



January 7, 2016 Special Board Meeting Minutes

Call to Order: 6:45 pm

Attending: Michele Worden, Whitney Miller, Cheryl Gross, Judy Reich, Glynis Waycaster, Anne Kline, Ruth Steele Walker

President's Report: Michele Worden

- a. Governance & Best Practices
 - i. Michele introduced Ruth Steele Walker from Michigan Master Gardeners' Association (MMGA). Ruth spoke briefly about our group affiliating with MMGA. A document describing the benefits for Affiliate Chapters of MMGA was provided.
 - ii. At present we have Memoranda of Understanding with The Botanic Garden Society and the Grand Traverse Conservation District. We need to determine if the status of those relationships are in conflict with such an affiliation and determine what adjustments may be needed prior to beginning that process
 - iii. Our Bylaws are out of date. Michele requested access to the MMGA Bylaws to use as a template/guide for our revisions
- b. Goal Setting for 2016
 - i. Revise Bylaws
 - ii. Grow our Membership to 65
 - iii. Improve communications
 - iv. Work toward affiliation with MMGA
- c. Marketing Plan
 - i. Tag Line Adoption: "Connecting Our Community of Gardeners through Learning"
 - ii. Increase value of the organization resulting in increased membership resulting in increased revenues resulting in the ability to provide more quality education for our community.
 - iii. Create Checklist to use to publicize events in Community Calendars, local Newspapers and Radio/TV stations, Websites (ours plus BGS, GTCD, MMGA, etc.)
 - iv. Submit Real Dirt articles to the local Newspapers for publication

Secretary's Report: Judy Reich

- a. Minutes of the October and December BoD meetings were approved
- b. Membership update: deferred to Treasurer
- c. Requests for contact information for Board Roster has been sent out and roster is in progress



Treasurer's Report: Glynis Waycaster

- a. Membership Update: Glynis just received checks for membership this evening from Sara Sokolnicki so there is not an accurate accounting of membership at this time
- b. 2016 Budget: Needs more detail and a consolidated statement
 - i. Glynis will work with past Treasurer Sara Sokolnicki
 - ii. Michele, Glynis and Sara will meet at the bank to change signature cards.
- c. Update on Green Roof project costs
 - i. Nate Griswold (Inhabitech) is owed \$1700.00
 - ii. The board is in agreement to pay him \$1000 as soon as we can get the \$600.00 promised from MSUE. Motion made, seconded, carried unanimously.
 - iii. MSUE has promised \$500.00 from the 2016 Budget for Educational Signage

Real Dirt Committee Report: Cheryl Gross, Committee Chair

- a. Feedback has been positive
- b. There are several regular contributors
 - i. Members need to be informed that they can log volunteer hours for contributing an article

Communications Committee Report: Whitney Miller, Committee Chair

- a. Facebook is being used for publicizing MGANM Events
- b. Website: A team is being pulled together.
 - i. Team Meeting Wednesday, January 20th @4:30PM at TADL – Woodmere Branch
- c. Discussion of how best to get information out to the membership
 - i. Use Check List noted above for events/membership meetings
 - ii. **Action Item:** Create a Mailing List through Mail Chimp for mass communications
 - iii. **Action Item:** Judy will create notice for next "Special Board Meeting" to be sent out via Mail Chimp

Coordinator's Report: Elise absent

Program Committee Report: Cheryl & Judy

- a. The February General Membership Meeting is set. Sarah U'Ren, Program Director of the Watershed Center of Grand Traverse Bay will speak on Water Quality
 - i. Information is posted on the Website
- b. **Action Item:** Confirm reservation of classroom at BRNC for every other month. (Judy)

Advisory Positions:

- a. Discussion of the make-up of Advisory Board positions ensued.
 - i. Official Committees (Teams) will be organized for Membership, Programs, and Communications (already active), Real Dirt (already active). These chairpersons will have voting privilege.
 - ii. Liaison Positions will be Botanic Garden Society (Liz Clous), GT Conservation District (TBD), Youth Gardening (TBD) and others to be determined
 - iii. Further discussion deferred



New Business: None

Action Items: See various sections above

- a. Secretary will keep a calendar for meetings (BoD and General Membership)

Next Meeting: Thursday, January 21st, 6:30PM at Horizon Books (basement)

Meeting Adjourned by general consent @9:15 PM

Respectfully submitted,

Judy Reich