

Minutes

Mission Hills Garden Club

October 12, 2011 Board Meeting

Location: Mission Hills Nursery 1525 Fort Stockton Drive

5:30 PM

Next meeting: November 9 (Refreshments Starr); 5:30 p.m. Refreshments will be served at the meeting; the refreshment schedule is as follows: November 9 Starr, January 11 Skillman, Feb 8 Pehl, March 14 Shelley, April 11 Stanley, May 9 Koch. (Please note, paper goods will be available at the nursery.)

Present: F. Palafox, T. Palafox, Skillman, Shelley, Stanley, Carter, Moseley, Starr, Koch, Guest: Don Rudesill

Call to order: 5.30

Fausto Palafox

Secretary. Sabine Starr

Minutes approved as sent out via e-mail, revised version. Minutes will be posted on the website by Stanley every month after approval by the board.

Treasurer. Carol Moseley

Report approved as electronically distributed

Programs:

Fausto. October speaker is taken care of. For the November meeting we will have an instructor of Floral Design at Cuamaca College. Several options are available: a) seminar-style talk where audience listens or b) where audience creates sth. and they pay 25 \$ for it (material fee). A combination of both is possible, and is being favored in the discussion. An additional suggestion of Fausto is to do a Thanksgiving theme and use food and floral. Skillman suggests to get commitment from members in advance and collect at the event. That way, everyone is responsible for their own slot and payment and could send a friend in case they can't make it. Carter mentions she really liked last month's speaker.

No member meeting and board meeting in December

Membership. Lee Skillman

- September Monthly Meeting: 1 NEW membership (couple) joined at the last meeting; 3 guests total: 1 free guest voucher and 2 paid guests.
- YTD: 150 memberships: 17 Couples renewed / 115 Individual Renewed / 5 NEW (2 Individual and 3 Couples) as of 6/01/11.
- New membership cards have been given out at the last meeting, rest will be mailed out. Couples each have their own card to carry in wallet; each card includes both names.
 - Every Membership receives 2 guest passes. An expiration date (to match the membership year) has been added on to this year's Guest Passes (in the hopes that members will use the passes THIS year); discussion by Board of purpose of having an expiration date... The topic of "urgency" was brought up (i.e. when we have coupons with an expiration date we tend to use them sooner). Starr mentions that urgency and garden club is in her opinion not a good match.

- **VOTE BY THE BOARD:** To remove expiration date from all Guest Passes (okay for members to collect and use passes any year they want); the goal is to recruit new members.
- MEMBERSHIP is looking to encourage more memberships (renewals are down and NEW memberships are down).
- Question was asked about having forms at each event for people to join club. Answer was that “anyone” can print membership forms from the website to bring along to events. Skillman was asked to print out forms and drop off @ Nursery for Fausto so we have some for the next coffee in the garden.
- **NEW ITEM:** Skillman suggests a mass mailer of monthly meeting fliers be sent to non-members in radius of the neighborhood. Skillman has access to a list company and will donate the list to the club at no cost so club does not have to incur additional expenses. She will make sure list does not include current members.
 - Discussion by Board: Should mailer be a guest pass? How do we record results of this effort? ANSWER: We record information at “check-in” to the monthly meetings. Also discussed idea of getting \$5 off the \$10 Guest Fee if they bring in flier to meeting.
 - Skillman to email list parameter results to Board for final approval of who we mail to. First mailer will be for January meeting. More to follow at next Board meetings.

Communications. Linda Stanley

Steve Fox is our website designer. 640 \$ have been paid, comes out of advertising and marketing budget. Stanley can make certain changes on the website. Changes like photographs will cost us. If we have someone who knows html, we could do those changes, too. Shelley suggests to show the website at a meeting. Fausto wants to do it in January. Coffee in the garden evite went out: 26 yes, 3 maybes at first one. To date 31 yes, 20 no and 167 have not replied (some guests were added on). A lot of members do not seem to respond. Shelley mentions that they count on extras to show up at the event. Request got out to volunteer for the newsletter. So far no volunteers. Betsy Morris resigned from distributing the posters. Starr suggests Marilyn Miles, who enjoyed doing it in the past (about 1 or 2 years ago).

Community Projects. Jeff Koch

Grant School garden - kids grow different kinds of veggies, etc. It is a successful program. Projects Committee donated 2000 \$ to this program as a kick start. Another project is the comfort station (restrooms) at Pioneer Park. So far no project developed, but the committee has set aside a budget for it. Fausto suggests a meeting with the person from Parks and Rec after a project description has been formulated.

Education. Mary Shelley

Shelley reports that the GC had stepped away from Grant Elementary a year ago. Now there is a new principal and new info is available and the GC will continue the support. Stanley inquires if there has been work with the Monarch School downtown (all students are homeless students). Shelley looks into a possible involvement. Crawford gets intern program money (where here for a member meeting last year). Skillman mentions Gompers in Southeast Village (A Charter school conversion; was known as the “prelude to prison” in the past; now kids are graduating and doing well; maybe we could help with environmental education & awareness).

Garden Walk. T. Palafox

First letters went out this weekend inquiring about people's interest in being in the garden walk. Booklet person got contacted. P. Allen Smith should come to the walk and do a demonstration, as well as Proven Winners. Co-chair is willing to do it. Starr offers also. In January gardens and insurance will be secured.

Old Business:

Storage: back to square one.

Tennis court: Sometimes a bush or such needs replacement. Shelley mentions that we can request from the Park and Rec and get replacements for free. Koch mentions that the entire budget of Community Projects was allotted to various projects and inquires additional budget for that: 300 \$. Moseley mentions that a number of committees go over budget this year. Various suggestions are being browsed: Skillman suggests having a collection jar for contributions for plants for the tennis courts. T. Palafox suggests to facilitate a fundraiser for the tennis players to come out and support their tennis courts, by posting at the tennis courts. The favored version is to try to get the free plants from Parks and Rec.

Fausto wants to have the board members think about how to involve the members more.

In November, the member meeting is on the 16th. Board meeting is the week before (as usual 2nd Wed. of the month).

Suggestions for programs chair. Some names were brought up, no one stepped up yet.

Meeting adjourned at 6.57