

**NORTH COUNTRY MASTER GARDENER VOLUNTEER OFFICERS & DIRECTORS
MEETING MINUTES
30 NOV 2017**

Those present included Carol Taylor, Donna Amidon, Vicki Gee-Treft, Sheila Squires, Russ Parker and Roseann Meixelsperger.

The meeting was called to order at 1:00 PM by President, Donna Amidon.

General Info:

Donna shared Adaptive Gardening info from Kevin. The Madison group will share information with us if we are interested.

Old Business:

- Head Start Garden October 30th project update: Vicki thanked Russ for the tilling. They put on compost on Saturday. On Monday, Jane Lauterbach volunteered – it was snowing. Planted grass, catnip and daffodils. Mulched with wood shavings. Asked Head Start to do the media outreach. Will plant the black-eyed Susan's in the Spring.
- Display Garden cleanup October 30th. Russ stated although it was snowing, they got quite a bit done. Will complete in the Spring.
- AAS Garden discussion: We will assign or get volunteers for the individual plots in the demonstration garden. Russ suggested we purchase a whiteboard (if we can't locate the old one) for the Interns or MGs to write down tasks to be done. AAS Theme for 2018 is "Get Social." Roseann volunteered to draft the intent to participate, and Vicki will edit it.
- MGV Spring 2018 Training: Will occur in March, April, and end in May on Tuesdays. Vicki will contact all active volunteers to see what they'd like to be involved with. We need to publicize this training – will update the flyer and media releases.
- MGV Handbook: Donna will check with Sue Reinardy to ask her if she will continue updating the handbook. This is the handbook that has MG names, calendar of events, etc. Carol stated there is a separate booklet from the Twilight Tour. Has list of AAS plants and the map. Could all where you can get seeds. There should be two booklets – Perennials & Annuals. Veggies & AAS plantings. Russ stated the Interns used to do this and that Lorraine has the documents. Carol stated that Kevin suggested we digitize our documents.

New Business:

- Committee draft descriptions:

Children's Garden: Russ suggested we develop activities like scavenger hunts. To bring youth in, have children plant in the Spring and harvest in the Fall. Pepitas (hulless – naked seed) are already in the display garden and could be used for this purpose. Kevin has advised us we do not know the future of this land, so suggest eliminating any hardscaping. Could look for another location, such as the hospital. Consider erecting a kiosk for visitors that would serve the entire gardens. We should enlist volunteers with children to get involved in this project. Stage 1: Focus on education & outreach vs. physical presence. Master Gardener has children's activities resources. Could involve the Girl and Boy Scouts. Roseann will redraft and resubmit with these ideas in mind.

Marketing/Publicity: Sheila stated the goal is to increase public awareness and draw participation. This topic brought up a broad discussion on networking in all three counties; create event based items for UW-Extension and submit them to Kevin and Lorraine to review and release. Marketing is overall activities and work that is being done. Carol stated she had prepared the ads for the Plant Sale and gave the drafts to Kevin for review and updating prior to release. General consensus that we can prepare drafts and submit them to Kevin. These drafts could include ads, press releases, photos and videos. Lorraine can post to our Facebook page. Sue Reinardy can post to our Website.

Radio interviews have been handled by Kevin – we could help with those. Structure is there, should be committee work submitting their info to Kevin for review/update/release. Sheila will redraft and resubmit.

Plant Sale: Carol’s draft was reviewed. Russ commented that we should add Plant Maintenance, such as watering schedules and Greenhouse activities for the sale. Carol as the Committee Chair has a Procedure document (Deb’s book). We need to start seed saving. We could demo this at Meet Me at the Gardens. Russ stated the seeds need to be treated for diseases and pathogens thru the use of hot water and steam treatment of seeds that precludes seed borne disease. This is becoming standard practice in those operations that are growing for seed. Russ doesn’t think we will be able to do this – no equipment. Would like us to again do seed saving of designated heirloom and open-pollinated plant materials. Russ is writing up a job description for this.

Signage: Russ stated we need a team approach with the Interns, MG’s involved in planting, and the Garden Manager. For budgeting purposes, Russ needs corrugated cards 16” high and step stakes for a cost of @\$200.00. The Avery label stock used last season works for 2 – 3 months. We need to id ALL plants. Need to consider the character height needed to be seen from 10 feet away. Signage will be coordinated with garden areas and events. Should do a review at the end of the season on what worked/what didn’t. Could use the year of the AAS plants on their signs. AAS provides the signage but it doesn’t have the years on it.

2018 MGCV Training Program: Sue, Russ and Vicki are on this Committee/Task Force. Will ask the MGCV’s to sign up at the January meeting for diverse topics and tasks. The on-line manual has been corrected. Need a Facilitator as Vicki will be stepping back from this – had covered every session this year and would like to switch to a team approach.

AAS Committee: Roseann stated she used the AAS website contest criteria to set up the categories required for the contest. Will need a team to take the various categories needed. Suggestion to approach Carla and Cindy on the Landscape design portion as they have flower arranging experience. Vicki will incorporate this contest with the Twilight Garden and Teaching and Display Gardens area.

Speakers Bureau: Vicki will talk with MGCV’s to participate. She will pull together a list of specialties or areas of interest the MGCV’s will volunteer for. This could serve as a resource for the Horticulture call ins. Vicki believes there are several MGCV’s who are comfortable with public speaking, just need to compile the list and share it.

Family Day: First Saturday in June

School Gardens: Russ and Nancy established these and are engaged in maintaining them.

School Presentation: Russ stated it had a lukewarm reception. Attendees were Terrie Day of Webster, Amy Young, and the Northwoods Principal. You need a champion at the schools. Questioned if this could be some school based activities, such as the veggie of the month. Need to involve AmeriCorps staff like at the Spooner school as a liaison.

Calendar Needed: Could be shared on line, with a possible link on the website. Would love to see the activities and steps needed to make those happen in a shareable space for our MGCV’s to review and possibly volunteer for.

Financials: Carol stated the Plant Sale is our only revenue generator. It generally grosses \$2,500 and nets \$2,000. Additional Revenue ideas: Garden Resource Book for Zone 3 @\$10/book. Fall Bulb and Garlic Sale with Speakers and Vendors as has been done in the past where attendees are charged @\$35/each to attend. Farmers Market at the Twilight Tour could be successful, and we will still have produce for the Food Shelves.

Russ stated the following 2018 estimates of expenses:

Buying plants for the sale:	\$60
Advertising for Plant sale:	\$200
Mini-Master Gardener	\$100

Signage and Banners	\$300
Kiosk	\$150
Twilight Tour Supplies	\$300
Scholarships (\$150/County)	\$450

Consider future Board Meetings at the other Counties: Donna asked if we would go to the Hayward Food Shelf and each person bring a perishable item. We all like this idea and will have our January meeting there.

Idea: Get testimonials for training, etc. Donna will send out a group e-mail.

The meeting was adjourned at 3:30 PM.

Next meeting will be on January 11th 1:00 PM at the Ag Station.

Respectfully submitted,
Roseann Meixelsperger
Secretary