



# NAPLES GARDEN CLUB

*nurturing, growing & contributing*

Board of Directors Meeting

Monday, February 25, 2013

9:30 A.M.-11:50 A.M.

Naples Garden Club Office

## ATTENDANCE:

Sondra Quinn, Arlette Bradley, Roberta Ross, Pat McNamara, Jeanne Bolds, Melinda Earle, Dusti Beaubien, Peggy Blackburn, Linda Brown, Arlene Cluff, Lydia Galton, Fifi MacMahon, Bev Metcalf, Sandy Lasch, Candi Child (call in), Excused Absence-Liz Chehayl

## AGENDA:

President's Comments

Sondra Quinn discussed calendar changes in relation to the FFGC Convention meeting dates.

Strategic planning will be discussed at our next board meeting. Viable and updated information for the 2012-2013 and 2013-2014 boards will be discussed.

Current board members not continuing on for the 2013-14 season must turn in their resignations.

All board members' job descriptions should be turned in to Lydia Galton. Diane Green will review job descriptions if help is needed.

## CONSENT AGENDA

Arlette Bradley asked for a motion to approve the Consent Agenda. The motion was seconded and approved with no changes.

## OPERATIONS

## Naples Garden Club Grants:

Sandy Lasch and Fifi MacMahon recommended allocating the \$31,830 of available funds for grants to the following community projects: Grace Place for Children and Families (\$1830), the Conservancy of Southwest Florida (\$15,000), and the Naples Botanical Garden (15,000). Each of the three recipients will receive 100% of their request. Habitat for Humanity's project is not being recommended for funding due to timeframes and not a strong enough correlation to our mission. They are encouraged to apply again next year.

In addition, \$5000 in scholarship funds will be paid to FGCU Endowed fellowship. Total grant and scholarship funds are \$36,830.

The recommendation was unanimously approved.

## COMMUNICATIONS PROJECT

The receipt of the \$4800 grant check from the Community Foundation of Collier County is allowing NGC to engage Jeanne Bolds to complete the Style Guide and put everything on our website, labeling all items to make things user friendly. Jeanne will be available to work with current and future boards. A manual will be developed for all committees. The old stationary/cards may still be utilized as thank you notes, but not for any financial/ donation purposes.

## HOUSE & GARDEN TOUR

Arlene Cluff and Peggy Blackburn submitted a preliminary financial update of an \$80,000 and upwards profit. (All bills are possibly not in). A preliminary report will be presented at the March 2013 General Meeting. Sondra Quinn will request that our communications chair, Liz Chehayl contact the newspaper with our fund raising information.

Arlene addressed the issue of injuries, liabilities and insurance involved with the H&GT. The Naples Garden Club president must always be notified immediately; an Incident Report is mandatory.

Membership parking during this event was a problem. Next year a different entrance/gate may help to get members to park in designated volunteer areas.

## MEMBERSHIP

Bev Metcalf presented two new active members; Louella McAloose and Michelle Seass have completed their provisional checklists. They were unanimously approved by the board to become Active Members. We have 20 interested potential provisionals. New members' applications online begin March 1, 2013.

## NOMINATIONS

The nominating committee (Bev Metcalf, Arlette Bradley, Raynelle Perkins, Pat McNamara and Renee Lewis) recommended the 2013-14 slate for the Naples Garden Club board. President (Linda Brown); 1<sup>st</sup> VP Gail Duke (Gail will be working with Linda Brown for the rest of the season). 2<sup>nd</sup> VP Arlene Cluff (Arlene is requesting a 2<sup>nd</sup> VP elect to be in place for the 2014-15 H&GT). The much needed “elect positions” will be discussed at a future date.

The nominating slate will be presented to the general membership on March 4, 2013 and put forward to the membership for a vote April 1, 2013.

## NAPLES FLOWER SHOW

Roberta Ross discussed the organization and finalizing of the Naples Flower Show.

Horticulture Division I: New layout in the Windstar Room; Preview Gala, Exhibit Entries, Demonstration and Speakers Venue, and Horticultural Display/Viewing Center.

All horticulture will be dropped off at the Pink Patio March 20 and March 21 (see schedule).

Design Division II: There are only 6 openings left and will be presented at the March 4 general meeting to encourage our members first, before opening it up to the outside National Garden Club floral designers.

Special Exhibits: Section A Youth, Avalon School’s Global Garden students is progressing and all will be ready for March 20<sup>th</sup> entries in both Horticulture & Design.

In addition to the standard NGC awards, special participation ribbons for the students and a special certificate and ribbon for school’s principal and Global Garden teacher(s) will be presented at our April GM meeting.

Special Exhibits: Section B Photography is complete with 27 entries signed up.

The clerks, hostesses and judges’ hospitality are all in order. Popular vote cards, informational flyers and drop boxes are in place and “Save the Date” small posters will be distributed by Leslie Branda to local businesses and hotels. Small postcards were distributed in the H&GT guest bags and will also be handed out at the annual orchid show this month.

Two welcoming posters will be displayed at the two entrances to the Flower Show with a ‘message from the chair’, along with posters with all the Flower Show Sponsors listed and informational posters for the Popular Vote, etc. June Kroeschell is coordinating all other inside signage and outside signage/ advertising is being staged by the NBG.

The Preview Gala, catered by Cappelli's, is \$30 a person (one drink included, other drinks \$5). Black tie is highly encouraged, but sport coats/suits for the gentlemen are also acceptable.

Flower Show donations include: BMO/Harris Bank of Montreal-\$3000, 41 West Developers-\$500, Driftwood Nursery-\$500, Auctions Neapolitan-\$500, Dovetails Estates and Décor- about \$500. Aragon Jewelers donated a \$495 Lladro raffle item which will hopefully glean \$1000.

The next step for the Flower Show will be staging organized by Raynelle Perkins.

Melinda Earle reported that 40 GCA members will attend the Flower Show and Preview Party, and will be 'paying' guests!

Members working the show will be strongly and often reminded to wear black and white to all Flower Show activities---not Khaki/beige and white.

Roberta displayed the current Naples Illustrated issue with a wonderful Flower Show advertisement.

### **Christmas Luncheon**

The Christmas Luncheon, being held in addition to the 60<sup>th</sup> Anniversary Luncheon, was revisited and a vote was taken. With 8 "NO Votes" from Melinda Earle, Arlette Bradley, Arlene Cluff, Sondra Quinn, Pat McNamara, Lydia Galton, Peggy Blackburn and Linda Brown, the decision not to hold the 2013 Christmas luncheon was upheld. The 60<sup>th</sup> Anniversary Luncheon on Nov.4, 2013 will be celebrated as originally decided.

### **MEMBER SURVEY**

Sondra Quinn presented a Membership Survey draft and a Committee Preferences draft FY 2013-14 for review and revision to facilitate planning FY 2013-2014. She will bring a final version of the member survey to the next board meeting.

### **Committee Survey Draft FY 2013-14**

The board decided that the following should be included:

**Standing Committees:** Program/Education, House & Garden Tour, Flower Show

**Special Committees:** Communications, Development, Facilities/Operations, Hospitality/Events, Membership

### **Risk Management Update**

The application of registration of a fictitious name for Naples Garden Club with Florida Department of State, Division of Corporations was completed on February 14, 2013. Pat McNamara filed electronically and is waiting for a Certificate of Status. In order to file electronically Pat had to certify that the fictitious name would be advertised at least once in a newspaper in the county where the principal place of business is located. That ad appeared in the February 18, 2013 Naples Daily News.

The cost of this process:

Application for Registration with the State of Florida: \$50

Certificate of Status: \$10

Naples Daily Newspaper Ad: \$81.36

Total Cost: \$141.36

The registration with the State of Florida of the fictitious name must be done every 5 years.

### **Agenda for March 4, 2013 Regular Membership Meeting**

Nominating Slate

Grants

Survey

\$ H&GT

Flower Show/Gala Preview Party

Dues and Renewal

Hospitality location (in our NBG office)

New active members and new provisionals introduced

### **Agenda for April 1, 2013 Regular Membership Meeting**

Introduce new members; Budget Presentation; Flower Show Thank you's and Avalon School Presentation; Intern Presentation of Projects; Election of Officers; Bylaw Changes; Strategic Plan Status; Grant Award presented to recipients; Member Survey

Title for April General Meeting: Time Flies

**White Elephant Sale**

Linda Brown made a motion to discontinue the White Elephant Sale, designating a new project/fund for the 2013-14 agenda. The board will designate and repurpose the funds for the library and office needs. The motion was unanimously approved.

Respectively submitted,

Arlette Bradley

Recording Secretary

February 25, 2013