



# MASTER GARDENER FOUNDATION OF KING COUNTY

## BOARD MEETING

Thursday, March 11, 2021, 7:00 p.m. – 8:30 p.m.

In Attendance: Jim Olson, Carrie Hill, T.J. Johnson, Trish Bloor, Richelle Godwin, Wendy Jordan, Suzi O'Byrne, Randi Smith, John Sykes, Bruce Williams, Mary Watts (ex-officio)  
Absent: Valentina Barei, Bruce Caredio, Steve Hiday, Amy Lee, Tiffany Ng  
Guests: Marty Byrne, Gary Scheider

Jim called the meeting to order at 7:00 p.m. In Valentina's absence, Wendy Jordan volunteered to cover Secretary responsibilities for this meeting. January meeting minutes were approved.

Marty Byrne gave a Communications Team update.

Update on the initiatives I presented at the January Board meeting

Social media initiative: We continue to work on this, deciding on the best media platforms for our purposes. We've run into a bit of a stumbling block with our Facebook page since Tina Gruendike's retirement in December. Tina has been more than helpful with access to the page (passwords, usernames, etc), but so far we haven't been able to crack it. We don't have a solution yet but are making progress. The social media discussion in general is more appropriate for a higher level, so that will be deferred to the Program Leadership Team for further action.

Local media outlets and publicity: We're adding new media contacts as they are discovered, giving us a robust network for publicity. Cristina Cartledge is managing the publicity for the Plant Sale and doing a great job. We (the Committee) are developing the publicity for the Video Clinic launch. There will be an alert prior to April 6, an announcement with full details, and periodic follow-ups throughout the season.

Standardizing publicity process: We're making progress at getting all the information about an event in one place to make our publicity efforts more efficient.

Updating the Foundation and Program websites: These projects are still in view but there is so much other activity right now that they have been pushed out a bit.

Gary Scheider gave a Plant Sale update.

Online storefront, hosted on Shopify

- One entry point for the store, with three sub-stores for ordering
  - Bellevue Demonstration Garden
  - Soos Creek Demonstration Garden at Soos Creek Botanical Garden
  - Shorewood High School
- Each store will have its own inventory
- Master Gardener sourced veggies and herbs



## MASTER GARDENER FOUNDATION OF KING COUNTY

◦ Specialty plant vendors typically at the in-person sale at CUH

Store opens for browsing only: April 15

Store open for customer ordering: April 21, noon, through April 27, 6 pm.

Customer chooses an appointment time for pick up at sub-store's location

MG volunteers at each site will package and hand off orders to customers

- Curbside drive through only, no in-person shopping
- Driver stays in car, MG loads box into customer's car
- WSU approved COVID safety protocols for volunteers and customers; Sanitation materials provided, COVID manager at each site
- Volunteers will sign WSU COVID attestation

Shopify generates report – for delivery of sold good to each site, and for Immediate reimbursement of vendors

Mary gave a program update.

Recertification is complete

579 MGs

Rosters being updated by Mimi

### Garden Team

1<sup>st</sup> annual garden leaders Spring meeting 3/30

Topics: garden signage/volunteers/garden leadership succession planning

### Ed Team

List of tech/infrastructure needs

Speakers bureau request on uptick

### Email Clinic

Volume is exceeding last 4 years

Looking at how to handle the future volume

### Video Clinic

Starts 4/6 T7-8: 30pm/S11: 30-1

Bulk of participants are back so clinic is currently well staffed

There are a few opportunities to add more dates

Rather successful

A focus of Video Clinic will be to help get clinic hours to 2019 and 2020 Intern 2's.

24 spots for Intern 2's are currently available and filled. If Video Clinic has higher client numbers, they will add clinicians, including more Intern 2's.

### Program leadership team

Launched in Feb

Topic is tech team infrastructure

Asking members to come prepared knowing what team needs

This will create the work order for the Tech team



## MASTER GARDENER FOUNDATION OF KING COUNTY

Only 5% loss in MG members after recertification

T.J. gave the Treasure's Report.

Slow income

GG and BDG Zoom classes are keeping us slightly afloat

Currently getting taxes prepared

Net income is negative, but getting ready for big money maker events

Discretionary and non-discretionary spending separation

Costs Big: Staff/Background check costs – less than expected, 1/3 members paid their own

Income: Planned donations – annual appeal/Plant sale

Holding steady financially

Budgeting of UW rent – increased

Influences a current budget change, just noted

Thank you's all went out

Jim talked about the fundraising impact of Growing Groceries and the BDG Workshops.

June/July decision on Zoom – GG & BDG workshops discussed set registration fee

Settle on optional donation strategy

\$7075 donated

Few trends:

60-70% those who sign up actually attend

70% those asked to donate, did

\$3565 paid by MGs

MG 45% of registrants

MG carrying the load for providing the product

Floating the idea of asking for more money

Give Big fundraiser coming up – there's a premium 5%, added to donating using this medium

Donors in the majority mostly are MG, they are carrying the burden of the funding. The Board voted to drop Give Big for 2021

Commenting on Recording

Being sensitive that some speakers make their living this way and "giving" away the materials is prohibitive



## **MASTER GARDENER FOUNDATION OF KING COUNTY**

Jim discussed Board status, including Officer openings.

Board: nobody's term is expiring for re-election

Officers: 2017 4 Pres VP Sec Treas serving 2 year term with opportunities to serve 2<sup>nd</sup> 2 year term

Officially pres/pres elect/past president serve 1 yr term

Call for pres elect/president nominations for review in May meeting to vote on in June

Board can modify the by-laws and give notification of by-laws for 30 days

The meeting was adjourned at 8:30 p.m.

Our next meeting will be the second Thursday in April.

Minutes submitted by Wendy Jordan.