**Attendees**: Susan Albright, Marilyn Berti, Marti Farris, Pat Simmons, Shirley Wolcott, Marilynn Turner, Tim Lanfri, Louise Gomez-Burgess, Sandy Japely, Jacki Lindquist, Nadine Johnson, Dave Winchester, Leslie Ray, Annie Raich, Karen Graham, Kathy Nokes

**Meeting called to order**: 1:30 pm by Susan Albright

| **TOPIC: PRESENTER(s)** | **DISCUSSION** | **ACTION/DECISION** |
| --- | --- | --- |
| **MG of Note:**  Shirley Wolcott | * Pat Simmons – Fundraiser, Sue Ryburn PCC Education Garden, Rick Espenscheid and Karen Brandenburger Special Acts. * Discussion followed suggestion of Honorary membership for those who have been members for 20 years; will be addressed in detail in 2019. * Demo garden having farewell lunch at Helvetia Tavern. Motion to pay $400 for Demo Garden farewell lunch. | **Action:** Letter of Recognition will be drafted for long term participants of the Demo Garden; Marilynn Turner to head a small team.  **Decision:** Motion to pay $400 for Demo Garden farewell lunch passed unanimously. |
| **Budget:**  Marilynn Turner | * Donor restricted contributions - 10/17/17 the Board unanimously passed the following: Executive board receives and manages donations. Any donation of “restricted” funds specified for particular projects not within the general budget must receive Board approval before acceptance. * Also raised was the standing Rule #5 limiting Board approval of changes to the expense budget to $2000. The Board will address the $2,000 limit in 2019. * Marilynn talked to the person who responded negatively to the fundraising email. Most issues were based on what was heard rather than experienced firsthand. As others may have some of the same perceptions, some issues will be addressed in either Chapter Chat or Chapter Meetings. * November budget presented and will be posted on the website. | **Decision**: The $2,000 limit will be re-examined in 2019  **Action**: See Document 1 for November Budget report |
| **Strategic Planning**  Marilyn Berti/Sandy Japley | * Marilyn presented the 5 Key Priorities and SMART Goals and the leads for each priority presented strategies for fulfilling. Priorities requiring input: * Priority #4 – Outreach - Not all scholarship or fellowship grants are being used in Washington County; likely due to ineligibility (income, undocumented etc.) Motion to approve use of 2019 MG training budget scholarship and fellowships to be used as follows: First for Washington County recipients; second to fund other eligible metro area (Clackamas/Multnomah) applicants; and third, any remaining funds will be given to Metro for other MG training expenses. * Priority #5 –Fundraising -Pat Simmons listed several potential donations/grants available. See details in Fundraising section, bullet point 2. | **Action:** Details of the SMART Goals for the 5 priorities are attached in Document 2  **Decision**: Motion passed unanimously. |
| **Trainee Class and Chapter meetings location:**  Louise Gomez- Burgess | * Location for the Chapter Meetings will be at the Griffith Park building, R330. * Trainee Classes Hillsboro United Methodist Church - 168 NE 8th Avenue Hillsboro, OR 97124. February 5th to March 19. * Volunteers needed; contact Louise if interested. |  |
| **Fundraising/Plant Sale Update:** Pat Simmons | * Patricia provided a detailed updates on Fundraising and the Plant sale. * Other potential funders identified with compatible community grant programs (each about $2-5k) potential. Motion was made for the Fundraising Chairman to apply for grants listed below:   + Intel – Proposal for donation of 6 tablets for sales processing   + PGE – Community Grant Program for Plant Sale sponsorship and/or support of Learning and/or Education Garden education programs   + Home Depot – Building Healthy Communities grant for tools & materials for Learning and/or Education Garden education programs   + Fiskars – Project Orange Thumb for tools and materials for Learning and/or Education Garden   + Scotts Miracle Grow – Pollinator Garden Grants | **Decision:** Motion passed unanimously  **Action:** See attached documents 3 and 4 |
| **Rewards Program:**  Marti Farris | * Marti documented procedure for tying Kroger/Fred Meyer Rewards Card to WCMGA. Marilynn tried out and provided feedback. Since have to renew yearly, decided to wait and roll out until January. Directions and Rewards Card applications will be at the roll out meeting. * Marilynn is working with Amazon to make sure WCMGA is linked to their Smile program. * Pat Simmons is working on getting the Renee’s reward coupon that can be shared with friends and family. She is also working on the Territorial program that provides seeds at the end of the season to selected non-profits. |  |
| **OMGA Quarterly Meeting:**  Jacki Lindquist | * Meeting was a tour of the Food Bank. * Mini College will be called Mini College rather than G2 in the future. Format and location will be different. 2019 will be October 11th and 12th in Sisters, Oregon. |  |
| **State of the Chapter:**  Susan Albright | * Susan asked for input for the State of the Chapter Address for the December Chapter Meeting |  |

**Meeting Adjourned: 3:45 PM**

Next Board Meeting: Monday, Dec 10, 2018, 10:00 – 12:00, OSU Extension Office, for both Incoming and Outgoing Board Members

December Chapter Program & Meeting: Tuesday, Dec 4, 2018, 6:30pm-8:30pm

Speaker: Neil Shroeder: Topic: A Walk Through the Family Forest (1hr MG education credit)

Respectfully submitted by: Marti Farris, WCMGA Recording Secretary

Approved by: Susan Albright, December 2, 2018

**Document 1 - November Budget report**

November 19, 2018

**Report on our budget activity through last Friday (11/16/18)**

Expenditures

Board of Directors: Nothing new to report. There will be one more insurance payment in December

Education and Outreach Expense:

* Expect the Learning and Education Gardens will spend their budgets. We’ll be ahead about $4,500 to $5,000 due to DG sales and returns.
* Metro MG Support – we picked up 2/3rds of a larger-that-expected coffee service bill at recert. training. We are still under budget in that category.
* For the year I expect we will be under-budget for Education and Outreach Expense by $6,000 to $6,500.

Fundraising Expense: Little change.

Membership Expense: Nothing in November. Expecting to reimburse for the Photo Library program, maybe awards and recognition.

Publicity: No November activity.

Expenses: At this point, about $11,000 under budget. By the end of the year, $9,000 to $10,000 under budget.

Revenue

Three areas to highlight:

1. The book/merchandise sale at recertification. $763 dropped to the bottom line (that’s the fun part of cash basis accounting – no cost of sales to spoil the fun). Thank you to Pat and David for scooping up that ball as it was dropping! Very nice catch.
2. In October and so far in November we’ve received over $1,200 in member contributions. I think those results probably warrant a second pitch.
3. Member Renewal: 79 members have renewed and paid dues, so far. Another 5 have renewed, but not yet

paid. So, 84 renewals.

The Demo Garden volunteers are planning a lunch for the 25-30 volunteers who regularly worked at the Demo Garden. It will take place December 4th at Helvetia Tavern (I think that’s what Anna said). I move that the Board approve $400 to cover the cost of the lunch.

**Donor-Restricted Contributions**

At our September board meeting we had a discussion about what our policy is with respect to donor-restricted contributions from members or other individuals. There were questions about the resolution the board reached in 2017 on the question. There were questions too, I think, about whether the decisions made with respect to the Demo Garden closing should constrain the board’s acceptance of donor-restricted contributions.

We didn’t resolve the questions at the September meeting.

By-Laws, Article IV: “The Executive Board shall receive and manage financial gifts, property and other donations on behalf of the Chapter.”

Board Action, October 17, 2017: Motion #1: Any donation of “restricted” funds specified for particular projects not within the general budget must receive Board approval before acceptance. Motion passed unanimously.

Does that motion still represent the consensus of the Board? Any discussion?

**Member email**

One of our members, responded to the donation request email negatively. The member was affronted that the board “had the audacity” to ask her to fund an organization that mismanaged planning and mismanaged funds.

I called the member to hear what was on her mind. We had a long conversation, that was not too rancorous and then she followed up with an email further explaining her concerns. For a couple of reasons, I think it’s worthwhile to spend a few minutes on the issues she raised.

First, her opinions of the board come from the Demo Garden closing. The important point for us is that she was not a volunteer at the Demo Garden. She told me her principle volunteer work has been at the Fair Program and that’s where she “heard things” that informed her opinions. We know there are many DG volunteers who are very unhappy with the decision to close the garden. Members who are not DG volunteers are picking up on those sentiments.

Second, some of the issues and hard feelings cited in her emails and conversation are things we can’t do much about at this point. The board voted to close the Demo Garden and some people are mad about it. She cited the body language and facial expressions of board members at the March 2018 meeting which she found rude or offensive. Can’t change those things.

There are other points raised by the member that we can and, I think, should find ways to address.

I’ll try to summarize:

1. Respect for DG volunteers. She said Demo Garden volunteers with long years of service and extensive experience were treated badly by the board. Service not valued, contribution not acknowledged. Talking about “reinventing” the plant sale is an insult to those who worked so hard on the traditional plant sales. She gives credit for the success of the “dig and divide” sales to DG volunteers. “The members that worked at the demo garden pretty much took on the plant sale.”
2. Financial mismanagement.
   1. The chapter is in poor financial health.
   2. The board opened the PCC-RC garden, diverted chapter funds to the new garden, and “wiped out” the Demo Garden. She termed that financial mismanagement.
   3. The member heard that the board had diverted grant money from its original purpose to the PCC-RC garden.
   4. Poor fiscal planning “Too much money is now being diverted to one garden (PCC) at the cost of programs that reach out to all the people that could benefit from a master gardener program in Washington County.”
   5. The Plant Sale “has to be rebuilt…because of the closure of the Demo Garden.” DG volunteers who drove the sale will not be volunteering to help.
   6. WCMGA should engage an outside auditor.

**Document 2 – Strategic Planning and SMART Goals**

**WCMGA STRATEGIC PLANNING 2019-2021**

*update of 11/23/2018*

|  |  |
| --- | --- |
| **Key Priorities with SMART Goals** | **Board Position Alignment /Lead** |
| 1. **Educate Master Gardeners to respond more effectively and more comfortably to garden inquiries from the public**   GOALS:   1. Use webinars for group learning. Notify MGs of group viewing at the Extension Office. Ongoing 2. Identify MGs specific knowledge and skill gaps. Develop list of topics MGs want to know more about: Prepare materials on how to respond effectively to a client question/inquiry (from “Ask an Expert”)    * Survey MGs regarding perceived knowledge/skill gaps, Q 1, 2019    * Distribute “Ask an Expert” recipe to all MGs Q1, 2019    * Develop system for ongoing reminders about the recipe 3. Align Chapter programs with needs    * Provide Chapter mtg Program Committee with list of topics MGs are most interested in to develop following year’s program Q 4 2019, 4. Encourage use of the study group concept –    * Use monthly reminders/Chapter Chat and Chapter meetings to more widely distribute information about the twice-a-month “Study Group” that meets on Mondays from 1 to 3 p.m.    * Pilot test a series of self-organizing, local study groups, with veteran MGs serving as facilitators, standardized learning materials, for a two-year learning cycle of training. Study guides to include: topical material broken out by “seasonal” issues that gardeners experience related to the topic, vocabulary, questions to reinforce key concepts, bibliography of OSU educational materials available.    * ID facilitators in Q2; Pilot test three standardized learning topics in Sept, Oct and Nov, 2019 5. Develop and implement a metro-wide train the trainer session to include: techniques for helping trainers be more comfortable presenting in front of a live audience; preparing course objectives/ outlines/handouts/resource lists; effectively utilizing visual aids/props; matching presentation to audience/venue; handling logistical details (A/V, etiquette, sign-in sheets/evaluation form Workshop”; videotapes of MGs in action.); resources available for course development including 10-Minute University training method, Weston’s “Making Gardening Presentations Workshop”; videotapes of MGs in action.    * Develop course by April and deliver on a Saturday in May, 2019 | Program Director  Lead:  **Sandy Japely** |
| 1. **Identify what Washington County residents want/need from Master Gardeners and increase public awareness** **of what MGs have to offer (in collaboration with the Metro MG Office)**   **2A: Needs assessment Goal:** Identify wants/needs by June 2019  (On-going approach: cooperate with OSU MG Program and other chapters to identify wants/needs and longer-range planning.)  Objective: Determine relevant (target) community groups, organizations, agencies as information sources - Initial list revised November 14th based on NICH-identified trends and assumptions to assure that we covered groups likely to be impacted by trends. Seven trends pulled from NICH list as important in Washington County. (See [**https://consumerhort.org/external-conditions-trends-assumptions/**](https://consumerhort.org/external-conditions-trends-assumptions/))   * Groups: Schools, Community Gardens, Hospitals, Property Management companies, HOAs, current clients of MGs. * Trends: Growing food, small space gardening, encourage children outdoors, drought, protecting soil and water quality, easy care plants, invasives.Initial interview with Community Garden for fundraising at Intel also identified needs and challenges that corresponded to many of the NICH trends.  1. Obtain information from identified individuals with target organizations/agencies re: needs/wants from MGs by January 9th 2. Obtain information from community members re needs/wants from MGs by TBD (may be revised based upon findings from above) 3. Analyze information obtained and apply to WCGMA missions by mid-February through mid-May, 2019 4. Present findings/recommendations at the WCMGA June 19 Board Mtg.   **2B: Increase public awareness of what MGs have to offer by TBD based on 2A outcomes. (2020)** | Publicity Director/ President  Lead: **Leslie Ray** |
| 1. **Increase intern/veteran MG Engagement with WCMGA.**   **Goals**–   1. Offer 2019 trainees 6 WCMGA mentors (from whom they can choose) for an up to a one year commitment, using noon-time chats during the training sessions to develop relationships. Goal: Have 6 mentors and half of the interns involved. 2. Offer noontime mixers for all but the first training session (first would be dedicated to the mentor program).  As Interns get to know each other, their commonalities and interests, friendships will be made and people go where they have friends. 3. Increase member to member connection through a communication system where members can share ideas, arrange carpools to events, ask gardening questions, etc.  Find a moderator who will establish a separate email account and regulate emails for appropriateness. Provide the optional participation to members. ETA date January 2019 no later than March 2019 by end of Intern Training. (see Addendum 1) 4. Increase member engagement and retention through specific inclusion of family members in MG activities. Recommend special attention to providing family friendly opportunities/events at Earth Day and PCC Rock Creek Harvest Festival.  Look for ways to collect input from MGs about what their families would enjoy.   Additional goals considered which overlap with other priorities:   * + Enhance diversity awareness and feelings of inclusion for trainees, interns and veteran MGs through communications and training. Offer diversity training to increase understanding across the chapter – Referred to Metro MG Program office and Priority 1 Lead (See Addendum 2) * Reach out to businesses and organizations for opportunities to share our mission with the goal of increasing their knowledge of WCMGA and the opportunities we can offer their employees/members both of donating volunteer hours and financial contributions (like what Intel does). Referred to Priority 2 and 4 Leads (See Addendum 3)   Working list of additional potential initiatives:   * Include events for families/children at the gardens (both gardens are pursuing same – need to work through whether we should offer such under In the Garden umbrella or create a new offering * Offer veteran mentors to interns and noontime chats during training to build relationships (overlaps with Priority 1) * Spotlight individual members more * Find out what barriers members experience and what would help them stay involved. | Chapter Relations Director  Lead: **Shirley Wolcott** |
| 1. **Increase chapter support for Metro MG Program activities:**   Goals:   1. Increase spending on MG Program activities by 5% each year for the next three years. (Done for 2019 WCMGA budget.) 2. Increase volunteer hours devoted to program activities by 10% over the next three years. Will require strong outreach to chapter members.   (See Notes on # 4 at the end of this document for more details.) | President/Vice President  Lead:  **Kathy Nokes** |
| 1. **Explore/implement fundraising activities of interest to WCMGA members and the public and that raise sufficient revenue to maintain an effective organization** 2. Goal for 2019: Plan and execute a plant sale event at PCC RC by April 30th, generating at least $5000 in plant sale income, and for which both PCC RC and WCMGA rate the sale as a success based on their collective feedback (They want to do it again!) | Fundraising Director  Lead:  **Pat Simmons** |

**Initial Communication Plan for status reports including changes:**

**Strategic Plan Sponsors:** WCMGA Board

**Stakeholders**: WCMGA Membership, Metro Program, New Interns – want to know what the organization is about, priorities, what is in it for them to participate and how

**Potential others**: Other chapters, Potential funding sources, Other potential sponsors -may want to assess the organization’s focus, capability, and effectiveness, or learn from our experience

**Messages:**

1. Chapter priorities, how they were identified, (first addressed in the September Chap Chat and posted on the Chapter website)
2. SMART goals for each priority, status and opportunities for involvement of membership

**Frequency of Updates**: To be determined, but at least one goal to be addressed in each Chap Chat

**Next Steps:**

* Lead/Teams for each priority develop initial SMART goals and get them to Marilyn B by Nov 2nd.
* Marilyn B raises any overlaps with leads and formats all goals in a single document as pre-reading for the November Board Meeting discussion.
* Board endorses SMART goals at the November 19th Board Meeting
* Marilyn/VP summarizes SMART goals in January Chapter Chat and creates visual display to show progress for use at board meetings, etc.
* To be continued – and suggestions would be appreciated welcome

Marilyn Berti - 11/24/2018

**Priority 3 Addendum notes from Shirley Wolcott November 1, 2018**

**Addendum 1**

**Increasing Retention through MG to MG communication** (Lori Davidson’s findings)

**Background:**Many of the MG joined because they want to make friends and meet people.  At this time there is no direct member to member communication outside of events, chapter meetings and topical recommending an email based, opt-in mailing list to support these kinds of communications.  We do not recommend a social media or website-based tool at this time based on resource requirements and time commitment.

**Objective:** Provide a private way for members to communicate on specific topics with all MGs (assuming they have opted in).

**Requirements**

* Dedicated email address
* Moderator
* Rules for use
* Procedure development and plan to share it with MGs

**Examples:**

Communicate to MG through newsletter and on the MG site

“We are establishing an email forum for all MGs to communicate with one another.  This is strictly opt-in and will be moderated. The only person with access to the full list is the moderator, and you will receive only one email on any topic unless you reach out to the sender to be included in further discussions.

We have started this to make it easier for MGs to communicate amongst the group on MG related topics.  No spam, no invitations to “selling” parties like fashion, wine, kitchen goods, candles, botanicals, etc will be allowed.”

 Examples

1. Dear MGs, I am attending a pruning event in Seattle on x date and am looking for people to join me and carpool.  Please contact me at lori.joan.davidson@gmail.com

2. Dear MGs, I divided my violetta artichokes and have three large divisions to share.  I do not live in an area that is affected by Japanese Beetles. If you are interested, please contact me at lori.joan.davidson@gmail.com

3. Dear MGs, I am looking for someone who will help me start some seeds this spring.  If anyone has doing their own grow lights and is willing start a few plants for me, I pay in cookies!  Please contact me at lori.joan.davidson@gmail.com

4. Dear MGs, This is the first year in a long time where I have experienced blossom rot on my tomato varieties that have never exhibited it before.  If your tomatoes developed this and you would be willing to share your experience with me, please contact me at lori.joan.davidson@gmail.com

**Addendum 2**

**Increasing the Feeling of Community to Enhance Retention (Lori Davidson’s findings)**

OSU’s diversity statement:

“Oregon State University aspires to be a collaborative, inclusive, and caring community that strives for equity and equal opportunity in everything we do; that creates a welcoming environment and enables success for people from all walks of life; and that shares common, fundamental values grounded in justice, civility, and respect while looking to our diversity as a source of enrichment and strength.”

Background:  Our team felt that the MG community would benefit from a focused conversation and heightened awareness of the importance of diversity and inclusion.  We do not believe there are issues per se but rather we believe that all communities, especially ones where there is a strong similarity of background, benefit from an intentional conversation around these ideas.

Objective:  Enhance diversity awareness and feelings of inclusion for trainees, interns and veteran MGs through communications and training.

Proposed Actions:

* Add diversity statement to newsletter (Louise), our website, any public media.
* Add community building exercise to lunchtime activities during training (TBD)
* Create a diversity and inclusion one hour training module (could be webinar) to the ongoing education materials for veterans.  A good starting source for a variety of webinars is here
* -Possibly make it “one time mandatory”, possibly add training to chapter meeting agenda.
* -Marcia has offered to help us investigate the development of that module and is highly supportive of this effort.  The current material used by OSU staff is for internal use only but perhaps there is a way to leverage some of that content.
* -We have not identified a lead for this work but it will require a fair bit of time and someone who can own the development and success.  Potentially some budget for media development, reuse or consulting.

**Addendum 3**

**Conversations with community organizations.**

We would need to find someone to oversee this.  I think this should go under Fund raising or recruiting.

a. I spoke with Pat Simmons(fundraising) about this idea at the 10-15-18 Board meeting.  She liked it. She has started a list of companies like Intel that we could approach. We would approach the companies about having a presentation during noon hours that will let them know more about us, our goals, our mission, the diversity statement above, our community education, etc.

b. We would need to find some qualified public speakers to do this.   Someone from the Speakers Guild or a good public speaker familiar with WCMGA could go to these organizations and “spread the word” about our organization.

c. A script with points we want always brought up would need to be made.

d. After they know us they may be willing to help us either financially or with donated hours on projects we need help with as a chapter such as working in the gardens, stuffing envelopes, advising, etc.  We might could find someone that could help us with our diversity training webinar.

e. It would be another place to have Gardeners Speakers Guild give some of their presentations if the companies would want that later on.

Priority 4 Notes from Kathy Nokes: November 23, 2018

To those interested in Purpose No. 4 -- Increasing chapter support for Metro MG Program activities:

Suggested new goals:

1. Increase spending on MG Program activities by 5% each year for the next three years. This will require strong fundraising.
2. Increase volunteer hours devoted to program activities by 10% over the next three years. This will require strong outreach to chapter members.

These are specific, measurable, actionable or attainable, relevant to our mission and time-bound.

**Goal A:**

A look at the budgets:

**Included in program:                                  2018                    2019**

New MG training (rent, supplies):              $1,640                $1,640

Speakers Guild:                                               200                      200

Scholarships/Fellowships:                           1,660                    1,740

IPM website:                                               1,250                    1,250

PNW Handbooks:                                            320                      500

**Total:                                                              $5,070                $5,330**

This is a budget increase of $260, or 5.1 percent.

If we use the goal of increasing our **dollar** support by 5% in each of the next three years, we are on target for 2019. If we stay with 5%, it would be $5,597 in 2020 and $5,887 in 2021. This is measurable and attainable.

Aside from this, in recent years we have not spent all the money budgeted for Fellowships and Scholarships, as we have fewer applicants from Washington County who qualify for these. In response, our chapter board voted that for year 2019, we would allow the scholarships and fellowships to go to qualified applicants who live outside Washington County. Any remaining money in the budget would then go to other Metro programs, including the Integrated Pest Management website.

Other things that the chapter could help with:

* Clinic and MG training supplies such as PNW handbooks, canopies for farmer’s markets, rolling carts, plastic bins and other materials.
* Also the chapter could provide bulk purchase of Growing Your Own booklets, handouts and other supplies for Speaker’s Guild classes.

**Goal B:**

Volunteer hours for program activities in 2017: (The breakdown for 2018 will be available soon.)

2017 2018

MG training 570 hours

Phone clinic 2,500

Speakers Guild 300

Farmer’s markets 630

In the Garden series 350

**Total 4,350**

This is about 30 percent of the total volunteer hours for 2017 -- 13,970, and xx percent of total hours in 2018.

Ideas for increasing volunteer hours going to program activities:

* Build a mentor system for interns and create networks to support vets who worry that they don’t have the skills to answer clients’ questions. Let members realize they don’t have to know everything.
* Work to boost confidence in interns and veterans about serving on the Speakers Guild, In the Garden teaching and on answering the phone lines in the Extension Office. Suggestions under Purpose No. 1, to educate MGs to respond to questions more effectively and comfortably, could help with confidence building.

Weston Miller at the Nov. 10 Recertification session presented an update on the IPM project. Planning is under way. A developer is working on the website. One team is working on content and another is revising the content. Access to the IPM site, will help those volunteering at farmer’s markets and other clinics as they will be able to do research on site. It also will be accessible to the public.

Other ideas:

* Urge groups of volunteers to create teams that will commit to covering shifts on a regular basis, such as “Team Butterfly” will cover Thursday afternoons. (They can work together or just make sure that someone from their group will be there at the appointed time.)
* Highlight program opportunities and let members know about our interest in increasing our program volunteer hours.
* Recognize members who volunteer for high numbers of program hours. Such recognition is given at the Recertification session.

Kathy

**Document 3 – Fundraising**

**Fundraising Plans Update**

**Objective:**

Explore/execute fundraising activities of interest to WCMGA members and the public and that raise enough revenue to maintain an effective organization

1. ***Reinventing Plant Sale – in progress***
2. ***Expand Corporate Giving***

Aug:

* **Intel** 
  + communicate how to for reporting volunteer hrs.
  + create volunteer opportunities for more volunteer hrs.
  + build relationship & explore opportunities within Intel for added support
* **Kroger**
  + Communicate sign-up process to support use
* **Amazon Smiles**
  + Establish relationship and promote sign-ups and use

Nov:

* **Renee’s Garden Seeds** –
  + Coupon for use with seed orders generates WCMGA donation of 25% of all orders using coupon code
  + Can distribute coupon WIDELY
* Define volunteer opportunities for volunteers from companies with Volunteer Grant Programs
* Outreach to companies with Volunteer Grant Programs
  + Google ($50 per 5 hr.)
  + Microsoft ($25/hr)
  + Apple ($25/hr)
  + Verizon ($750/50 hr)
  + PGE
  + Comcast
  + Allstate ($10/hr)
  + Best Buy ($500/5 employee project)
  + Walmart ($250-5000 for employee volunteer projects)
  + CarMax
  + CVS Health
  + Kohls

1. ***Explore Local Funders with Community Grant Programs***

Aug:

* + Participated in Meet the Funders Program (Aug)
  + Developed relationship & submitted grant to Juan Young Trust for grant for Education Garden (~$10K, Nov)

Nov:

* Other potential funders identified with compatible community grant programs ( each about $2-5K potential)
  + **Intel** – Proposal for donation of 6 tablets for sales processing
  + **PGE** – Community Grant Program for Plant Sale sponsorship and/or support of Learning and/or Education Garden education programs
  + **Home Depot** – Building Healthy Communities grant for tools & materials for Learning and/or Education Garden education programs
  + **Fiskars** – Project Orange Thumb for tools and materials for Learning and/or Education Garden
  + **Scotts Miracle Grow** – Pollinator Garden Grants

1. ***Donation Requests***

Aug:

* + Define portfolio of opportunities for donors to support WCMGA
  + *Sustaining (multiple levels)*
  + *To help fund specific needs*
  + *Corporate sponsorships*
  + *In-kind donations*
  + Engage full spectrum of WCMGA stakeholders with opportunities that align with their specific interests/objectives (WCMGA members, Public, local Corporations, etc.)
  + Create/publicize Donor Recognition -> Recognition Bricks

Nov:

* **Do all the above for Garden Event and Plant Sale – Need Help!**

1. ***Augment Merchandise Sales***

Nov**:**

1. Integrate current programs (Books, Magnifying Lens, etc.), and expand
   * **Terry Wagner has expressed interest in leading this activity**
   * Offer at Garden Event/Plant Sale
   * Explore other venues
2. Identify/explore expanded offerings that make sense
   * **Recruit lead for this activity**
   * Identify/assess possible offering
   * Identify/assess wholesale suppliers
   * Expand sales channels where it makes sense
     + Sales on website
     + In conjunction with program activities (synergistic products that fit with programs)
3. ***Develop Plan for Fall Fundraiser to net $2K - TBD***

**Document 4 – Plant Sale Update**

**Spring Garden Event & Plant Sale Update**

**When/Where:**

* April 27, 2019
* PCC Rock Creek – on LAT campus

**Spring Garden Event and Sale**

* Target customers Home Gardeners (new & practicing)
* Key trends: Urban growth -> gardening in small spaces

Climate change -> waterwise gardening

Protecting bees -> nurturing pollinators

* Key offerings Knowhow & mentoring

Plant collections

Useful resources & supplies

* Key Issues (Nov/Dec) Securing plant supplies

Developing lists

Wholesale reservations/orders

Plans for member grown stock

Event layout and facilities commitment (& est. costs)

Event activities/layout requirements

PCC commitment on facilities

Preliminary sourcing/cost estimates of facilities/supplies not available from PCC or WCMGA

Developing Marketing/Advertising plans & materials

Key messages/channels/materials required

Theme, tagline & branding concept development

Advertising & promotion plans

* Key Issues (1Q19) Materials design & supply

Securing sponsorships & donations

Developing knowhow/mentoring plans/materials for focus areas

Member grown plant production

Securing supplies of ‘useful resources & supplies’

Marketing/advertising/promotion roll-out

Set-up & Day of Sale plans/staffing

Coordination with wholesale suppliers

**Run Financial Estimates and Capture Learnings All Along the Way**