

Master Gardener Foundation Kitsap County



Master Gardener Foundation of Kitsap County

*Promoting long term environmental health
through sound and sustainable horticultural practices*

The purposes of this non-profit Foundation are solely educational and charitable to enhance and supplement the effort of the WSU Master Gardener Program and thereby provide education and information to the citizens of Kitsap County.

DRAFT Board Meeting Minutes

Wednesday May 7, 2008

I. Call to order

Becky Croston called the regular meeting to order of the Master Gardener Foundation of Kitsap County at 1:05 PM on Wednesday, May 7, 2008, at the Eagles Nest, Kitsap Fairgrounds, Bremerton, WA.

Board members in attendance: Becky Croston, President; Marialis Jurges, Vice President; Mary-Cathern Edwards, Secretary; Sandy Livermore, Treasurer; and Directors at Large: John Mikesell, Ray Etheridge and Roland Malan, and Peg Tillery, Kitsap Extension.

Reports and Announcements

Secretary's Report Mary-Cathern Edwards

The Minutes of the April 2nd General Meeting were accepted.

Treasurer's Report - Sandy Livermore

Bank Accounts

Kitsap Bank CD #4 (131) 7-7-08	\$	8,206.05
Kitsap Bank CD #6 (133) 4-6-08	\$	4,434.38
Kitsap Bank CD #8 (135) 12-6-08	\$	3,838.73
Kitsap Bank CD #9 (136) 9-14-08	\$	7,746.65
Kitsap Bank Checking	\$	8,510.45
Kitsap Bank Savings	\$	656.16
TOTAL Bank Accounts	\$	33,392.42

Horticulture Report - Peg Tillery

No report (Secretary's note: Extension has been busy forwarding numerous e-mails to MGs re educational and volunteering opportunities)

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Newsletter Committee – Gary Gratrix, Editor

No Report

Seminars Committee: Debra Ady

2008 Seminar Schedule - Debra Ady

May Seminar -- Recycling Plant Containers and other Garden Plastics

Wednesday, May 21 - 1-3 p.m. Eagles Nest

Lisa Friend of RE Sources Special Projects - will present an update on agricultural plastic recycling opportunities in Seattle and on the Peninsula. WOW! What strides in advancement environmentalists have made in the last few years. Public is welcome to attend - bring your friends.

June Seminar and Workshop -- Hands on one of a kind Garden Craft

Saturday, June 21, noon - 3pm

Dragonfly Nursery, Kingston, 34881 Hansville Rd. NE

Heidi Kaster is ready to teach us to make one of a kind garden crafts. All plants and supplies included, MGF member \$60.

Arrive at noon for an Old Time Garden Lunch Social! Bring a brown bag lunch to exchange, and enclose a note so the person that chooses it can get to know their personal chef. Who will pack YOUR lunch?

Contact Debra Ady to reserve a spot -- adydebra@hotmail.com or 253-857-9094

These events always book up fast, so reserve NOW.

Plant Sale Committee Becky Croston

April 28, 2008

1-3pm

Fire Station 41: Fairgrounds Road

Six members attended our meeting: Becky Croston, Al McKibben, Gary Gratrix, Wayne Tysver, Cat Ross, and Sandy Livermore.

Items covered:

A. Date/time for Post-Sale Meeting, wrap-up: Wayne Tysver: **May: 20**, 1-3, Fire Station 41.

We're on top of these, but let's review:

1. Promotions:

A. **Yard Signs:** Should be put out NOW for the Plant Sale.

B. Kitsap Sun did not publish anything about the Plant Sale on April 27 –Hoping for May 3.

4. Quantity ordering:

A. **NEW: Compost bins:** Becky:

1. 13 cases: T. = 78 "Municipal Geobin" composting hoops were ordered and Pd. by Becky (who will be reimbursed.) They were received by Allen McKibben at his home. They are on his trailer, and will be delivered to the sale. We may take them off the trailer as we sell them, and park the rest on the trailer at night inside the Van Zee Bldg. We will set this demo area up inside, near the center sides of the building.

2. Allen is bringing three garbage cans with leaves, grass, and chips for a demo bin.

3. Becky arranged for Master Composters to work shifts to promote sales and show how they can be used to grow potatoes as well. Ray and Sharron Etheredge and Bill Gaylord already said they could help.

4. The committee decided to sell them for \$25 each. Our cost is \$11.16. T:

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\$870.48.

5. Other:

A. **Volunteers:** Cat Ross: reported that she has an amazing amount of volunteers signed up.

B. **"Thank You" poster** / major contributors / ask Rhiannon to work it up: 1. Steve Johnson of Cooleen Gardens (Hosta,) Dave Halsaver of Foxglove Greenhouse (veggies, fuchsia,) and Coca Cola via Scott and Debbie Elkins for cardboard trays.

C. We plan to **set up** tables in front as usual for check-out. Next down the center will be tables for clothing and miscellaneous items. We should be able to start moving tables about noon from the Sr. event in the Pavillion. Becky has white tablecloth plastic for the front / non-plant tables.

D. Trucks will move plants from Anna Smith Thursday morning, then Gary will load up some 1 gal. pots to take to Cooleen Gardens. Trucks will then go to Cooleen Gardens to move Hosta to the sale on Thursday.

6. **Pricing:**

A. Bat houses, two sizes, \$15 and \$20. Cost: \$8 materials.

B. Bee houses: \$15, Cost: all donated materials and labor, no cost. 25 total.

C. Compost bins: \$25. Cost: \$11.16

D. Clothing: Varies

E. Gift tags (new this year): 25 cents each or pkg. for \$2. Donated

F. Gloves: To be determined.

Tour Report: Marialis Jorges

Had a great time with 16 MG's at the Rhody Species Garden/ Pacific Rim Bonsai Garden on the 2nd of May. I could have planned an entire day with a break for lunch to complete shopping in the plant department.

Next event would be the Point Defiance Flower Show led by Joyia if she decides to come back to town. I believe the show is June 6, 7, and 8, so contact Joyia if you are interested.

Joyia also has scheduled a trip to Susan Herrington's Lavender Farm on June 9th. We do not have details regarding time, but will relay when Joyia is back.

July tentatively is the West Bremerton Bloomington Ave garden, details to be announced at a further date.

Sharon Howard has invited us to see her garden and farm display August 15th with a time of 10:00 AM, bring a picnic lunch and we have another Howard garden trip that Joyia is working on, located in Port Orchard, for after lunch.

Any suggestions or evaluations regarding the field trips are appreciated and we will try to get to as many as we can. One per month is our goal from April to end of August.

State Master Gardener Foundation Representative Report: Roland Malan, Kitsap Representative

Roland Malan reminded us of the June 2008 State Master Gardener Foundation Conference in Port Townsend at Fort Worden State Park.

Calendar Feasibility Committee –Cat Ross

The Board reviewed the following presentation points offered by Cat Ross on behalf of the Calendar Committee. Discussion occurred. Marialis Jurges, offered concerns and indicated her vote would be negative to proceeding with the calendar as a fundraiser for 2009-2010. Further consideration was discussed re: Marialis concerns.

Roland Malan made a motion to proceed with the fundraising 2009-2010 Calendar. John Mikesell made the second to the Motion. The motion was approved, noting one dissenting vote.

Reports provided by Cat Ross:

**Master Gardener FOUNDATION 2010 Calendar FUND Raising PROJECT
PROPOSED EXPENDITURE Timeline NOTES to accompany spreadsheet
In 2008 as of the current MGF/Extension Program Budget Retreat 9 April 2008**

With the current information the calendar committee has which is some what speculation at prices 2 years out, our best estimate of costs to be put forward in expenses is noted in this report, offering explanation to the accompanying spreadsheet provided. These are estimates as no formal contracts have been signed. What we do have is an old fashioned handshake on an approximate price at this time.

The printer’s estimate is offered below at today’s prices, with the understanding that the new product will be very similar to the last that was done for the MGF 3 years ago.

Alternate bids from local printers are pending.

Prices have increased markedly and will continue to rise. This needs to be understood and taken into consideration until a written contract with each provider is secured.

2008 proposed expenditures for MGF Calendar Project:

Photo Artist set price reduced to \$3,000.

Payment in 3 installments

1/3 at contract signing (May 2008) **\$1,000**

1/3 at completion of proofing all shots (November 2008) **\$1,000**

Final payment will be in February 2009 when disc is handed over to MGF for sending to printer

Graphic Artist price \$2,500 with out of pocket costs of \$75 for stock image graphics \$2,575.

Payment in 2 installments

\$500 at contract signing (May 2008) **\$ 500**

Final payment will be in February 2009 when disc is handed over to MGF for sending to printer

UPC, ISBN, SAN, EAN Numbers must be purchased for sales **\$1,000**

We will only purchase what we really need but new laws are in effect and we will have to discuss with distributors what is a must have.

MISCELLANIOUS Expenditures in 2008 **\$3,000.**

This takes in to account a possible need for props, flowers and possible costuming costs for some models. Due to the style of the calendar the committee foresees a possible need that some purchases for items such as props, costumes, or flowers may need to be

made. All efforts will be made to secure these items without cost but we felt it necessary that if a possibility of costs are to be incurred it is noted and budgeted.

We do however, have a networking sub-committee working with local landscapers and nurseries so that if we can borrow some plants and flowers needed for a particular scene due to the timing of an all year seasonal calendar being shot in May and June when some plants are not in their full bloom we will not hesitate to proceed in a manner that conserves expenditures.

This gives a possible total of **\$6,500** necessary funds to begin the project in 2008 which is well within the estimated time and profit margin of the 2008 MGF Plant Sale which would alleviate any need for a banking CD to be cashed in prematurely by the MGF.

Proposed costs to begin creation of 2010 calendar in 2008 \$6,500

Expenditures anticipated in 2009 for MGF 2010 Calendar Project

Photo Artist final payment to be made in February 2009	\$ 1,000
Graphic Artist final payment if needed through negotiations	\$ 2,075

<u>March 2009 Advertising begins</u>	\$ 700
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All efforts will be secured for as much free advertising as possible.

However common sense tells us we MUST let the public know we are selling a calendar if we expect to sell any.

We will have a team of people sending out mailings of a flier that we are looking into currently to have our Graphic Artist design and have professionally printed for advertising purposes that tells who and what MGF is, why we are doing this fundraiser as well as having a shot of a few of the calendar pages shown as a preview. This mailing will be going out to all media in the NW Puget Sound area. Newspaper, Magazine, TV, Radio, and possible Nurseries will receive this mailing. This will be an all inclusive information publication so that if more information is requested they will know how to contact us for interviews and sales opportunities.

Postage & Mailing Supplies	\$ 500
Mailing out the above will incur costs as will normal media info	
MISC. Covering any unanticipated surprises (call it PIN up money)	\$ 200
Gala Gallery Opening Saturday 1 May 2009 Kick-off	\$ 2,000

This was a proposed plan for the 2006 calendar that was found not to be cost effective at the time, although there was great regret they could not hold the event.

Our committee sees this as a promotional asset to invite press, media, WSU and Extension officials, WA State MG Foundation Board, local dignitaries and celebrities of the Puget Sound (Kitsap Co. mayors, council person, commissioners, any additional list of Who's Who in Kitsap Co. and the Puget Sound) as well as all MGF members and MG's. Models will be in attendance for interviews and signing calendars that will be for sale that evening for the very first time.

This will be an event Kitsap MGF members including any MG that is interested will be allowed to show off their culinary talents by supplying the appetizers. It will be in the style of a true gallery opening, a wine and hors d'oeuvres event.

Our ideal plan is to have a local winery sponsor this event offering their wine free or at a reduced rate to us. We feel the \$2,000 budget is well within the cost that we could possibly incur.

Email invitations to the MGF & MG's would be sent and formal printed invitations would be sent to the list of dignitaries and celebrities of the Puget Sound to insure a colossal attendance.

Total proposed cost expenditure for creation and promotion in 2009	\$6,475
Printing Company Estimate as of 7 April 2008 for calendars	

Quantity	5,000 ordered	7,500 ordered	10,000 ordered
Price:	\$12,660	\$16,292	\$19,822
Per piece	\$ 2.53	\$ 2.17	\$ 1.98

Includes:

Master Gardner Calendar 24 Page + Cover

Size: 8 1/2 x 11 (Finished)

Stock: 80# Topkote Dull Book and 95# Dull Cover

Inks: 5/5 Pro + SAQ Coat Inside, 5/5 (Cover)

Prep: From Supplied Disk, Blue line & Color proofs

Finish: Saddlestitch along 11" way w/ 1/8" Hole

Overall Satin Coating

Includes Shrinkwrapping individually w/ .052 Chip board

Note: Freight is NOT included. Will be billed separately

17 April 2008 Addition: We have since this report was prepared looked into a local printer due to the costs of shipping from LA to WA increasing daily.

Estimate:	5,000 copies	10,000 copies
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PIP Printing (Bremerton) \$9,000 \$15,000 (includes .20 /each for individual shrink wrap)

if backer board is added .052 (LA printer's price) for chipboard so that would add \$260 to PIP for 5K and \$520 for 10K. PIP did not include price for 7,500, but I am sure it is similar in comparison to their other quotes.

Huge added benefit is that they are local and will cut down considerable as fuel or shipping cost will not be a factor!!!

So PIP cost is \$1.80 if 5,000 ordered. If 10,000 are ordered \$1.50/each

At this time without the information we would like from the two most prominent proposed outlets we have made contact with; Made in Washington Stores and Costco we are estimating this report on the sales of the 2006 calendar which had a printing of 5000 with an over-run print of 500 for a total of 5,500 calendars for sale.

2008 proposed cost expenditures for creation and promotion of calendar \$6,500

2009 proposed cost expenditures for creation and promotion of calendar \$6,475
\$12,975

Total proposed to be paid out in 2009 printing and 2009 expenditures total **\$19,135** Does NOT include shipping of calendars

Total 3 year 2008 thru 2010 proposed cost expenditures \$25,635

Does not include cost of shipping calendars

Proposed cost/profit of 5,000 calendars at proposed LA Printer estimates:

Costs per calendar <u>without shipping & handling</u>	\$12,660	\$2.53
Estimated creating and promotion costs	\$12,975	\$2.60

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Total cost estimate per calendar: \$5.13
 \$25,635 divided by 5,000 calendars = \$5.13

<u>Sold for</u>	<u>cost</u>	<u>profit</u>	<u>x 5,000</u>	<u>profit after costs</u>
12.95	5.13	\$7.82		\$39,100
14.95	5.13	\$9.82		\$49,100

This profit is if all calendars are sold at full price by MGF.
 Discounted profit has to be taken into consideration if distributors are used.

Master Gardener FOUNDATION 2010 Calendar FUNDS Raising PROJECT PROPOSED EXPENDITURE Timeline

	Photo Artist	Graphic Artist	Printing Company & Shipping	Advertising	UPC, ISBN SAN & EAN #'s	Postage & Mailing supplies	MISC & calendar counter holders	
2008								
April								
May	1,000	500						1,500
June								
July								
August								
September								
October								
November	1,000				1,000			2,000
December								
2008 outlay	2000	500	0	0	1,000	0		3500
2009								
January								
February	1,000	2,075						3,075
March				700		300	200	1200
April			12,660					12660
May				2,000				2000
June								
July								
August								
September								
October						200		200
November								
December								
2009	1,000	2,075	12,660	2,700	0	500	200	19,135

outlay								
2010								
3 yr. totals	3,000	2,575	12,660	2,700	1,000	500	3,200	25,635

Estimated Sales Profit vs. Cost

propose price	calendars sold 5000 at 5.13			calendars sold 7500 at 4.77			calendars sold 10,000 at 4.58	
	income	cost	profit	income	cost	profit	income	cost
12.95	64,750	25,650	38,100	97,125	35,775	61,350	129,500	45,800
14.95	74,750	25,650	49,100	112,125	35,775	76,350	149,500	45,800
16.95	84,750	25,650	59,100	127,125	35,775	91,350	169,500	45,800
19.95	99,750	25,650	74,100	149,625	35,775	113,850	199,500	45,800

this estimate does not include percentage taken by distributors for their share of sales

shipping costs unknown at this time, will be calculated for least expensive route of transportation ship or pic

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3 Year MGF 2010 Calendar Timeline

2008

February 6th MGF Board gives permission to create a team & report to them each month on progress

February 7th Email goes out to get committee and crew, and team 110 jobs need to be filled

February 27th 2008 Kick off evening meeting for calendar 9 MG's attend to be core brainstorming team

March 5th Plea for all unsold 2006 calendars to possibly sell on E-Bay as collector items. Talk to Rookies about selling the calendar as Interns next year. Need a few to be models and to work on calendar to engage new MG's in fundraising event

March 25th Brainstorming committee completes story board

March 27th Brainstorming committee meets with additional team members

2 April Present Story board to MGF Board

4 April All 27 models secured

April week of 20th meet with celebrity to finalize scene

April 27th All models Meeting go over each models pose and get props list set & requested. Contracts should be signed by Photo Artist & Graphic Artist. Postponed until May due to MGF Board uncertainty of success of project

May MGF Plant Sale have Promotional Ad of 2010 calendar

Available at next year's Plant sale 1st advertisement for upcoming calendar

Sell Collector's Edition \$10 at 2008 Plant Sale as some were sold at 2007 plant sale. Get contracts signed from postponement by Photo Artist & Graphic Artist pay initial retainer. Photo shoots to begin ~ Winifred's schedule for MAY & JUNE 2008

~Begin making list of all festivals that happen during summer for sales opportunities in 2009. Request a final time of all 2006 calendars to be turned in

June Conclude photo shoots

Begin all writing for calendar, flower of month, MGF info, back of calendar, Photo Artist bio

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Find all dates, holidays, gardening advice that will be included in calendar
Begin proofing of writings that will be in calendar all pages

July Begin sales team recruiting

Marketing team begins work to get on Martha Stewart, Oprah, Jay Leno, Northwest Backwoods, and Evening Magazine for the moment the calendars hit the media
Compiled sales venue lists: Home & Garden shows, Builders show, any & every place we can get our calendars to with any contact we know that we can add to a booth they already have & will share or will allow us to have a couple of models signing and selling

Promote "free only" advertising for Collectors edition on sale \$10 including on MGF Website. Check where Ciscoe speaks tag along for additional sales & signings of Collector's Edition. E-Bay team gives Collectors Item a shot in preparation for 2009 sales

August Lock in commitments from local businesses that they will carry calendars

September Get commitment numbers from MG's of how many calendars they are going to order & buy. Work with distributors, Made in WA stores, Costco confirming their orders for May 2009. Lock in number we will print in 1st printing 5000, 7500, or 10,000 or in between.

October **OCTOBERFEST!** CELEBRATE with Pot luck party for all calendar crew
Everyone needs a pat on the back for getting this far!
Hopefully a prototype can be viewed

November In MGF house proofing of calendar begins of graphic art and photos and writings. Find our bean counter for inventory control

December Breathe... Rest....Relax... Catch-up....it is going to heat up!

2009

January First draft to printer proofing, checking, proofing, checking, proofing & check again! Introduce prototype to New Rookie class to prepare to help sell this year
February 27th **DEADLINE** Finished proofed, blue-lined, & color proofs Calendar disk

MUST be to printer. "In the can" party for all calendar crew "we did it!" Pot Luck

March Promo must be available to distributors for Holiday sales orders

April Press packets go out to media FLOOD the area with the NEWS! Try to get on any new media interview or Martha, Oprah, Jay (see July '08 Sept.'09). All MG Counties all MGF Boards, all garden clubs need the news calendar is coming. Ask Rookie class for help in selling and promoting. Advertise on MGF website that orders will be taken (Anticipate calendars late April arrival for inventory control count)

May 1st calendars must be in our hands

2nd ALL boxes numbered, counted, & distributed to MG's that will be selling

Saturday Gala Puget Sound Gallery Opening Event

calendar signing, first sales, all models present for press OP

4th calendar goes to all sales outlets

8 & 9 MGF Plant Sale selling calendars, Models signing

June sell at every Puget Sound festival and MGF conference in Pullman (We're back & doing it again!)

July Sell at every festival in the Puget Sound; Barnes & Noble; Made in Washington Signings

August SELL and promote. Need to find a signing for OCTOBER to push calendar holiday sales. Request needs to be made to Board for 2nd printing if needed for national promo opportunity

September Get on Martha Stewart, Oprah, Jay Leno, Northwest Backroads, Evening Magazine for the holiday rush

October Sell and advertise like crazy for the holiday rush. Press MG's to make their holiday purchases. Need a signing event

November Sell, sell, sell! Write script for thank you to all Thanksgiving Day notes should be sent out. MGF to send Thank you notes to all local vendors that sold for us
December Sell on street corners; Count unsold calendars - No rest for the wicked or the wonderful!

2010

January Count profits for first time. Count unsold calendars and sell them anywhere without discount for those procrastinators.

February One last sales push until they are archived for next Collector's items

March Final meeting of entire calendar crew thank them for all their work &

CELEBRATE JOB WELL DONE! Could be a party... any MGF Board member want to host a Pot Luck?

April Prepare final report to Board for April MGF Board Meeting ~ 2 years after start.

Report to MGF Board final results. Continue to track sales if needed as in March 2008 3 years after we are still selling 2006 calendars as Collector's Edition for \$10.

May Collapse for 2 weeks then start next great idea!

Calendar 2010 Monthly Layout in the Works

Spot	Model(s)	Flower	Scene Description
Cover	Sheri Kiley	Roses	Bette Midler Rolling Stone pose
Artist page	Winifred	?	New photo
MGF/MG	Donna Hamilton Becky Croston Tisha Terhune Chrissy Petoff Christina Nelson Dana Coggon		Farmer's Market Clinic table setting OR 2006 'banned' calendars flying off shelves scene or out of backs of the cars
January	Joe Machinski	Dead stuff	mulch compost chipper-shirt off
February	?	Pansy	Ms. Valentine pose
March	Oggie Ogden	Spring Bulbs	Sprinkler squirt up kilt
April	Cat Ross	Tulips	Ms. April Showers w/umbrella
May	Sandy Livermore John Mikesell	Dahlia	John hanging MGF banner- Sandy becomes twisted and falls, wrapped in banner.

June	Daphne Lee-Larson	Mock Orange	June bride in veil w/bouquet
July	Arlene West	Red, white, blue hydrangea	Patriotic Sailor Girl
August	Mary-Cathern Edwards	Rhodies and azaleas	Moonlight music with cello
September	Debra Ady	Huckleberry	Swinging on a Garden Gate OR picking huckleberries and pruning
October	Men of Kitsap: Steve Kimbrough, Frank Anderson	Mums/Pumpkins ?	Men in the Field Scene with Hay bales
November	Ann Lovejoy	?	Need to consult with her re: poses
December	Roland and Shelly Malan	Poinsettia	Mrs. :decorating tree w/seed packets and calendar photo cards Santa: Delivering garden tool presents

President Becky Croston adjourned the meeting at 3:30.