

Arlene West, Secretary

November 5, 2008

1

## **Master Gardener Foundation Kitsap County DRAFT Board Meeting Minutes**

Wednesday, November 5, 2008

### **I. Call to order**

Marialis Juges, President, called the regular meeting to order of the Master Gardener Foundation of Kitsap County at 1:10 PM on Wednesday, November 8, 2008, at the Eagles Nest, Kitsap Fairgrounds, Bremerton, WA.

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

### **Reports and Announcements**

Marialis introduced Jo Ann Slaybaugh from Pierce County Extension.

#### **Secretary's Report Arlene West**

The Minutes of the regular foundation meeting on October 1, 2008 were accepted.

#### **Treasurer's Report - Sandy Livermore**

The report in its entirety is on page 7

We have \$4,264.85 in checking and \$29,748.72 in all accounts.

#### **Horticulture Report - Peg Tillery**

##### **1) MG Trainees for Class of 2009**

Thirty two applicants are signed up for the 2009 MG Class in January. Three more applications just came in bringing the total to thirty-five. The tuition, receipts, expenses and all the costs for the Class of 2009 will be deposited this year in the WSU Extension Kitsap account housed at WSU Extension in Pullman.

The public will be invited to take some classes at a cost of \$10 per person per class.

Arlene West, Secretary  
November 5, 2008 Minutes  
2

## **2) Anticipated Expenses for Balance of 2008**

### a.) Anna Smith Native Plant Trail

John Mikesell, Team Leader for the Anna Smith Native Plant Trail, has recommended we finish up the construction of the Native Plant Trail Boardwalk. The cost to complete the project is estimated to be \$1,000 to \$1200. Peg recommends that we approve the funds to complete the project. The bills will be sent to, Treasurer, Sandy Livermore probably in November.

Right now we are about \$6,000 under budget.

- b.) \$35 - Workshop Fee-Peg
- c.) \$100 - Office Supplies-MG Program
- d.) \$1660 – BKAT-Kitsap Gardener (2 episodes)
- e.) \$85 – Parking for volunteers the rest of the year

Total- \$1795

Plus -\$1250 Native Plant Trail-Anna Smith Expense

Grand Total - \$3130

## **3.) Follow-up from Retreat:**

Peg followed up from the discussion at the retreat about fundraisers and particularly the plant sale. It was suggested we research how other counties conduct their plant sale. Jo Ann Slaybaugh from Pierce County was invited to share her experience from the Pierce County Plant Sale. Jo Ann was a purchaser for the plant sale.

### **JoAnn Slaybaugh suggestions / observations were as follows:**

- Grow to your strengths
- A designated weekend is a plus
- Realize that a plant sale is a lot of work for a lot of volunteers
- Fuchsia baskets are Kitsap's strength, build on it
- Take care of those that donate plants...it is pure profit for the foundation
- Provide people who donate with pots and soil
- Look for educational opportunities working with the public like planting parties

### **Pierce County's Plant Sale:**

- Have a propagation group that meets throughout the year learning about root propagation and green house work.
- Pierce County is known for their tomato plants, they start from seeds and transplant 3 X before they are ready for the plant sale.

Arlene West, Secretary

November 5, 2008 Minutes

3

- Plant Sale is always the last weekend in April.

**Marketing Ideas:**

- Go to all the MG Plant sales from different counties to get ideas.
- Put plant sales from around the area on the calendar dates they are held.
- Grow hardy fuchsias

**How much money do they make?**

Total Gross Income \$95,000      Expenses \$68,050      Profit \$26,500

**Number of Workers:**

- 300 Workers total X 2 days =600 workers
- 25 in the Propagation Group

**Venders:**

- 23 Venders that also sell plants, small local growers that need their name out to the public.
- They provide the space and traffic to their space.
- No presales.
- Chase Gardens-set up their booth then and leave, they have information on each plant with their own marketing materials.
- Pierce County gets 30% of every vender's sales.
- Sale is always on Saturday and Sunday.
- They check in vender's plants, (inventory) then inventory again after the sale to sign out the unsold plants and merchandise.
- Venders do not take their own \$ the MG's do. They just man their own
- Booths and answer buyers questions.
- Foundation provides water for the vender's plants.
- Coffee and snacks for a donation.

**Other Information**

**They set up two separate areas for food:**

- 1) coffee and cookies for a donation in one area
- 2) Real food, soups, rice, casseroles etc for MG's working & hot/cold drinks

**Classes:**

- 1) Hold classes outside on the plants / items that are selling the best
- 2) Some are scheduled but most are impromptu

**Plants:**

- 1) Succulents are purchased from Evergreen Valley 720 plants for \$940.  
And sell for \$2.50 to \$2.75 each
- 2) Native plants, small fruit plants like blueberries, strawberries, raspberry bushes  
All sell well and are purchased from Weeks Berries.

**Planning and Misc information:**

- 1) Committee meets in October then from January until the sale once a month.
- 2) They have a book of job descriptions so people know what they are volunteering for.
- 3) Set us is all day on Friday
- 4) They do not pay for anything
- 5) Bookmarks help with advertising.

Arlene West, Secretary

November 5, 2008 Minutes

4

- 6) Orange parking cones are set up to facilitate parking.
- 7) They plan for 2,000 – 3,000 people
- 8) Customers bring wagons, shopping carts were borrowed from a grocery store
- 9) It is important to check with the parks department to see if we could keep the 30% vender profit.
- 10) Recommend a Market Research Survey to see who is attending sale and from where.
- 11) Pierce County discontinued their fall plant sale because the effort did not make up for the expenditure of time. Summer Sale = \$26,000 Fall Sale = \$7,000 with the same amount of effort.

## **REPORTS BY COMMITTEE:**

### **Newsletter Committee – Gary Gratrix, Newsletter Editor**

No report necessary this month

### **Seminars Committee: Debra Ady, Seminars and Speakers**

No report necessary this month

### **Website and Membership: Mary-Cathern Edwards**

The membership form is now on line. Mary-Cathern moved that no dues be collected for membership this year. Roland seconded the motion, passed.

### **Constant Contact: Peg Tillery**

Peg reported on the current email system (Constant Contact) used to communicate with Master Gardeners. The system has been expanded to allow up to 2500 members if needed. By increasing the capacity, if the Foundation Board would like to utilize the system it is possible to set up separate categories for the Foundation. Susan Harrington is available for a short presentation to show the Board the capabilities of the system.

Mary-Cathern will contact Jane Bedinger and they can follow up with Susan Harrington to see if the Constant Contact system can be utilized by the Foundation. Mary-Cathern and Jane Bedinger as the Communication Committee will report back to the Board.

### **Website / Membership Form:**

It was suggested that we included questions on the sign up form like: Do you want to stay in the program? Where would you like to volunteer? Include a list of preferences to check etc. Do you want to be a member of the Master Gardener Foundation?

Arlene West, Secretary  
November 5, 2008 Minutes  
5

The county website could link to the Foundation Website if we wished. Constant Contact allows the person in charge of membership to work from home. It is accessed through the website using a password.

Mary-Cathern will check with Jane on the website linking together and we will decide at a later date.

### **State Master Gardener Foundation Representative Report: Roland Malan**

Roland addressed the change of wording in item 3-B on the MOA page 2 of 6 of the one dated 10-08-08. Sentence 2 "this would" (as it is now) should be changed to "this should" instead of "this could" which was the other option. This change would keep a representative involved with the State Board. Representatives then become a voting member and have a voice in what is happening at the state level.

Roland's recommendation is to change would to should. Roland and Arno will get together to discuss the MOA and we will address the change at a later date.

### **Update on Volunteer Hours:**

Donna Hamilton reported that at Anna Smith Garden there were impressive volunteer hours: In the spring volunteers put in 938 hours and summer hours were 560 giving a total of 1498 recorded hours. She noted that many forget or don't bother to sign so many hours are not included in those numbers.

A group of Anna Smith gardeners have extended their friendship in the form of meals to one of their own, who is caring for an ailing family member.

### **Calendar Committee –Cat Ross**

Report in its entirety on pages 9-14

- Cat thanked those that have worked so hard on the calendar project.
- The prototype viewing at Donna and Jack Hamiltons was a success on October 4<sup>th</sup>.
- Prototypes are almost ready to send / take to potential venders.
- Handmade gifts were given to the graphic artist and watercolorist, made by Carol Johnson, plants by Donna Hamilton and cards by Arlene West. Handmade copper tulip and honeysuckle gate (made by Ted Hoppin) was given to Winifred when she returned from Tuscany a few weeks later.
- Winifred suggested we sell advertisement on each month's photo.
- Calendar wording that was changed was read.

### **Gala Update:**

- Date has been set for April 19<sup>th</sup>, 3-6:00 PM at Kitsap Memorial State Park
- Ciscoe Morris and Meehgan Black will be our speakers.
- 200 tickets will be sold; appetizers and desserts will be served.
- Gala night only calendars will be sold for \$10 each with the purchase of a Gala ticket.

Arlene West, Secretary  
November 5, 2008 Minutes  
6

- There will be a luxury silent auction, goblets and wine for sale.
- Questions were submitted to help in marketing the calendar.

**Estimated Profit per calendar at \$10**

**(more per calendar if Gala costs are self sustaining which it looks very likely that will be the case)**

At 5,000 ordered	\$5.15	per calendar
At 7,500 ordered	\$6.45	“ “
At 10,000 ordered	\$7.05	“ “

**Meeting was adjourned at 3:35 PM**

**Committee reports in their entirety:**

\*\*\*\*\*

**Treasurer's Report - Sandy Livermore**

Treasurer's Report for November 5, 2008

We have \$4,264.85 in checking and \$29,748.72 in all accounts.

The big expenditure this past month was for the deposit for the printing of the 2010 calendar and to pay for the prototypes for review and corrections. Other expenditures over \$100 were \$240.77 for pins and awards to be presented at the graduation ceremony, \$127.82 to Mary Cathern for secretarial and election expenses, and \$252 to Constant Contact for Program e-mail program. Income includes a monthly total of \$616 in miscellaneous merchandise sales including 15 (to my count) compost bins, gloves and clothing. Something that has been requested is more denim shirts. The silent auction brought in \$375 due mainly to the efforts of Dorene Fretwell and Sheri Kiley.

Peg told me earlier in the month that the Program does not need the Foundation to take in fees and write checks for the 2009 MG Basic course. Peg will be using WSU for these purposes.

<b>ACCOUNTS</b>	<b>BALANCES</b>
<b>Bank Accounts</b>	
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	\$ 3,877.33
Kitsap Bank CD #9 (136) 9-14-08	\$ 7,918.39
Kitsap Bank Checking	\$ 4,264.85
Kitsap Bank Savings	\$ 656.94
<b>TOTAL Bank Accounts</b>	<b>\$ 29,748.72</b>

Arlene West, Secretary  
November 5, 2008  
9

**Calendar Committee –Cat Ross**

It has been sincerely suggested that I report:

We are a little ahead of where we were last month and not as far ahead as we will be next month, THE END! I should sit down now and be done. Yeah right! There are so many people that this fundraiser could not have continue without. The names are many and you all know them, I do hope they know we are all within their debt for the hours they have spent making sure this is the success that is expected by us all. Thanks to all the teams that are working so diligently.

**October Viewing:**

The sneak peak viewing was held 4 October 2008 at Donna & Jack Hamilton's home and we would like to thank them for their hospitality. The grilled coffee was fabulous as the storm knocked out their electricity just before everyone arrived. The calendar was very well received. I think there was some relief by many that models were clothed, there was a feeling of

“Phew! I can buy this one to give a family member or friend”.

Both the MAPS and Gala team have met and made big headway. We are only 2 MGF newsletters away from sales.

There have been some changes to text and a lot of proof reading done so the ordering of the prototypes was very helpful. The official proof readers will be asked after today's changes to begin their proofing of the prototypes.

Each prototype will be sent to a potential vender in hopes that they will promote the calendar for us. We will also use some prototypes to go to the larger potential vendors.

Handmade cards and gifts were given to Graphic Artist, Carol Kaufman and watercolorist Barbara Tack. The cards were created by Arlene West and each personalized to the artist. Carol Johnson, owner of Cracked Pots hand painted pots and specialty plants for each were chosen by Donna Hamilton. Everyone loved and appreciated their gifts.

Winifred could not attend the viewing so the Brainstorming Team along with Ted Hoppin held a special viewing for Winifred. Ted created a copper tulip and honeysuckle gate that was given as an extra thank. The fact that Ted made it touched her. She offered to help secure some images for our marketing brochure free of charge. She also suggested that we secure a sponsor for each month and is willing to prostitute the images for the profit of the MGF. So we are currently looking for 15 sponsors at \$1,000 each for a by line such as: January brought to you by: Cat's Cactus Corral Belfair WA 123-456-7890. Anyone know of a business that would like to sponsor an image/page? This leads me into a later issue to be discussed that we need for MAPS.

Arlene West, Secretary  
November 5, 2008 Minutes  
10

**Calendar Text Changes:**

Changes made that the Calendar Team believes best represents the MGF and MG Program and the reason for this fundraiser we want the purchaser of each and every calendar to know:

**Back Page:**

This delightfully playful calendar features Kitsap Master Gardeners and Foundation members celebrating life through their passion for gardening. The captivating photos capture moments in time, from serenity in the moonlight to whimsical fantasy and fun!

Proceeds from this calendar help support:

- Public hands-on clinics
- Televised educational outreach programs
- Community gardens

**MGF Page:**

**The Master Gardener Foundation of Kitsap County** was created to raise funds necessary to support Master Gardener projects in the local community. To generate funds, the Foundation uses events such as a major annual plant sale on Mother's Day weekend, the sale of Foundation logo gardening apparel and by sponsoring field trips for community members. The Master Gardener Foundation calendar, first introduced in 2006, is another project aimed at raising the funds needed to support the Master Gardener effort for the citizens of Kitsap County.

**Attached to area where Map of WA is viewed:**

Kitsap County located in the Puget Sound area and protected by the Olympic and Cascade Mountain ranges, offers an ideal gardening climate. Its 250 Master Gardeners serve the county's 240,000 citizens by teaching, answering gardening questions and volunteering more than 15,000 hours each year at various community events and public gardens.

**Post Office Box:**

We need to order a PO BOX no later than end of January 2009 earlier if possible.

We need to print this PO Box on the calendar along with www info and

Arlene West, Secretary  
November 5, 2008 Minutes  
11

addresses for ordering. Some people do not order online and many were sent via US Mail in 2006.

Sandy Livermore has agreed to be our Mail order contact person. She will visit the Post Office box weekly as orders start pouring in and mail out orders. If there are more Orders than she can keep up with we will make sure she has some assistance.

### **WORLD PREMIER GALA**

The Gardeners at Play Gala has been set for Sunday 19 April 2009 3pm to 6pm  
It will be a fabulous sales kick off to selling the calendar. Ciscoe Morris and Meeghan Black will be our main speakers. Tickets will go on sale 19 February 2009 we will have only 200 tickets for sale. The price includes: speakers, appetizer & dessert buffet, entertainment and music.

### **Special Gala Price for Calendars:**

Each attendee at the Gala including vendors will have a one time only opportunity to Purchase calendars for a special event price of only of \$10. This was determined to be a great way to get people to purchase more calendars for gift giving opportunities and to offer are best supporters and our vendors a chance to garner a 23% profit for their efforts to sell calendars at their business.

### **Goblets and Luxury Silent Auction:**

In addition, there will be a limited edition hand painted garden goblet for sale for \$7 and one free 5 oz glass of wine. We will also offer lemon mint water throughout the event. There will be a silent luxury auction of calendar props and some art work both garden and professional art pieces with many other offerings. Items offered will have a minimum \$150 retail value.

The cost of the GALA should be self sustaining and may even offer a profit depending on the success of the silent luxury auction. The ticket price will cover the cost of speakers and buffet.

**Any one need to be invited to this event let us know NOW!** Otherwise everyone buys a ticket  
Those requested for complimentary tickets were: Tony Fitzgerald and Linda Fox

### **Marketing and Promotions:**

MAPS sent questions to Peg that we will use as a spring board for marketing. The information Will be used for preparing for interviews with local garden writers, for MG's to promote selling the Calendar and local businesses or any other national opportunities that we may present themselves. A MG is working on getting publicity from local and national / programs. This kind of exposure could be phenomenal skyrocketing profits. We need to market the MG Program and it's benefits not only in Kitsap County but across the US and Canada.

Arlene West, Secretary  
November 5, 2008 Minutes  
12

We would still like these answers even though Peg has stated that between the board and Arno a statement would be drafted. This is needed NOW! If we get to our potential large vendors and get an idea of how many calendars they would order this could help us in our decision of how many to order.

Evening Magazine was contacted by one of our Gala Team and they suggested our Gala and Calendar would be something we should check with the producers of Gardening with Ciscoe. We will follow up with that once we have a marketing packet that tells all about what we are about, the MGF and MG Program.

Frank Anderson and the MAPS team are trying to write up some promotional material for marketing so that all MG's know what the money goes towards so they can answer questions by potential buyers with facts. People want to know their fundraising dollars are not being given away frivolously. So we feel the better armed with approved informational answers the better our sales team will be responded to for support.

**The Questions Submitted:**

- 1) Things we feel could be asked and we'd like to have approved MG Program answers for as well as a promo we can offer all MG's so they all answer the same approved answers. We do not want MG's out there making up their own answers to a question they may be asked on their own experiences over what the Program and Foundation may find a suitable answer.
- 2) How much (\$...) does the MG program need for Kitsap County to fully function in the community each year?
- 3) Where does that money come from?
- 4) Where are the large lumps of money spent? On what and why?
- 5) How much does the MG Foundation spend in support of the Kitsap MG program each year?
- 6) If you know future 2009 budget request that will help closer to the promotion date as in: we are fundraising to offset the cost of \$.... for 2009 costs of the Program.
- 7) What would the MG Program do without ~ if funds were not made available from the MGF
- 8) What are the big projects in the works for 2009 - 2010 for the MG Program?  
What will this fundraising money will help support?
- 9) Are Kitsap Co. rated as any special MG Program in the state or country? Awards?
- 10) Does Kitsap do anything more or different than any other MG Program in the area?

- 11) Highlights of the Kitsap Co. MG Program...
- 12) When did the MG program start in Kitsap Co?
- 13) How many extension agents have we had, how many persons in your job as horticultural coordinator and what was it called in the old days and how has it expanded to the current job. How many years have you been on the job?
- 14) How many MG's have been put through the entire program from the start?
- 15) Anything and everything you want known about Kitsap Co MG Program.
- 16) So what makes Kitsap special!????
- 17) In your hopes and dreams where will the program go in the next decade?
- 18) In your networking with other MG Programs do you know or know where to get the info about how many counties in the entire country have MG Programs? I'm looking for the high number here, programs per state and Canadian provinces. Break down would be great as well, so I can especially know NY, IL, CA and of course WA.
- 19) MG's? Or do you have someone else in mind that would be the best person to be interviewed for this type of info to represent the MGF?

In the list of people I have given you that have worked on the calendar to date are there any names that jump out at you that would be great as national spokespersons for the MGF and Kitsap Co.

Perhaps there is a write up already about the Program you would like included if so just let me have it and we'll make sure we include that in all promotion packets.

Anything else you can think of that would be pertinent to know would help all our MAPS (marketing, Advertising, promotion, and sales teams) know for publications, promotions, sales pitches, and interviews.

From Feasibility to now the economy has tanked to the point beyond the great depression so we need to discuss this and come up with a conclusion as how to proceed. Brainstorming Team has agreed that we could lower the price to \$12. Since that decision it has been considered that we could print \$13 on the calendar and if we feel a need to lower the price we do so. This offers us the option if the economy indeed does not recover.

For this accounting we do not know the shipping cost of shipping multiple calendars as would be required, except that 1 calendar currently ships for \$2.19 standard US mail.

Our distributors are asking for 55% plus shipping from that retail price printed on the calendar. i.e. at \$13 sales price 55% is 7.15 - \$5.85 if 5,000 are ordered then costs = \$4.85 = \$.99 – shipping of calendars to distributor leaving little profit (NADA). The only way this works is if we order higher amount of calendars, i.e. at 10,000 calendars ordered: \$13 - 55% is \$7.15 = \$5.85 - \$2.95 = \$2.90 – shipping for a slight profit. Ordering anywhere between 5,000 and 10,000 would give

Arlene West, Secretary  
 November 5, 2008, Minutes  
 13

a lesser profit than the proposed \$2.90 – shipping costs.

Concern is that people will be watching very carefully where their fundraising dollar goes. Comment has been made to lower the amount of calendars ordered, this is an option but it has to be understood the printing price increases with the lower number ordered.

The more we order the first time the cheaper the price.

**Projected costs cover all original budgeted costs**  
 (Artist fees, props, postage, advertising, gala, etc.)

5,000 projected costs 2.82 printer costs 2.03 total costs 4.85  
 7,500 projected costs 1.87 printer costs 1.68 total costs 3.55  
 10,000 projected costs 1.41 printer costs 1.54 total costs 2.95

**Proposed Price \$13**

Number ordered	Income	Cost	Estimated Profit	Break even # sold	% profit
5000	\$65,000	\$24,212.23	\$40,787.77	1,863	62.6%
7500	\$97,500	\$26,703.51	\$70,796.49	2,055	72.6%
10000	\$130,000	\$29,473.30	\$100,526.70	2,268	77.3%

**NEW Proposed Price \$10 for a one time Event Day Gala and/or due to economy lowering cost may be wise at some point**

Arlene West, Secretary  
 November 5, 2009 Minutes  
 12

Number ordered	Income	Cost	Estimated Profit	Breakeven # sold	% profit
5000	\$50,000	\$24,212.23	\$25,778.77	2,423	51.5%
7500	\$75,000	\$26,703.51	\$48,296.49	2,671	64.5%
10000	\$100,000	\$29,473.30	\$70,526.70	2,948	70.5%

**Estimated Profit per calendar at \$10**

(more per calendar if Gala costs are self sustaining which it looks very likely that will be the case)

At 5,000 ordered \$5.15 per calendar  
 At 7,500 ordered \$6.45 “ “  
 At 10,000 ordered \$7.05 “ “

Of course more profit if higher dollar amount is charged.

Arlene West, Secretary  
November 5, 2008, Minutes  
14

**Upcoming meetings:**

**Gala Team Upcoming Meetings:**

Monday 1 December 2008  
Silverdale Fire Station Silverdale Way  
1:00 - 4:00 pm

Monday 5 January 2009  
Silverdale Fire Station, Silverdale Way  
1:00 -4:00 pm

MAPS is doing a lot of work via email and will most likely meet in December if needed

**Planting dates for KMSP: November 19<sup>th</sup> and 20<sup>th</sup> from 9:00 AM until 2:00 PM**