

NAPLES GARDEN CLUB
BOARD OF DIRECTORS MEETING
January 2, 2012

Attendance: Margaret Blackburn, Arlette Bradley, Linda Brown, Liz Chehayl (via Skype), Candi Child, Arlene Cluff, Jane Corbly, Melinda Earle, Fifi MacMahon, Sondra Quinn.

President, Sondra Quinn, called the meeting to order at 9:40am. A quorum was established. Comments and announcements followed including the introduction of Jane Corbly, the new chair of the communications committee.

Discussion occurred regarding coordinating communication changes to the website as well as an earlier deadline date for reports prior to board meetings. Instead of the Friday before, possibly the Monday before the board meeting.

Arlette Bradley motioned to approve the Consent Agenda; Fifi MacMahon seconded and the board voted to approve.

The board ratified the electronic votes that had taken place regarding the status of members during the month of December.

Arlette Bradley discussed the logistics of the Provisional Orientation which will take place on Tuesday, January 17, 2012 at the NGC office. Arlette mentioned that Sondra Quinn proposed the orientation be more educational. The guidebook that will be distributed to provisionals will include a revised history of the Naples Garden Club written by Lydia Galton. Arlene asked for a copy so that she could abbreviate for the House and Garden Tour brochure. The new mentoring program for provisionals was discussed. There will be a reception held at Audrey Hennessey's home for the mentors and provisionals. The mentor will be someone the provisional does not know but will be a friendly face for the provisional at meetings and other events. It is an experimental year.

Arlette asked if anyone knew information on Diana Donnelly who is suffering a medical condition. Arlette would like to place her on sustaining status.

The website directory of members was discussed as well as the fact that the last page of the 2011-2012 Yearbook was missing from several yearbooks. Sondra Quinn reported that Barbara Sampson was working on it.

Sondra Quinn then discussed the signed agreement between the Naples Garden Club (NGC) and the Naples Botanical Gardens (NBG) regarding the Flower Show. It was stated that the NGC owns the name and it is in the process of being copyrighted. The responsibilities of both parties were discussed. The NBG is responsible for soliciting and managing the vendors, the parking as well as the musicians. Both parties are responsible for promoting the show. The NBG provides the venue as well as the staffing and managing of staff. The importance of a joint training for hostesses and the NBG volunteers was discussed. The idea of an information sheet for our volunteers was discussed regarding the location of restrooms, food vendors, etc. Liz Chehayl proposed that our volunteers know what to do in emergency situations-phone numbers, contact person(s). Both parties are responsible for set up and staffing. If determination to cease the agreement is reached, half of the funds would be NGC. All staging and certain other items would become the property of the NGC. The last item discussed was the jointly established budget. Joyce of the NBG will manage the budget. Peggy Blackburn suggested that NGC members submit their receipts to Peggy and she will give them to Joyce. NGC members need to know their reimbursement check will be issued by the NBG. If certain items are purchased that can be used in the future by the NGC, then NGC will reimburse members. The Windstar luncheon receipt will be given to NBG.

The balance of the budget is over \$15,000.00 of which NGC has a 50% interest. Peggy would like the documentation prior to her reporting of May 31, 2012.

A discussion ensued regarding the preview party of the Flower Show. It was suggested that a joint invitation list be compiled, which has not been done before. Sondra Quinn explained that there has been some confusion regarding paying for the Preview Party. Some NGC members are invitees of NBG since they are sustaining patrons of Naples Botanical Garden and NBG pays for them. Sponsors or past homeowners (some are NGC members) whom NGC invites, are paid for out of the House & Garden Tour fund. All other NGC members and their guests pay \$25. Since we are a 501c3, we cannot use funds which we raise to pay for refreshments for our members. Linda Brown suggested that an article be placed in Trowel Prints regarding the preview party using the specific language Sondra Quinn stated.

Peggy Blackburn gave the financial report. The budget presented to board members was a preliminary draft due to the fact that the interests for year end were not available. There was no November report. Peggy stated that we are approximately \$10,000.00 below our projected proceeds for the House and Garden Tour. Proceeds from raffles, stand by guests for the House and Garden Tour, and book sales are still to come. The budget preparation procedure was discussed for next year. In February, members of the financial committee will be contacting the chairs of other committees for input. Sondra Quinn suggested a zero budget process vs. working on what was budgeted in the past. Peggy suggested we use both methods. Members (many volunteer to pay for items) need to submit all receipts so preparation for the next year budget is accurate. A donation then can be made back to the NGC.

Arlene Cluff discussed the risk related issues of the 2012 House and Garden Tour. Liability regarding any and all risks were reviewed with owners. A discussion with the owners of the Central Avenue house regarding cordoning off the back stairwell due to its steepness. Each house on the tour will have a host/hostess stationed by the pool so no one falls in. At one house, the pool will not be accessible but will be able to be viewed from a distance. Everything will be taped and a host/hostess will be stationed where owners have a concern. As of the board meeting, the 4th house was in process of signing the contract. Sondra Quinn asked for a preview of the houses to date. It was discussed to have a fall back plan in case houses drop off the tour.

The member preview tour will host three buses vs. two buses as in the past. Linda Brown mentioned it takes approximately 2 to 2 1/2 hours for the preview tour. Joey Wilson and the co-author will be available on Friday to sign their book. NBG staff travel via cars. Brian will be sent an invitation. Fifi will notify Arlene regarding the number of NBG staff as well as notifying them of parking regulations and times. Will the press be coming on Friday vs. Saturday? The Florida Weekly will be coming at 1pm on Saturday so as to see the whole process. We do not want them on their own; they need to check in at the desk to get their pass and the rules. The homeowners invited receive their pass with their letters and are on their own. Sondra recommended that head hostesses are notified of special guest tickets issued. Linda Brown suggested that the volunteers at the welcome center as well as house and bus hostesses know emergency procedures, necessary reports that need to be filed, 911 procedure. Linda also suggested hiring bathroom persons for each bus to keep the buses refreshed. Arlene will pursue.

Members will not be asked to donate money towards food items or baked goods for the house tour. It has been mentioned in Trowel Prints.

Sondra asked Liz Chehayl to speak to Trowel Prints. Liz encouraged earlier submissions as well as a timeline. The importance of deadlines was discussed. Liz is in need of pictures of the Christmas party. Marv will be contacted. Minutes from the general meeting were in Trowel Prints but will be on the website. There is an effort not to duplicate efforts-a link will be put in Trowel Prints. A new tab-Meeting Minutes (board and general) will be placed under the Member Tab on the website. Peggy Blackburn suggested that the financials be included as an attachment to the minutes for transparency to the membership. The information will be archived. It was discussed to have a procedure for submission. Liz, Jane, and Fifi will discuss. A process for sending Trowel Prints to the 23 members who do not have e-mail is the responsibility of the corresponding secretary but a budget line item needs to be submitted for next year.

Sondra Quinn mentioned there was one last issue to be discussed. Linda Brown and Sondra were called to a meeting at the Moorings Presbyterian Church. The church staff is concerned about several issues regarding arrival time, set up and interaction with staff. Sondra Quinn and Linda Brown will compose an e-mail to members.

Discussion then occurred regarding NGC office phone call collection and triage. Joyce receives the phone messages. The outgoing message needs to change regarding the 1-9-12 meeting and the House and Garden Tour being sold out.

The 1-9-12 meeting was discussed regarding the number of people to expect with a church seating limit of 300. Hospitality is counting on 200. The deadline for signing up was not in the Florida Weekly. Candi made the suggested that articles be proof-read by someone before they are released to the media. Jane will take on the responsibility.

Linda Brown mentioned raising the guest fee for non-members. This can be explored for next season.

Linda Brown suggested that when at the Kapnick Center in April, it would be an ideal time to explore the NGC website with attendees. Liz mentioned that the Facebook page could also be explored.

Liz reminded Arlene about the power point presentation for the House and Garden Tour. Arlene suggested contacting new provisionals since their resumes reflected experience. Kelly of the NBG has volunteered in the past to run the presentation using the computer at the podium.

Sondra Quinn moved to adjourn the meeting at 12:03pm. Candi Child seconded.

The next meeting of the Board of Directors will be held on Monday, January 30, 2012 at 9:30am at the NGC Office.

Respectfully submitted:
Candace Child
Corresponding Secretary
(substitute for Ann Westerfield, recording secretary)
Naples Garden Club
January 4, 2012