

Mission Hills Garden Club

June 8, 2011 Board Meeting

Location: Mission Hills Nursery 1525 Fort Stockton Drive

5:30 PM

Present. Palafox, Skillman, Moseley, Pehl, Tiger Palafox, Scherf, Koch, Shelley, Stanley, French, Starr

Absent. Heartwell, Fritschner

I. Call to order. Fausto Palafox calls meeting to order at 5.30

I. **Minutes previous meeting.** Sabine Starr

Minutes from May are approved. Minutes to be posted on website (by Stanley)

I. **Treasurer's report.** Carol Moseley

Report has been sent out, no comments, herewith accepted.

I. **Program report (1st VP).** Sandra Scherf

Thanks French and Palafox for time and input. Vision for this year and ideas for promoting the club - e.g. when we get flyers from speakers we could put them out in our community and post them prior to the meetings - done by publicity. 3 commitments for speakers exist so far. Scherf needs to know exact number of meetings. June program: Australian Natives. Plants for sale or cuttings will be available. November meeting is usually one week earlier (3rd Wed instead of 4th.). Ideas for Nov. would be floral design presentation, festive atmosphere, items for raffle from floral designer; traditionally is the meeting for thanks, honors, e. g. honoring local businesses, make it a fundraiser; Skillman would like to see the chicken presentation again, it was so popular.

V. Membership report (2nd VP). Lee Skillman

Has gotten the roster from former membership VP, renewals were due June 1st, currently 233 members, last year were 12 new members - 11 individual members and one couple. Family membership does not go to the same address right now. Individual renewals 67, couple renewals 12 (233 members - couples count as two) - 91 memberships right now. Members need to be reminded to renew. Membership will work on getting renewals - mail out e-mails, cards, make it fun; plus will call everyone. By September all should be clear with their membership (y/n). New directory - project for the fall - coming out in January. Stanley proposes to give an incentive to renew early. Moseley believes the real incentive is that they can't come to the events. Coffee in the garden - anyone can come, repeat guests might be up for discussion - original idea of the event was to draw in new members. Starr emphasizes that the coffee/wine in the garden is a generous gesture of the GC and deeply rooted in the philosophy of the club and would not like to have it limited.

VI. Committee reports:

a. **Communications.** Linda Stanley

Newsletter. Summer issue is being done by Dimsdale, Stanley will take it over after that. Idea to use interns does provide enough consistency. French does eblast, Stanley designs the postcards, French continues to do eVoice (the telephone number of the club). She picks up the messages and distributes the message to the according person.

Few members have no e-mail (24). Stanley asks about whether the posters want to be put up outside of MH. She can easily post in Clairmont and La Jolla. About liaison: Starr suggests to be clear about the purpose of the liaison, Palafox sees the purpose to stay connected to the community, understanding what is going on in the whole aspect of the community. Moseley pulls liaison out of the budget for communications, Shelly sees the purpose to remind the other organizations that the GC exists. Idea of working together started when the hanging baskets began. Skillman's idea is to have a community advocacy table: informing, educating about

the current issues. Community minute at the member meetings is being installed. President will do it. Skillman moves that starting at the June meeting our announcements have a community minute. Shelley seconds, all in favor.

a. **Community Projects.** Jeff Koch

This year the committee concentrates on tangible and visible projects so the community can see what has been done by the club. More planters are planned, hanging baskets are a good example for a visible project, Pioneer Park gets a dead fig tree replaced, continue green thumb, December nights will happen, Concerts in the park budget gets reduced. San Diego River Park is another big project (located behind AAA) Picnic tables. Motto: tell people more enough about what we are doing. Scherf knows that Rotary Club is looking to support community projects - financially and with hands-on help. Street Trees (drive a car - plant a tree) is a big project: 300 000 trees in 5 years. So far 5 trees have been planted - on Alameda (Sycamore trees) and in front of MH Dry Cleaners. GC gave seed money to the project. French would like to see these things in the newsletter. Stanley will put them on the website.

i. **Education** . Mary Shelly

Great thing about the budget is that many more people are able to be out there and do the work in addition to the GC members. SD River Park - Kiosk went up, funded by the Education Committee.

i. **Garden Walk.** Tiger Palafox

Tiger P. took on Garden Walk chair for 2012. Had discussion with former chairs. Keep it growing, marketing is a focus. Years with news coverage showed higher attendance. Use public media, makes good TV. It needs to be coordinated. Mentions that program size varied, will investigate pros and cons.

a. **Hospitality.** Martha Pehl

June meeting: Treats will be set up outside. This year 3 months without a meeting: July, August and December. July concert in the park: July 23rd. Details need to be decided. July 4th is a possible event to participate in. Since we have no summer member meetings Palafox brings up the importance of having opportunities for members to get together - even informally. Shelly proposes to remind members at June meeting to show up in GC shirts at the July 4th event in MH. It is a little late for a formal participation. Pehl gets info to French for eblast for the July 23rd concert in the park. Mention that this is THE event for the GC in July, since there is no member meeting.

a. **Special Events.** Wally Hartwell

Mosely and Scherf report: Joice Disraeli will do coffee/wine in the garden. X-Mas stockings were only one time and will not happen again, crafts events are dropped, childrens events also (has not happened for 3 years). Social Events - Trips: plan is to team up with other clubs to keep costs down. SD Floral has always wanted to do that with us (French emphasizes that).

i. **Old business**

Hosting Board meetings: Pehl suggests to have the meetings at the nursery with someone else hosting every time. July 13 Mosely, August 10 French, September 14 T. Palafox, October 12 Pehl, November 9 Starr, January 11 Skillman, Feb 8 Scherf, March 14 Shelly, April 11 Stanley, May 9 Koch. This year all meetings will be held at the MH Nursery.

i. **New business**

Palafox shares his thought process on a direction for this year. Brings fresh eyes. Looked at the attendance of the last 10 years; over the last 4 years attendance has declined except for specific events. 1. We need to focus on recruiting the speakers that will be attractive. How do we get back on track with different speakers. 2. Speak of our work, get the word out, make public that we are doing these things. Have our logo on things; use new technology, promote our club more; have bigger events, have more of a showing. When awards are awarded - have photographs, local newspaper articles,... At the actual meetings have photos of the events up, so members can see how this club really supports the community - is attractive for the members, will grow membership. FaceBook has only some 77 likes. Use it as a vehicle, it multiplies and helps getting the word out. As board we can assist with that and be a presence on that. Anyone who is a friend can post

things. To post photos it takes the administrator. Palafox and Stanley are main Administrators - have more. Communications will do the postings. Skillman brings up that it might take a separate person for marketing. French does press releases for the monthly meetings. Sends it to 50 different publications and some news stations. Palafox mentions the 20 - 80 rule. 20 % of the people do 80 % of the work. That burns people out. We need to increase the membership to increase the 20 %. Also, we need to attract the younger crowd. He will invite the members to bring younger ones to the meetings. Ideas: Photo of the speaker prior to the event, photo of new members plus intro. e-mails: use constant contact (fee based), do surveys (use survey monkey - inexpensive way), team up with other clubs. Goal is to increase membership by 100 in the next month at least. Bylaw issues: executive board is supposed to be, needs to be discussed. 6 people in the executive board - minimum of 6 meetings a year. Moseley mentions 2 issues: meeting prior to board meeting and biggest budget person - projects - is not on it. Current executive board: Fausto, Starr, Mosley, Scherf, Skillman, Fritschner

Discuss it in detail at our next meeting.

Scherf: Raffle to be brought back. Intention is to have a raffle for a door prize at the September meeting. Wants to use donations, on an availability basis. Motion: Have a raffle at the discretion of the programs chair. Moseley seconds. all in favor.

French stretches the importance of the newsletter to recognize members who participate. Go back to newsletter format. Palafox mentions e-mail can be like a little newsletter. Add Facebook to get a lot more communication, have a timely stroking. French reports that Vista GC honors new members at the meeting with a new seedling, symbolic for the new start. Starr voices that the newsletter in its quarterly form is not very timely - the blog and other media is much more instant.

Starr reminds that she won't be here at the next month.

Moseley encourages that Communications gets the extra people for marketing she needs. Skillman wants to remind everyone that the marketing is a common effort.

Palafox e-mails the letter with his vision to the board members.

IX. Meeting adjourned: 7.12