check the materials for appropriate design and accurate use of the OSU Extension and MG Program guidelines.
3. The director of publicity will contact OSU Extension MG Program staff for any questions regarding application of the guidelines.
4. The WCMGA logo (dragonfly and cattails) will be reserved for internal Chapter materials such as the directory and the Chapter Chat.

Responsibility

It is the responsibility of the Publicity Director to assure that all printed and electronic materials conform to OSU Extension branding guidelines and to update branding based on changes implemented by OSU.

It is the responsibility of the Webmaster to assure that all WCMGA webpages conform to OSU Extension Branding Guidelines and to update branding based on changes implemented by OSU.

It is the responsibility of the Newsletter Editor to assure that the newsletter conforms to OSU Extension branding guidelines.

NB: It is the responsibility of event coordinators and garden leads to assure that Program staff has approved the event before the event may be publicized or materials produced. Without Program staff approval, individuals who volunteer to work on the event may not be eligible to receive Master Gardener Program volunteer service hours and may not be covered by OSU liability insurance. If there is no OSU oversight for an event, then OSU liability insurance does not apply.