

Cumberland County Master Gardeners, Inc.
Executive Board Meeting
June 16, 2022

CALL TO ORDER: Jewell Wilhoite at 1:02 pm

ATTENDANCE: Alan Baker, Mike Barron, Rhoda Hiller, Jewell Wilhoite, Ernie Wood and Julia Wood

OFFICER REPORTS

Secretary: Julia Wood: The May board meeting minutes were accepted.

MOTION: "I move to approve the minutes."

Moved: Alan Baker Seconded: Rhoda Hiller Approved: All in favor

The board thanked Alan Baker for making the government required reports: TN Annual Corporation , IRS Annual Tax Return 990N, and the TN Charitable Solicitation Permit. We also thanked him for the updated member list including the 2022 Class interns.

Vice President: Rhoda Hiller: We will not have a speaker but do strategic planning at the July member meeting. June's speaker, Mark Baldwin received great reviews. August's speaker will be our PDG intern, Kayla Selby. September's will be Melinda Hedgecoth on "Planting by Nature". Jewell Wilhoite requested something for the newsletter on upcoming speakers.

Treasurer: deferred to later in the meeting

DIRECTOR'S REPORT- Ernie Wood:

PDG: Mulching is underway. The day lilies and rose plots are completed. Weeding and mulching efforts are underway.

Memorial Bench: The bench is ordered. Hopefully it will arrive in the next few weeks. Several locations for its' placement have been identified. Ron Drechnik will need to request re-imburement.

Treasurer's Report: Alan Baker: Alan provided the financial report through 6/16/22. Total income was \$21,980.89, total expenses were \$13,850.22 for a gain on operations of \$8,130.67. The ending book balance is \$16,902.96. Major expenses paid today include \$1,500 for the Mixed Screen Demonstration Project and \$4,000 for the UT summer intern.

MOTION: "I moved we receive the financial report."

Moved: Julia Wood Seconded: Alan Baker Received: all in favor

Budget Review: The board reviewed and made recommended budget adjustments as needed. This will be presented to the membership. Alan will create a revised 2022 budget proposal. This documents our discussion:

Almanacs: Rosie and Ron Drechnik have 25 copies in the PDG indoor classroom louvered storage closet. More are near Shalena's office. Do we need more almanacs printed and flash drives made? The last printing costs were \$5.00/copy. Flash drives are \$2.50 each in bulk. Alan reproduces them. Both are sold at \$10. Alan needs the electronic file for Almanacs. Rhoda Hiller will contact Ron Drechnik to send the e-file to Alan Baker. We decided to print another 50 almanacs and make 30 flash drives for sale at the fall festival. We will adjust the budget to add \$400 to budget over current spending. This raises the expenses to \$500 and raise income to \$900.

Classes at the Garden: Questions were asked where we spent \$600 under classes. This is brochure printing and speaker fees (Don Hazel twice). Brochures have been printed twice and we need more. We recommend adjusting budget to \$800.

Fall Festival: We match UT's contribution. Leave our contribution budget at \$2,000.

Storage space rental: Increased costs mean we need to increase this budget to \$1,600. Other climate control options are not available. We have low leverage to negotiate. Could we request a business marketing credit by including logo on our website for a year or as a sponsor for the Fall Festival? Could Glenda Wisdom try?

Malpractice insurance: Barbara Moore just sent her bill. No change is required.

Website: Expense is within 10% of budget with no further expenses in 2022.

Memorial Benches: Change to \$900, to reflect available funds. We are going to bring memorial up to the present.

Monthly program speakers: No change

Membership directory: We need a new photo version. Cost should be about \$1.00 per copy. Julia will contact Carol Burdett to get e-file on 2018 version. We need someone to lead getting photos soon for a 2022 version. No change required in the budget

Merchandise: No change

PDG: Remove Nature Explorer Program budget and change to \$0. Tools and equipment should remain. PDG Administration: no expenses have been submitted. Outstanding invoices need to be filed. KinderGarden no change.

Flower, Lawn, and Garden Show: Change to \$5500 expense which is closer to actual. Based on wrap-up meeting, we may not have Flag next year so will show no income. We may have other fundraisers and expenses. Let's wait until after the July strategic planning meeting.

NEW BUSINESS

Next Meeting – Brainstorm a Strategic Plan for CCMGI: Jewell will introduce the subject and give a brief overview of current major activities, education efforts and fundraising goal to maintain those activities. (Major expenses: Fall Festival, PDG Intern, classes, and PDG support)

Process: This will be brainstorming. There are no bad ideas. Members will count off to break into small groups. (We need to spread groups apart.)

Each group will have a discussion leader. Jewell will pick leaders. The leader will take notes to later recap their brainstorming as part of a panel. Each group will discuss a series of questions. Individuals will use post-it notes to record their brainstorming ideas. Groups will then post these to poster boards for sharing. We will reconvene. A panel of group leaders will form. They will summarize their brainstorming with leaders focusing on one of the questions before moving to the next question.

Questions:

1. Are we doing the right things?
2. How do we to meet our educational outreach goals? (FLAG, classes, booths, KinderGarden etc.)
3. What are ideas for funding our goals? What if we don't have a FLAG show?
4. How much and what would you volunteer to support more? Do we have volunteers to achieve the things we want to do? How do we fill our officer and committee chair roles?

Julia will bring pens, poster boards and post-it notes for the brainstorming.

Other Business

Search for Excellence: Gregg Upchurch recommends we submit a Search for Excellence application to recognize our master gardener efforts on research trials. Dr. Windham is still raving about our support for rose trial planting. We did Andy Pulte's hibiscus trial planting. Gregg recommends Ernie work with him to apply for this annual recognition.

Classes: Last Saturday's rock painting class had about 15 children, 4 were registered. Thanks to helpers, all had fun. Classes are having more show up than have signed up. This causes speakers difficulty on sufficient materials. Some of on-line registrants are not getting confirmations. Multiple signups may not get emails. We need better registration automation. Should we consider a minor charge for classes in the garden? This might help with pre-registration, perceived value and attention.

State Conference: Gregg Upchurch reported the event was good. It was diversified, the crowd was small with good programs and speakers. The Bay Mountain State Park near Kingsport, TN, is a unique park worth visiting. Rosie and Ron Drechnik received a UT MG marketing kit that will help in booth.

Special Events: Linda Ferris volunteered to become the Special Events Coordinator. Please let her know of speaking requests, outreach activities etc and provide her with a write-up on results of the event.

Convoy of Hope: Alan Baker is recruiting MGs to work a charity event on August 27. He will be distributing "Garden in a Bag" and providing garden education. He has asked Ron Drechnik, Jan Rice, and Sid Morgan to be educators. They will have a demo container garden and answer questions.

Committee Chairs: List needs to be updated to include Linda Ferris's new role and reflect Margo Carroll for Merchandise.

Nominating Committee: It is time to form this committee.

CALENDAR

1. July General Meeting: Tuesday, July 5, 2022 at 5:15 pm dinner. The meeting will begin at 6 pm. Theme is "Red, White and Blue --Happy Birthday America!".
2. Umbrella Committee Meeting: July 7, 2022, 1 pm at the PDG
3. Board Meeting: Thursday, July 21, 2022 at 1:00 pm at the Country Store
4. Steak and Potatoes Dinner – August 26, 2022
5. Convoy of Hope's "Garden in a Bag" Booth (contact: Alan Baker)- August 27, 2022.
6. Fall Festival – August 30, 2022 – (contact: Jan Rice for all volunteer needs, training, and assignments)

ADJOURNMENT: The meeting adjourned at 3:00 pm

MOTION: "to adjourn the meeting"

Moved: Julia Wood Second: Rhoda Hiller Passed: All in favor

MOTION: "I move to approve the minutes as presented"

Moved: Rhoda Hiller Seconded: Alan Baker Approved: All in favor 7/21/2022

Respectfully submitted:



Julia Wood, Corporate Secretary