**Attendees**: Sue Ryburn, Kathy Nokes, Marti Farris, Marilyn Berti, Shirley Wolcott, Marilynn Turner, Leslie Ray, Jacki Lindquist

**Meeting called to order**: 10:07am by Sue Ryburn

| **TOPIC: PRESENTER(s)** | **DISCUSSION** | **ACTION/DECISION** |
| --- | --- | --- |
| **Budget:**  Kathy Nokes | * Working with Marilynn Turner and Nancy Wilson to update financial policies on procedures dealing with online payments such as Square and PayPal. * Designate financial accounting roles to prevent conflict of interest. | **Action:** Report at next meeting. |
| **Plant Sale:**  Marilyn Berti | * Have 2200 plants, not including annuals that will come in just before sale. * Might want to consider a small fall plant sale for overwintering vegetables. * Program hours approved for clinic staff. | **Action:** Need to define committee lead and ask membership if interested in fall plant sale. |
| **Plant Sale 2019** | * Plant sale is major fund raiser, but need new approach for next year as can’t use current model of selling divisions from Master Gardeners due to Japanese beetle and soil borne diseases. | **Action:** The Chapter needs to form a committee soon to start work on a new model.   The Plant Sale has been our major fundraising activity, as is the case for many other Chapters, however across the state after this year, we are no longer able to create our inventory from donated plants, given concerns about spreading soil borne pathogens and pests.  To ensure best practices and avoid problems, a different model is required. One option is to become the broker and sell plants grown professionally by vendor/s, like the Multnomah Chapter Incredible Edibles.  Greenhouse bench space available at PCC is not sufficient for the volume of plants needed to bring in ~ $10K/year.    We can hold the sale at PCC though.  A group needs to be formed now to start working on next year.  Sue Ryburn and Marilyn Berti offered to participate, but not be leads. Other names mentioned as possible group members: Sandy Japely, Louse Gomez-Burges, Jean Natter. |
| **Awards and Recognition:**  Shirley Wolcott | **MG of Note** this month is the hospitality team for the Intern class. Volunteers of Note are Julia Chen at the Learning Garden; Dorothy Erpelding, Demo Garden; and James Galbreath for Material Support.  **Annual Awards** – Nominees were chosen for OMGA Master Gardener of the Year and Behind the Scenes. Special Act/ Making a Difference awards (Chapter level) are Larry Schick, Bill Greer, Ruth Robinson, and Trina Studebaker. | **Action:** Shirley Wolcott will submit the names to OMGA. |
| **Demo Garden Closure:**  Sue Ryburn | Closure committee is made up of Bill Klug, Thim Baker, Sandy Japely, Sue Ryburn and Susan Allbright. Will perform inventory of items and decide which items will repurposed. Fairgrounds will take care of building structures left behind. |  |
| **PCC Rock Creek Garden:**  Sue Ryburn | * Dave Winchester got a donation for a roof for the Education Pergola. Still need the rest of the structure. * Want to approach Parr Lumber for the shed and rest of the pergola and Recology for compost. * Will ask vendors for plant material for PCC garden * Need to coordinate requests so don’t have multiple asks |  |
| **OMGA:**  Jacki Lindquist | * Website still not active for Growing Gardeners Conference (formerly OMGA Mini-College); check back frequently as it will contain much more information than on the Save the Date handout. * Each chapter being asked to donate $250 worth of items. * Send a Friend scholarships available for some chapters; ours has enough income that we won’t be following up. | **Susan Albright** has a line on a donation that will cover our responsibility. |
| **Current Activities and Strategic Planning:**  Marilyn Berti | Discussed documents sent 4/8/18 including a proposal for creating a chapter strategic plan and a background document: Resources used for Mission-Focused activities which defines our current use of volunteer hours and budget under the six purpose statements in the chapter by-laws. A strategic plan will help to focus the chapter on what we most need to do and allocate our resources in order to achieve goals we set. | **Marilyn Berti** to form committee to design short survey to gather data from key stakeholders as to strengths, opportunities and challenges.  **Action:** Read attached reports from Marilyn |
| **May Chapter Meeting:**  Susan Albright | Email will go out to the Chapter members to include announcement of Gail Langellotto as speaker Sex on Six Legs (1 hr. of MG Education Credit) and reminder of Intern Potluck | **Action:** Submit ideas for Chapter Meeting to Susan. |

**Meeting Adjourned: 11:57 am**

Next Board Meeting: Monday, May 22, 2018, 10am-12pm, OSU Extension Office

Topics to date:

* Post-sale update on Plant Sale
* Education Garden at PCC-RC Announcement of Groundbreaking on June 6th 1:30-2:30 PM
* Chapter Picnic announcement
* MGs of Note

May Chapter Program & Meeting: Tuesday, May 1st, 2018, 5:30pm-8:30pm (Intern Potluck starts at 5:30)

Speaker: Gail Langellotto Topic: Sex on Six Legs

Respectfully submitted by: Marti Farris, WCMGA Recording Secretary

Approved by: Sue Ryburn, OMGA Alternate

**DOCUMENT 1**

Resources used for Mission-Focused Activities

**Mission statement**

The Washington County Master Gardener Association (WCMGA) provides relevant, research-based education and outreach to the public about horticulture and household pests. This information promotes sustainable practices that minimize risks to human health and the environment. WCMGA sponsors a wide variety of gardening–related demonstrations, lectures, seminars and workshops in various Washington County Oregon locations. Most of our events are free and open to the public.

At the request of the Executive Board, we reviewed the activities of WCMGA in light of its stated mission to develop an understanding of how the chapter’s use of its resources align with and support its mission. As an organizing structure, we assigned each of the chapter’s activities to one of the six purposes stated in the WCMGA By-Laws.

1. Assist with Extension Service responsibilities to provide home horticulture information to the public.
2. Encourage and provide OSU Master GardenerTM continuing education opportunities. 3. Develop and maintain appropriate Chapter involvement in community partnerships and public service projects.
3. Offer Chapter meetings and programs for the benefit of members and the general public.
4. To award scholarships for post-secondary education in the fields of horticulture and plant sciences on the basis of scholastic merit and need.
5. Raise funds and seek contributions in-kind for the support of the above activities.

The first five purposes above relate directly to the Chapter’s mission and we will refer to activities aligned with those purposes as “Mission-Focused.” The sixth purpose above supports the mission indirectly by raising the funds necessary to pursue the Chapter’s mission and we will refer to those activities as “Support Activities.”

Since most of the Chapter’s activities serve more than one of the purposes stated in the Bylaws, there is room for disagreement about how we’ve aligned the activities with one or another of the five Mission-Focused purposes. For example, activities aligned with Purpose #1, such as new MG training and Study Group, also provide continuing education opportunities for Master Gardener vets, Purpose #2. Likewise, Chapter involvement in community partnerships and public service projects, Purpose #3, provides opportunities for continuing education. Using our best judgement, we aligned each activity with the Purpose that appears to be the primary focus of the activity.

This review takes into account the financial resources and volunteer time the Chapter devotes to its Mission-Focused and Support activities. The review does not separately account for the administrative time of the Executive Board or the financial resources expended on administration (e.g. liability insurance) or technology. Financial resources associated with an activity come from the chapter’s 2018 budget, that is, what the Chapter expects to spend during 2018 on that activity. The volunteer hours associated with an activity are based on past volunteer activity. They are estimates drawn, for the most part, from information provided by MGs who work in the activity being evaluated. We want to point out that the volunteer hours are ***estimates only and have been rounded up to the nearest 10.*** An explanation of how the estimates were made is in a companion Excel document.

It was suggested that this review include an assessment of the effectiveness of each activity at fulfilling the WCMGA mission, as well as the resources that go into each. For example, we should include the number of public contacts made, the number of attendees at classes or events, etc. While that data is important for evaluating WCMGA activities and, in some cases available, that has to be a project for another day. We include what information we have where it might add value to our understanding of an activity.

**Adjustments to 2018 Budgeted Expenses.** The 2018 Budget includes an extraordinary planned expenditure of close to $21,000 for a new project, the Education Garden at PCC Rock Creek. The Budget also includes final year wind-down expenses for the Demo Garden. Since the extraordinary expense for starting up the Education Garden is not likely to continue at such a high level in future years and the expenses and volunteer hours for the Demo Garden will not continue, we made adjustments to the data to what we expect to be ongoing activity, unless changes are made through the Board’s planning process. Therefore, for purposes of computing the percentage of the budget and the percentage of volunteer hours used by on-going activities, the Demo Garden line is eliminated and the Education Garden is assumed to use financial and volunteer resources comparable to the Learning Garden.

**How resources are used overall**

WCMGA spends over 70% of its financial and volunteer resources on Mission-Focused activities, and close to 20% of its resources on Support Activities of fundraising and publicity.

**Use of Resources**

|  |  |  |  |
| --- | --- | --- | --- |
| **Purpose** | **Description** | **Financial Resources** | **Volunteer Hours** |
| **1 - 5** | Mission-Focused Activities | 74% | 72% |
| **6** | Support Activities | 19% | 19% |
|  | Administration | 7% | 9% |

100% 100%

Activities related to Purpose #1, Extension Service support, and Purpose #3, Public Service

Projects, consume the bulk of the Chapters resources currently allocated to Mission-Focused activities. While Purpose #2, MG Continuing Education, appears to be an underfunded area, we point out that many of the resources allocated to Extension Service Support and to Purpose #3, Public Service Projects, indirectly support MG Continuing Education. On the other hand, no WCMGA resources were devoted to Purpose #5, Post-secondary scholarships, in 2017 and none are budgeted for 2018.

**Mission-Focused Activities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Purpose** | **Description** | **Financial Resources** | **Volunteer Hours** |
| **1** | Extension Service Support | 31% | 45% |
| **2** | MG Continuing Education | 4% | 4% |
| **3** | Public Service Projects | 50% | 49% |
| **4** | Chapter Meetings/Programs | 15% | 2% |
| **5** | Post-secondary Scholarships | 0% | 0% |

100%

100

%

**Mission-Focused Activities**

The following pages describe the Mission-Focused activities aligned with each purpose, as stated in WCMGA By-laws.

**1. Assist with Extension Service responsibilities to provide home horticulture information to the public.**

WCMGA expends over 30 percent of its financial resources and an estimated 45 percent of its human resources supporting the Extension Service mission to provide home horticulture information to the public. The Chapter supports new Master Gardener training, continuing MG education through Recertification Training, community outreach education through the phone clinic, the Gardening Speakers Guild and MG Clinics at farmers market and other local venues. In addition, the Chapter provides direct financial support to OMGA through annual dues, to the Oregon IPM Website initiative and PNW Handbooks, and to Metro Program for MG training scholarships and fellowships.

**Facilities and volunteer support for new MG Training in Washington County.** WCMGA rents the facility at First Baptist Church of Beaverton, coordinates the training, sponsors noon-time chats, and provides support from at least 20 WCMGA volunteers for new MG training. *$1,640. Estimated 570 volunteer hours.*

**Volunteer Opportunities for MG Interns.** WCMGA offers MG Interns an array of opportunities under the mentorship of veteran MGs to complete hours of volunteer service to become certified as Master Gardeners, including at the phone clinic, at the chapter gardens, Gardening Speakers Guild, etc. *Dollars and hours are integrated with other categories.*

**Plant Propagation Workshop.** For the past few years, hands-on workshops have been an integral part of new MG Training. MG volunteers plan, prepare and execute the Plant Propagation Workshop held at PCC Rock Creek. Of the eight volunteers involved in the full day of lectures and labs, five are from WCMGA. *Estimated 200 volunteer hours.*

**Study Group (fka Interest Group).** Some years ago, a group of Washington County Master

Gardeners led by Jean Natter organized the Study Group (fka, Interest Group) to continue their

MG education and make an in-depth study of selected gardening topics. WCMGA volunteers in Study Group bring their growing expertise to Master Gardeners and the public as volunteers at the phone clinic, the Gardening Speakers Guild, presenters at In-the-Garden Series events, at the learning gardens and farmers markets.

Today Study Group is led by Elizabeth Price, with Jean Natter, Jackie Dugan, Judy Hale and

Diane Cleven. The Group meets for 2 hours twice a month. The first meeting of the month is a Diagnostic Show & Tell when participants bring their own samples of plants, plant parts, insects or spiders to collaboratively diagnose problems or identify samples. Elizabeth Price posts photos and diagnostic details in the Metro Master Gardener Newsletter. For the second meeting of the month, one of the Study Group MGs prepares a study guide for the rest of the group on a particular topic and leads the monthly discussion.

The Study Group roster includes 160 MGs from around the Metro area; about a third actively participated in at least one class in 2017 and all receive the study guides and materials produced by the group. *WCMGA provided no financial support to Study Group for 2018. Estimated 600 WCMGA volunteer hours*

**Washington County phone clinic and library.** Over half of WCMGA volunteer hours devoted to Purpose #1 goes to staffing the Washington County phone clinic where volunteers respond to questions from the general public about home horticulture and yard and household pests, fulfilling a core mission of WCMGA to disseminate research-based sustainable gardening information to the public. *Estimated 2,500 volunteer hours*

**Gardening Speakers Guild.** WCMGA volunteers make OSU Extension Service presentations to an array of Washington County organizations. Since the beginning of last year, a dozen WCMGA speakers have addressed 815 attendees at local libraries (14), garden clubs (13), Oregon Food Bank (5), schools and education organizations (4) and other groups (7), whose members are eager to learn about sustainable gardening methods. In just the past few months, Judy Froemke, program coordinator, received 13 requests for speakers on topics like gardening for bees, container gardening, starting a vegetable garden and worm composting. *$200. Estimated 300 volunteer hours.*

**MG Clinics at Farmers Markets in Wash. Co.** WCMGA staffs Master Gardener clinics at farmers markets in Beaverton, Tigard, and Sherwood disseminating research-based sustainable gardening information to the public for 18-20 weeks during the season. In addition, Aloha Community Farmers Market has requested a Master Gardener clinic. Estimated hours information does not include the Aloha Farmers Market or MG Clinics at other local venues. WCMGA presence at the Cedar Mill and Hillsboro Farmers Markets were discontinued due to lack of staffing and coordinators. *Estimated 630 volunteer hours.*

**OMGA Representatives**

The WCMGA sends a representative to the Oregon Master Gardeners Association meeting four times a year and he/she represents the Chapter at Mini-College. The OMGA meeting provides MG representatives from around the state the opportunity to share experiences, learn from each other, and bring new ideas and best practices back to their home chapters. *$300.* *Estimate 70 volunteer hours.*

**Direct financial support for Metro Program, OMGA, Extension Service.** WCMGA, at the request of Metro Program, provides scholarships/fellowships to community members with financial need and an interest in the Master Gardener program. WCMGA also provides financial support for OMGA at a rate of $7 per member, and support to the Extension Service for the development of the IPM Website. *$4,238.*

**Extension Service Support**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Financial Resources** | **Volunteer** | |
|  | **Hours** |
| **New MG Training** |  |  |  |
| Training Course | $ 1,640 |  | 570 |
| Volunteer Opportunities |  |  |  |
| Plant Propagation Workshop |  |  | 200 |
| **Vet MG Training** |  |  |  |
| MG Recertification Training | 500 |  |  |
| Study Group (Interest Group) |  |  | 600 |
| **Horticulture Info to the Public** |  |  |  |
| Phone Clinic |  |  | 2500 |
| Gardening Speakers Guild | 200 |  | 300 |
| MG Clinics |  |  | 630 |
| **Direct Financial Support** |  |  |  |
| OMGA representatives | 300 |  | 70 |
| Dues for OMGA Support | 1,008 |  |  |
| New MG Scholarships | 1,660 |  |  |
| Oregon IPM Website | 1,250 |  |  |
| PNW Handbooks | 320 |  |  |

$ 6,878 4,870

**2. Encourage and provide OSU Master GardenerTM continuing education opportunities.**

Although this review aligned only one WCMGA activity with Purpose #2, WCMGA activities primarily aligned with Purposes #1, #3 and #4 also provide continuing education opportunities to members.

**Speakers at Chapter Meetings.** WCMGA hosts monthly gardening lectures on a range of topics, 10 months of the year, in conjunction with its chapter business meetings. The lectures are free and open to the public and many of them qualify for continuing education credits for Master Gardeners. *$1,000. Estimated 120 volunteer hours.*

The following WCMGA activities and projects are aligned, for purposes of this review, with other Purposes, but also provide continuing education opportunities for Master Gardeners:

**MG Training/workshops open to Vets**

WCMGA volunteers conduct the Plant Propagation Workshop as part of new MG training. *Volunteer resources are accounted for in #1 above.*

**Study Group.** The Study Group is led by WCMGA volunteers and provides excellent continuing education opportunities for MGs interested in taking their gardening education to the next level. *Volunteer resources are accounted for in #1 above.*

**WCMGA Learning Gardens.** The gardens developed and maintained at the Washington County Fairplex, Jenkins Estate, and soon the Rock Creek campus of PCC provide an ideal opportunity for our members to apply what they’ve learned in classes and practice gardening skills, often with a cadre of experts close at hand. Every work party is a continuing education opportunity. *Volunteer resources are accounted for in #3 below.*

**In-the-Garden Series Classes.** IGS classes are described below under Purpose #4. Approximately, 40 percent of the 211 attendees in 2017 were Master Gardener vets and interns. Other attendees are from the general public. Volunteer resources are accounted for in #4 below.

**3. Develop and maintain appropriate Chapter involvement in community partnerships and public service projects.**

WCMGA has developed valuable community partnerships, allowing the Chapter to leverage both financial and volunteer resources to advance its educational mission. Partnerships with Washington County, THPRD, and PCC Rock Creek provide garden spaces, facilities, and resources for building and maintaining gardens for demonstration and teaching. Partnerships with Tualatin Valley Garden Club and Washington County Fairplex, allow WCMGA the opportunity to offer 4,000 fairgoers a taste of gardening. WCMGA also partners with schools and other organizations to bring sustainable gardening practices to the community.

**WCMGA Learning Garden at Jenkins Estate, in partnership with THPRD.** The Learning Garden is a partnership between WCMGA and THPRD. The Jenkins Estate garden spaces and facilities not only make the Learning Garden possible, but make it easily accessible year-round to neighbors who use the JE trails and nearby playground facilities, as well as members of the public who make the garden a destination. *$5,305. Estimated 2,250 volunteer hours.*

**WCMGA Education Garden, in partnership with PCC Rock Creek.** The Education Garden is a partnership between WCMGA and Portland Community College, Rock Creek. Like the partnership with THPRD, it allows WCMGA to make the most of its own financial and volunteer resources to promote sustainable gardening practices in Washington County.

**Garden Thyme at the Fair.** The annual Washington County Fair draws 100,000 visitors. 4,000 of those visitors were likely to drop by WCMGA’s Garden Thyme at the Fair for a kids’ scavenger hunt, to ask gardening questions at the clinic table, or take a tour of the Demo Garden. WCMGA volunteers work with WIC volunteers and others to make garden tours and presentations available in Spanish, as well as English. *$200. Estimated 480 volunteer hours.*

**Lincoln Street Elementary School.** Jeannine Rychlik and six other WCMGA volunteers work with teachers and parents at Lincoln Street Elementary School in Hillsboro to run an after school garden club in the spring and fall. Jeannine herself runs the garden year round, bringing teachers and their classes to the garden, helping teachers with the indoor grow labs, volunteering with the PTO, and helping with fundraising. Lincoln Street Elementary School serves 600 students and 92 percent qualify for free breakfasts and free lunch. *Estimated 250 volunteer hours.*

**Doernbecher Children’s Hospital.** Washington County Master Gardeners Cici Poulson and

Bridget Shaw bring gardening projects to hospitalized children at Doernbecher Children’s Hospital. Either Cici or Bridget is in the classroom for 2 hours, twice a month. Cici says, “We are the only project that I know of at any hospital in Portland. It is quite unique, a bit of science, fun and respite from the routine of the hospital.” $*257 grant through Multnomah County Master Gardeners. Estimated 50 volunteer hours, not including prep time.*

**4. Offer Chapter meetings and programs for the benefit of members and the general** **public**.

**Chapter Meetings.** WCMGA holds monthly gardening lectures on a range of topics, 10 months of the year, in conjunction with its chapter business meetings. The lectures are free and open to the public and many of them qualify for continuing education credits for Master Gardeners. WCMGA funds the rental fees for the meeting facility and the speaker honorarium. WCMGA volunteers research, engage, and introduce the speakers, provide AV support for the speakers, recognize volunteers with awards, set-up and take-down, meeting sign in and door prizes, and hospitality. *$2,600. Estimated 190 volunteer hours.*

**Field trips.** WCMGA sponsors field trips to garden sites for chapter members, organized under the leadership of Joanne Carruthers.  *$100. Estimated 10 volunteer hours.*

**In-the-Garden Series Classes.** WCMGA has scheduled 28 one to two hour In-the-Garden Series classes during 2018 to be held from January to December at the Fairplex Demo Garden, the Learning Garden at Jenkins Estate, and the Education Garden at Rock Creek Campus of PCC.

The classes are free and open to the public. Most of the classes are prepared and presented by WCMGA volunteers and many qualify for MG recertification credit. At the Learning Garden alone, 211 people attended IGS classes during 2017; 42 percent were Master Gardeners or interns and 58 percent were from the general public. *Estimated 350 volunteer hours.*

**5. To award scholarships for post-secondary education in the fields of horticulture and plant sciences on the basis of scholastic merit and need.**

In the past few years, WCMGA has not awarded scholarships for post-secondary education.

**Support Activities**

**6. Raise funds and seek contributions in-kind for the support of the above activities.**

The effectiveness of WCMGA fundraising activities is a little easier to measure than the effectiveness of its Mission-Focused activities. We can count the receipts and subtract the cost of sales for the net amount that can be used to advance the mission. However, to be useful for planning, that calculus must consider the number of volunteer hours, as well as the expenses, that go into producing the net revenue. Where available, we estimate the number of volunteer hours that drive the fundraising activity.

Based on budgeted revenue, the annual plant sale is expected to account for 46 percent of net receipts in 2018, half again as much as the next largest fundraiser, grant writing. The volunteer hours devoted to the plant sale make up over 80 percent of all fundraising volunteer hours (NOTE: We don’t have hours spent on grant writing)

Member Dues are the third largest source of revenue, raised with a relatively small number of volunteer hours.

**Fundraising**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Planned Planned Planned Gross Related Net**  **Receipts Expenses Receipts** | **Volunteer** | |
|  | **Hours** |
| Plant Sale | $ 11,000 $ 1,600 $ 9,400 |  | 2500 |
| Grant writing / targeted donations | 6,000  6,000 |  |  |
| Member dues | 3,360  3,360 |  | 20 |
| Intel Volunteers | 2,000  2,000 |  | 200 |
| Book sales \* | 3,500 2,215 1,285 |  | 80 |
| Kroger shoppers | 350  350 |  |  |
| Loupe sales | 200  200 |  | 20 |
| Publicity | 1,200 (1,200) | | 250 |

$ 26,410 $ 5,015 $ 21,395 3,070

\* Expenses computed at ~ 64% of sales