



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.*

Approved Board Meeting Minutes

Wednesday, March 4, 2009

I. Call to order

Marialis Jurges called to order the monthly meeting of the Master Gardener Foundation of Kitsap County at 1:00 PM on Wednesday, March 4, 2009, at the Eagles Nest, Kitsap Fairgrounds, Bremerton, WA.

Board members in attendance: Marialis Jurges, President; Becky Croston, Vice President; Arlene West, Secretary and Sandy Livermore, Treasurer and Directors at Large; Roland Malan, John Mikesell and Peg Tillery, Extension Office. Not attending: Mary Cathern Edwards.

Foundation members in attendance were: Sharron Etheredge, Ray Etheredge, Cat Ross, Donna Hamilton, Carol Henning, Dave Reckner and Delona Kent

Reports and Announcements

Secretary Report: Arlene West

The minutes of the regular foundation meeting from February 4, 2009 were approved.

Treasurers Report: Sandy Livermore

Treasurer's Report for March 4th meeting.

The Master Gardener Foundation Kitsap County has \$6428.58 in checking and \$28,095.78 total. Checks in February were written for trees and shrubs for the plant sale, various expenses for the 2010 calendar, along with money for parking of the Extension Office Clinic volunteers. This month, the bill for the graphic designer is due and the printing may be done so I will plan on withdrawing money to cover the bills and leave a little extra for unforeseen bills. I will probably need to pull more as the other regular and annual things come up plus money to complete the Native Trail at Anna Smith Garden.

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ACCOUNTS

BALANCES

Bank Accounts

Kitsap Bank CD #4 (131) 7-7-08	\$	8,444.66
Kitsap Bank CD #6 (133) 4-6-09	\$	4,586.55
Kitsap Bank CD #8 (135) 12-6-08	\$	-
Kitsap Bank CD #9 (136) 9-14-08	\$	7,978.83
Kitsap Bank Checking	\$	6,428.58
Kitsap Bank Savings	\$	657.16
TOTAL Bank Accounts	\$	28,095.78

Horticulture Report : Peg Tillery, Horticulture Educator

Peg distributed articles, graphs and charts showing where the Extension budgets will be cut throughout the state. The bulk of the cuts will go to WSU extension programs.

We know that the Kitsap extension office is funded through December, after the state budget is released we'll know more for 2010. Master Gardener's training will be an on line class" starting in January. More information regarding how the cuts will affect our program will be available by the next board meeting.

A formal report was not submitted.

Newsletter Report: Gary Gratrix, Editor

Reminder: the last date to submit articles for the next Newsletter will be March 10th please submit all articles by then.

Calendar Committee: Cat Ross

Let me first tell all the teams that have gotten us this far "thank you" for a tremendous job. I have some good news, bad news, and better news! 10 days until our first sales venue at Whidbey Island Garden Workshop Debra Ady, Frank Anderson, lead by Sharon Smith will be our sellers Frank have made a display dispenser that will be an eye catcher for all such sales venues it looks spectacular.

Seems the new print technology was worth the wait and the Printery says the color is great. So our print date was push out to 25th of Feb and all is well. They know we need some cases by 10 March but that is cutting it close for our first "off Kitsap" Sale on Whidbey Island. They know the deadline, we have asked for 300 calendars to be ready

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for that date. Drying is a huge issue prior to printing other side so the project takes up a lot of space. We will have the rest of the calendars soon after.

Numbering will begin with these boxes from 100 down that way when Inventory Control looks at the boxes yet to be sold they will know how many are left by looking for the highest numbered box. Inventory control sheets will be supplied with each box to know where the calendars were sold. Each box will have an inventory sheet so we can track sales. Inventory Control Guru will have a master inventory sheet.

HYPOTHETICAL EXAMPLE ONLY:

Boxes 100 - 95 to Sharon Smith taken to Whidbey Island. Box 100, 99, 98, sell at event. Box 97 - 10 calendars sold at event as well, leaving 40 calendars in box 97 along with unsold boxes 96 & 95. Subsequently busy Sharon hustled off 30 from box 97 to Cat's Coffee Café in Sugarland, 6 went to Sharon's friends, 4 were sold at the Sugarland Garden Club.

Box 96 was sold to Sugarland Hardware. Box 95 ~ 20 went to Sugarland Feed Store, 10 went to Cat's Coiffure Salon, 15 went to Cat's Massage Heaven in Sugarland, 5 Sharon sold out side Cat's Cigar Shop in Sugarland. This is also so that if there is a business that sells a great number of calendars for us we can send a thank you to them for their support. Even if a Garden Club purchases a large amount via its members quick thanks can do a world of good promo and they may even sell some for us. Thanks can be so inexpensive but so worthwhile.

We will hold a pot luck dinner ALL model signing (date TBA) in the evening at the Eagle's Nest. All calendar teams will be invited so that we can all purchase our calendars that evening for the Gala Event price of \$10 each. This way we can spend more time catering to the public at large at the gala and not buying our own calendars that day.

Calendars that are signed by all 30 models will be on sale as keepsake items for \$15 that evening ONLY as the normal price will be \$20. We ask that anyone wanting one of these limit their purchase to one (1) so we have the majority to sell for additional profit. A number of the 2006 calendars with only 7 autographs sold in 2008 for \$12 just 95 cents less than retail and 2 years after the fact.

45 Days to GALA ~ If you have not paid for your tickets do so NOW! 116 have been sold of the 200 we have with very little advertising mainly word of mouth. This week we request a notice to go out to all MG's and the new MG class. We will have reps from the gala team at the Friday class to sell tickets if permission is granted. Peg agreed to do so.

Gala Flier can be sent electronically to all MG's Gala along with Plant Sale are advertised in the WestSound Home & Garden on page 22. 11 April is the scheduled radio interview with Ciscoe and Donna Hamilton.

Now the bad news... Costco and Made in Washington have declined to carry our calendar both sighting it is too local specific to be carried in their stores. This mainly has to do with the title 'Presented by KCMGF'. So in the future as proud as we are we need

to think about dropping that so the item for sale has a wider audience. Hard to tell but we have a ray of hope.

On to better news....

Therefore since both Gig Harbor and Silverdale managers were excited we are in talks with them to carry it possibly outside their store as a community service day. We request permission of the Program Coordinator to offer them a clinic so that they feel their customers are getting something of value in return for us selling our calendars. They are trying to work within their corporate parameters. This may or may not work. Peg said she would need to speak to Arno on the matter.

Our calendar is printed on recycled paper, however this was unknown to us and therefore we did not apply for the Forest Steward Conservatory Logo prior to being printed but, we can advertise that we are printed on approved recycled paper.

One of our distributors, Small Changes produces a full color catalog to its buyers for their ordering convenience and we will have a ½ page ad that they design for us. We will be listed in 7 or more of their categories: Northwest, Recycled Paper, New Title, Humor/Whimsy, Gardening, Benefits Non Profit, One-of-a-Kind. And either Photography or Contemporary Art or both. Cost for this is \$275. They have placed their first order with us for 300 calendars. These will be delivered to their Seattle office before June to defray shipping costs and packaging requirements. (They want them double boxed and tissue separated to prevent scuffing during shipping. This adds to the weight so driving them over will keep costs lower)

Look for the centerfold spread in the April/May MGF Newsletter featuring “Skin Scandal” and other calendar stories. Calendar Images with stories to go along with them were produced by Frank Anderson and are an advertising stroke of genius. Some are humorous, some are just great short reads, a few are just nuts. But all publicity is good. Thoughts are we could publish this in a booklet and sell them. Anyone have time on their hands to do this project speak up!

Letters of invitation/donation have been mailed to 428 of the biggest community donors in Kitsap County and are returning with Gala ticket orders, calendar orders, and donations so that is good news. We are in the process of doing follow up phone calls for a personal touch.

We have 4 -2010 models and 4 - 2006 model images that will have enlargements made in different sizes, some paper print and some canvas editions to promote enlargement sales at the Gala and at the other sales venues. Hopefully if we can find some re-sale shop frames that enhance them we will have them framed for showing if not we will have them shown on easels at the Gala. Anyone with old frames that would donate them please get them to any of the team prior to 1 April. 11x14 and 16x20 are the sizes of the images. We will have them displayed on easels as true works of art.

If anyone at the Gala wants to purchase the enlargements we will sell them as is and then re-order for the original owner. The models involved have all agreed to this process. They will allow us to use them for sales when needed (mainly at the MGF Plant Sales and Pullman Conference). If things are going well we may auction off a few of them if the crowd seems to be in a fundraising frenzy at the Gala.

We are under budget at this time. But much of our marketing and advertising budget doesn't kick in until summer and fall for the normal calendar sales season if and when needed.

A freelance writer, Wendy Tweeten has purchased a ticket to the Gala so hopefully we will get a story out of it. We have another writer that would like to do a story tying about the Port Orchard Gardens she would like to speak with Mary-Cathern about the Port Orchard Gardens and Donna Hamilton about the calendar tying in what will be monetary support.

Peg has said she has been promoting the calendar with other writers and she and Chris Smith can do some promotion as well, she was just awaiting the word to do so. DO SO! 2 words!

Graphic Artist \$2,075 has been paid in full. Printer \$4,767.11 will be due upon receipt of majority of calendars. Sandy is aware of income/expenses as we speak bi-monthly about incoming and outgoing funds. Printer is currently our only outstanding bill everything else is paid up to date. And we are under budget. YEAH penny pinching team! This truly is due to Arlene and the Gala team securing a lot of Gala support and technology for free or bargain basement prices.

As was mentioned by the previous calendar team when we started this new calendar venture the MGF Board needs to be mindful that after the first introduction interest will wane. The Brainstorming Team has done the job they were tasked with: to create and promote the calendar. It is now time for additional persons to step forward and take on some responsibility to assist in getting this calendar sold.

Peg suggested we constant contact the entire Foundation for assistance in selling the calendars to the public. After the Kitsap MGF Plant Sale in May that will be implemented. Right now everything is focused on the 4 large Plant Sales and the Gala. Summer will focus on sales at local festivals and events. Autumn will be the big push for holiday sales and possible TV and radio spots.

Personal Note: I will be out of state middle of this month for business. I have 3 other business events coming up end of April and sometime in May. Brainstorming Team will handle all things calendar very well in my absence. Although we all think Arlene deserves a well earned rest from calendar at least for 3 weeks! Anyone want to offer her a timeshare in the Caribbean?!

Again, great work everyone! THANK YOU ALL!

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GALA

Gala Report –An extension of the Calendar Report
March 4, 2009 Arlene West, Chair

GALA TEAM:

Planning Meetings:

There have been 8 planning meetings with about 95% attendance per month. From now until the Gala there are 7 various meetings planned so we are really ramping up to the event just a few weeks away. Everyone is more excited and creative than ever, they are a wonderful team. The night of the Gala we can use extra hands. Please see me if you would like to contribute some time working at the Gala. We are all purchasing our own tickets even though we are working.

Letters to potential attendees:

There were 428 letters sent February 10th to potential donors / attendee
We are receiving orders for calendars and Gala tickets and some cash donations.

As of Monday:

6 calendar orders =\$78.00

8 Gala Ticket purchases =\$200.

\$205 in donations received =\$205.

The list was divided into 9 lists of 35 each and Gala Team volunteers were asked to call the people on their list by March 8th and report the results to her, we could still use some volunteers to make some calls. The calls are to see if they received the letter, give them an opportunity to purchase Gala tickets and order calendars or send in a donation toward the MGF fund.

TICKET SALES:

101- Sold – a couple we are waiting for check

MONEY FROM TICKET SALES/ DONATIONS:

Income: \$2045.00 Expenses: \$100.00

AUCTION:

We currently have over 21 items donated for the auction. Well over \$5,000 in value and more are on their way. Everyone has worked very hard to get donations; there are wonderful items.

Some of the items are:

- Gig Harbor Inn Overnight stay with breakfast
- Winifred Whitfield-sitting fee for 1-2 people
- Gourmet dinner for 6
- Bremerton Symphony Tickets (2) for 2009-2010 year
- 16 X 20 Watercolor painting of your house or garden by Artist Ruth Carr
- Champagne Chanel Make-Over for 6 people at Adam & Eve on Bainbridge Island
- Surprise Ciscoe Morris Auction...and so much more

Next Meeting date is:

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Gala Planning Meeting

Monday, March 23, 2009
1:00-4:00 PM
Silverdale Fire House

Plant Sale- Becky Croston

KITSAP COUNTY MASTER GARDENER FOUNDATION PLANT SALE Committee Report for March. 4, 2009 Board Meeting

Location/time: Fire Station 51 Silverdale Way / 1-3 pm Feb.5, 2009

Attending: Becky Croston: Chair, Sandy Livermore: ex officio Board Member, Gary Gratrix, Sheri Kiley, Cat Ross, Wayne Tysver, Chrissy Petoff, Val Martinson.

Key Points covered Feb. 5:

Future meetings of committee: First Thursday of Feb. thru April, 1-3 pm same location.

Publicity:

A. Kitsap News Group: Becky will check with Arno and Peg as to who to contact and if this should come from their office. Timing: one month prior.

B. The Committee will review all publicity objectives again at the April meeting.

Other Promos:

A. Mini Posters: Gary will print up 75 more of last year's.

B. Bookmarks: There was no charge for the first 100 printed, thanks to Wayne and his daughter. The cost of the next 100 will be covered by the Calendar budget: \$34.

Quantity Ordering and Other Discussions:

A. Natives: Gary and John ordered 170 plants from the Conservancy at a cost of \$275. Volunteers will pot these up at **Anna Smith Garden on March 7**. Gary will have 10 yards of "7 way mix" delivered from Clear Creek. We could use lots of 2 and 3 gallon pots. Becky will get the word out via Peg.

B. Barbara Rudolf is in charge of Raab Park Gardens, and we heard she is planning on having work parties to pot up plants there for the Plant Sale. Becky will touch bases with her.

C. Fuchsia: We still need a source for fuchsia this year: both 4 inch pots and hanging baskets, if we are going to have any. We will not get either from Foxglove Nursery. Port Orchard Nursery is going out of business : their owners are retiring, and everything is for sale, including the property and house next door. Becky talked to the nursery managers of The Brothers Greenhouses in Port Orchard. Though we can buy plants wholesale from them, they sell to a lot of large towns and to charitable entities for their plant sales. They are not willing to reduce their wholesale for us. Our committee will discuss whether we can make a worthwhile profit if the wholesale for 10 inch hanging baskets is \$20.

D. Veggies: Foxglove will grow our 450 tomato starts again this year. Gary and Sheri

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decided that peppers did not do well last year so we will not carry any this year.

E. Gloves: Sheri found a new source at a great price for us! Way to go, Sheri! We don't need a case to get a discount, and can get them for \$1.88 per pair instead of the \$2.89 and \$3.33 we had been paying to our other supplier. Sheri is ordering 44 dozen mixed sizes and colors, based on sales from last year.

F. Bee Houses: Wayne will cut the parts, and Vic Croston offered to drill holes again with his computer-controlled "XYZ" routing machine, saving a lot of hand drilling.

G. Refreshments: Cat Ross, Sandy, & Sharron Etheredge are coordinating goodies for us again—thanks!

New Ideas:

A. Adding **Vendors**: This will be a year-long process to add vendors to our 2010 Plant Sale

Becky has one very capable volunteer who has offered to chair this position but she wishes to remain anonymous until she is brave enough to "out herself." More discussion to follow next month.

B. Chrissy Petoff has graciously accepted the role of Chair of **Volunteers**. Becky presented her with her starter kit of a clipboard, complete with lists from last year's chair: Cat Ross, and packages of pain reliever and Alka-seltzer! Welcome to the team, Chrissy!

C. Val Martinson has nervously accepted the role of Chair of "**Plunder Parties**" for the Plant Sale. She was presented with her starter kit of a one-gallon plant pot filled with a Pirate's sword, eye patch, and Pirate flag. Word was posted by Peg to all Master Gardeners asking if they would like to be on this committee, which has also been called a "Plant Salvage Team." The first salvage will be at Marilyn Mathis's new property near the Bainbridge Island Bridge, Feb. 25th at 1pm. Other Master Gardeners will be coming to collect for their own projects too. The Salvage Team will pot up plants and get them to Anna Smith for holding over for this year's Plant Sale. Some plants may need to be held over to mature for future Plant Sales and some of the plants may be used for other Kitsap Master Gardener native plant projects. If this committee continues on, it is envisioned that they will have educational opportunities to learn about plant propagation and native plant salvaging in depth, with hands-on collecting, speakers, and field trips. More to come in the months ahead.

D. Potting up natives: Becky wrote up a half-page handout on how to pot up the natives we bought from the Conservancy. Fay Linger, John Mikesell and Gary Gratrix reviewed the draft, and these will be available at Anna Smith's potting-up work party. The three will also be there to supervise. In the past, some plants have been planted too deep, too shallow, or their roots have been crowded into too- small of a pot and they consequently suffer for the mistakes and do not thrive, especially if they have to be held over for another year.

E. We need to get out more reminders to our Master Gardeners to get going with their planting, dividing, and their own potting up for the plant sale. Becky will send out more bulletins via Peg as time goes by.

F. More plants: Instead of ordering out of county, we will work hard on purchasing quantity plants locally. Our MG's have a tough time filling our needs for all

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the plants we could sell, especially annuals. All orders will be quality-controlled or screened by Master Gardeners. Other counties order most if not all of their plants from both in- and out-of-county wholesale suppliers. If we want to increase income, we need to do more of this as effectively as possible.

G. Other ideas which need more discussion:

1. Fresh Flower Sales: we would need a chairperson for this.
2. Offering classes to the public during the two days of the sale: needs

more discussion.

Val Martinson will be in charge of “plunder parties” for collecting plants for the sale. The last plunder party was very successful retrieving much native plant for the plant sale.

OLD BUSINESS:

State Master Gardener State Foundation- Roland Malan

There was a discussion on possible benefits to becoming an affiliate member of the State Master Gardener Foundation. Roland has been asked by the state board to develop a vision, mission statement, and goal for the state board.

Benefits of joining would be that there is opportunity to shape the state foundations function while it is still in the formation stages. Another view point is to wait until they find their direction and then join. Roland’s hope is that the state board will eventually support the foundation boards on the local level.

There is no fee for becoming a member, Roland will get an application so we know what information is required to becoming an affiliate member. There was no decision the question will be addressed again next month.

Revisions of the Bylaws:

We discussed changing one line in the policies and procedures under “Committees” in the Finance Section. Becky Croston will change the wording as discussed and we will vote on the change at the next meeting.

Meeting was adjourned at 2:35 PM