

**WCMGA Chapter Program & Meeting
February 5, 2019**

MINUTES

7:56 pm Call Meeting to order (Susan Albright)

Susan Albright

- 2019 **Directory** has been sent out via email.
- Juan Young Trust **Grant** - \$9,000 received for Education Garden at PCC-RC (announced by Pat Simmons). Pat made connection with JYT through “Meet the Funders” event she attended last year.
- **Lynn Cox**, former WCMGA member was **awarded MG of Year** for the state of Texas (announced by Judy Froemke)

Janet Remillard (for Shirley Wilcott) –

- **January MGs of Note** - **Shirley** has a list of MGs of Note. Good starting point for thinking about nominees for MG of the Year and Behind the Scenes awards.
 - **Lisa Graff** – publicity work for WCMGA Plant Sale 2019
 - **Helen Dorbolo**- Portland Nursery plant pick up, care and processing
 - **Jacque Myers** - Portland Nursery plant pick up, care and processing
- **Bulletin Board** – Up and running. See example in [February Chapter Chat](#)
- **Smug Mug – Photo Library** that WCMGA can use. See February Chapter Chat for details of what and how to send photos to our newly forming Digital Photo Library (Cate Antisdell, Photo Librarian)

Marilynn Turner – Budget – See [January Board Minutes](#)

Pat Simmons and Gardenfest Steering Committee –

- **Gardenfest Plant Sale (New Name)** – See Attachment #1 for specific details – Reinventing the Plant Sale – April 27th at PCC. Building 4 and Hoop House (will not be using pole barn).
 - Hope to have **3,000+ plants**; increasing the number of vegetables/herbs and more plant sizes will be offered.
 - **Need donation** of boxes for customers to carry plants out (Costco/Trader Joe boxes); Nursery Flat Boxes
 - **Will need 600-1,000 customers** at the venue for projected revenue.
 - **Teacup Succulent Project (Fran Beebe)** – Meet Feb. 16th 9-12 at PCC Greenhouse to help. Come and go as your schedule allows. Free Parking at PCC on Saturdays. For sale at Gardenfest.
 - **Book Sales Help at Trainings (Terry Wagner)** – Will be selling at Week 2 & 4 of intern training classes at all 3 sites. Need help with

staffing the booth. Might sell books at In the Garden Series and would need help there as well. Will be selling at Gardenfest.

Pat Simmons – Fundraising in General

- **Fred Meyer Reward Program** – must be renewed annually.
- **Intel Volunteer Hours**
- **Renee’s Garden Seeds** – Use Code when ordering

Note: Information about these three programs will be posted on our website soon.

March 5th Chapter Meeting

Speaker: John Bailey, PhD

Topic: Environmental Impact of Wildfires: The Eagle Creek Story

Meeting Adjourned 8:44 pm.

Respectfully Submitted by Lisa Gillespie, WCMGA Recording Secretary February 7, 2019

Approved by: Susan Albright, WCMGA President, February 10, 2019

Attachment #1

Gardenfest

..... How!

- | | |
|--------------------------------|----------------|
| • Location & Set-up | Marilyn Berti |
| • What we’re offering | Helen Dorbolo |
| • Sharing WCMGA Expertise | Susan Albright |
| • Attracting customers to come | Pat Simmons |
| • Ways you can help! | |

**Couldn’t Have Gotten This Far
Without the Help & Experience of WCMGA Members**

Gardenfest Plants

1000's of plants expertly selected for the PNW

- 2000+ perennials, shrubs & a few trees, vines & ground covers
- 1000+ veggies, herbs & berries

Multiple Sources

- Plants we've propagated from seed or cuttings
- Donations from nurseries - Portland Nursery, Eshraghi Nurseries
- Wholesale purchases from four local nurseries
Westwind Gardens, Dinsdale, Eshraghi Nurseries, Blooming Nursery

Selections based on:

- Fit with three focus areas
(Water Efficient, Pollinator, Containers/Small Spaces)
- Plants that have sold well in past



Gardenfest Plants

Mix of Plant Pot Sizes

- 1150 gallon (mostly perennials & shrubs)
- 100 quarts (mostly perennials)
- 1700 3.5"/4" (veggies, herbs, perennials)
- 300 6-packs (veggies)
- 50 2-5 gal (mostly trees & large shrubs)

Still Working on Pricing.

Several issues to consider

- Competitive prices
- How we mark prices
- Impact on check-out process



Adding Revenue

Books
@20% off Retail



Teacup Succulent Gardens
\$5-10/ea.



Garden Tools
\$8-10/ea.



.... and more!

WCMGA Booth

- "Ask a Master Gardener" clinic
- Master Gardener Information
- Metro / MMG publications
- Tri-fold display of WCMGA Activities & Projects

Focus Area Booths

- **Focusing on Key PNW Trends**
 - Water efficient gardening
 - Nurturing pollinators and beneficial insects
 - Gardening in containers and small spaces
- **Master Gardener resources addressing trends**
- **Handouts from 15-minute classes**
- **Examples of "Gardens to Go"**
- **Lists of Gardenfest plants that fit**
- **Examples of related books being offered**

15- Minute Classes

- **Priority Invasive Plants in Washington County**
- **Ornamentals for Containers & Small Spaces**
- **Pollinator Paradise – Sun Gardens for Bees, Butterflies and More**
- **Vegetables & Herbs for Containers & Small Spaces**
- **Water Efficient Gardens**

Donors & Sponsors

- Still a work in progress
- Integrated outreach materials
- Donors -> plants & materials
- Sponsors -> financial commitments or large donations
- Three already committed



Donate or Loan Supplies

- Boxes for plant carryout (think Costco banana or nursery flat boxes) **Donate**
- Plastic table clothes (at least 40"x96") **Donate or Loan**
- Garden carts or wagons to haul plants **Loan**
- Canopies for 'booths' **Loan**
 - 10'x10' canopies (with or without side walls)
 - 10'x20' canopies/tents with side walls
 - Weights for securing canopiesNote: We'd like sturdy models that can handle severe weather)

Ways to Help Now

- Securing event supplies (boxes, tablecloths, etc.)
- Researching competitive plant prices
- Distributing event promotion material
- Helping care for plants
- Pricing plants
- Preparing signage
- Making "Gardens to Go" Flats
- Planting Teacup Succulents
- Making "Grow a Gardener" seed packets
- Asking for donations from nurseries/businesses
- Develop plan for collecting customer feedback
- Develop plan for sale of any 'left over' plants after Gardenfest

Ways to Help Week of Gardenfest

- **Set-up**
(one or more afternoons Wed-Fri before the sale).
 - Receiving plant deliveries
 - Hoop house set-up (tables, plant placement, etc)
 - Booth set-ups
 - Placing signs
- **During Gardenfest**
(staff a booth or function, training/orientation provided).
 - Greeter
 - Sale floor assistance
 - Answer gardening questions
 - Staff a booth
 - Help with checkout, holding & curbside pickup
 - Help get customer feedback,
 - Lead activities for young children
- **Teardown**
(after Gardenfest close)
 - Storage of any left over plans
 - Take down & return of loaned tables, canopies, etc.
- **Post Gardenfest**
 - Help implement the plan for leftover plants
 - Analyze customer feedback
 - Feedback to donors & sponsors