



Connecting a Community of Gardeners Through Learning

July 6th, 2016 Board of Directors Meeting Minutes

1. Call to Order & Welcome: 6:30 pm

Attending: Michele Worden, Cheryl Gross, Judy Reich, Glynis Waycaster, Whitney Miller

2. President's Report: Michele Worden

- a. **Voting website for MMGA – after anniversary party:** All in agreement. Michele and Whitney will set up. Aim for actually joining MMGA in September.
- b. **Membership Event July 31st at BGS**
 1. **Order Roll-up Banner?** Need pictures for the 4 areas: Stewardship, Nourish, Beautification, Service
 2. **Staffing:** Cheryl & Glynis will cover 12-4
 3. **Brochure? Schedule?** Postcard or brochure. Glynis will work on some sort of Take-away information card
- c. **20th Anniversary Party August 2nd**
 - i. **Budget:** Annual Budget included \$100
 - ii. **Invites:** Mail chimp/ Facebook/Include Sponsors
 - iii. **Poster:** T-shirt design with info
 - iv. **T-shirt:** 5 will be ordered for us to wear as samples. Orders will be taken at the party
 - v. **Recognition for Annette:** Judy will get \$25.00 DDA TC Gift Certificate

3. Vice President's Report: Cheryl Gross: no report

4. Secretary's Report: Judy Reich

- a. **Approved Minutes from May Meeting:** Approved via e-mail. Posted to Website.
- b. **Thank you notes to speakers:** Up to date

5. Treasurer's Report: Glynis Waycaster

- a. **Membership Update:** 53 members as of today
- b. **Bank Balance:** As of 6/30/2016 the balance is \$4664.27 plus \$30.00 Petty Cash (detailed reports for each month are available in Drop Box)
- c. **Budget Update:** Refer to Financial Report in Drop Box

6. The Real Dirt Editor's Report: Cheryl Gross

- d. **July Issue:** Published. Another successful edition. 286 Subscribers.
- e. **Press Release Guidelines/Template:** Cheryl will do a press release the Anniversary Party that can be used as a Guideline.

6. Technology Chair: Whitney Miller

- a. **Facebook Likes:** 359
- b. **Website Clicks:** Google Analytics: 413 Users. 510 Sessions, Visitor Returns 25%, 1300 page views (actual 700-800, remainder being robots) 40% new views. Age demographics: same for 25-34 and 55-64 primarily female.



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7. Program Committee Report:

a. Schedule of Programs/Events for 2016:

i. Field Trips:

1. **July TBD: Special Event: Saving Birds Through Habitat: Will not do**
2. **July 21st: Friendly Garden Club Garden Walk: Slab Town**

ii. July 31st Noon to 4PM BGS thank you to Garden Clubs

iii. Aug 2nd: 20th Anniversary Party

1. **BRNC Garden Tour and Green Roof: Whitney Miller**
2. **20th Anniversary Celebration:**

iv. August 9th: Extra Event: Leelanau Government Center Rain Gardens plus Suttons Bay Rain Gardens : Canceled

v. October 4th: Perennial Harvest on Permaculture: Michele Worden

vi. November Recognition Luncheon: Date to be determined

8. Coordinator's Report: None. Invite Michelle Ferrasese to September BoD Meeting

9. Old Business:

a. Green Roof Update: Whitney Miller:

- i. Signage plans have changed. The case for the sign needs to have double doors as a single door would be too heavy. This makes the Glenn Wolfe illustration less feasible. Pro-Web will create signs for free in exchange for adding their name to the sponsor sign. Saves us \$350.00
- ii. Roof is growing. Out of 190 plants, only 3 mortalities. More plants will be added this spring.
- iii. Whitney is encouraged to enter it as a poster with MSUE next year.

b. MMGA Affiliation:

- i. Liz Clous raised concerns about the additional costs associated with affiliation. She feels that some MGs would not want to pay the extra dues. Discussion ensued around the positives & negatives of affiliating.
- ii. Board to consider paying the additional \$5 dues for members.

10. Adjournment: 8:45pm

Respectfully Submitted,
Judy Reich, Secretary