

Meeting Minutes November 18, 2019

Board of Directors Naples Garden Club

Attendance

Present: Terry Aufranc, Arlette Bradley, Melinda Earle, Dara Foundyller, Polly Galliker, Kathleen Hawryluk, Linda LaRue Brown, Donna Lindberg, Sally Lutz, Sudie Minamyer, Eliza Nevins, Raynelle Perkins, Mary Schmidek, Patricia Taylor, Carole Whittemore

Excused: Catherine Ware

Call to order: 9:30 am

Kathleen Hawryluk

Motion made to approve the Minutes of the October 21 meeting of the Board of Directors. Approved.
Motion made to approve the Consent Agenda. Approved.

President's Report

- With regret accepted the resignation of Sharon Hildebrandt. Arlette Bradley will assume the position of Secretary beginning in January. 2020
- Kathleen reported for Governance Chair, Catherine Ware that the committee had met once and selected candidates. All positions are filled except H> and two members-at-large. They will meet again in November and will report at the December Board Meeting.
- Sondra Quinn was thanked for her time and expert leadership for the Board Retreat. The report of that Retreat will be included with these minutes.
- The provisional luncheon was held at Kathleen's home. There was a relaxed atmosphere which created a good sense of who we are.
- A check received from the National Garden Club Flower Show Judges School for \$300 will be used for food expenses at the District Meeting which the NGC is hosting.
- The new Courtyard design is being well used and enjoyed by NBG employees as well.
- The cocktail Party for Gina and Tina, presenters at the December 2 Membership Meeting will be held Tuesday, December 3, 5 p.m at Kathleen's home. Sally Lutz requested the Program Committee members responsible for each speaker throughout the year be invited to these gatherings, as well as Liz Chehayl as our primary NBG contact.
- Interest Groups are percolating.
- Continue to make workshop and committee meeting reservations for the NGC office with Carole Whittemore, and copy Sally Lutz in her role of President-Elect on all messages to Kathleen.

Treasurer's Report, Eliza Nevins

A recommendation that the Board approve a graduated dues increase for the next five years (June 2020-May 2020) was discussed. They have not increased for 12 years. The monthly Financial Report had been distributed.

MOTION:

1. Active dues of \$125 for two years and \$150 for the next three.
2. Sustainer dues of \$150 and \$175 respectively.

3. A new class of lifetime membership offered to people with 10 years of active service who are at least 85 years old. These dues would be \$25 to also cover dues for the Florida Federation of Garden Clubs.

Unanimously Approved

This information will be emailed to the membership 10 days in advance of the January General Meeting.

Committee Reports:

Membership, Donna Lindberg

Motion and approval to accept the resignation of Beverly Wilferth's as of June 1, 2019.

- Donna led a discussion on how many provisionals should be accepted for the 20/21 Class. Our by-laws state active membership should be limited to 250.
- She provided data on current active (233) and Provisional membership (18) which totals 251. Our average attrition has been 16 members over the last three years.
- Donna recommended a 20/21 Provisional class of 15 and the Board agreed. The Membership Brochure will be distributed at the H> and the Flower Show

Idea Garden, Linda LaRue Brown

- Applause for such a successful Membership Meeting on October 28 which focused on the Idea Garden. Next year is the 10 Year Anniversary and it was agreed that our first membership meeting of 20/21 will again focus on the Idea Garden, with presentations followed by a visit to the Garden.
- The Pop-Up Programs will premiere on December 4. Board members are invited to participate by giving a presentation.
- Provisional's New Volunteer Training session and the first Ambassador's Training were held in conjunction with the NBG.

Flower Show, Terry Aufranc

- The first meeting was well attended with high energy and excitement.
- Staging plans are in progress.
- Terry will investigate whether a brochure for the public with more information on the NGC, the flower show, and NBG must be approved by the NBG.
- An on-site Photo Studio is being discussed to produce a professional level of pictures of the entered designs.

Communication, Polly Galliker

- Ads are out for publication.
- The possibility of using Instagram is being investigated. Polly will contact the lawyer regarding the possibility of trademark infringement.
- Polly was approached by *eBella* for a possible sponsorship of the flower show. This will be further investigated with the NBG.

Education/Program, Sally Lutz

- Set up needs for the December 2 membership meeting discussed.
- Cocktail party for Holly Chapple will be at Sally's home on January 5, 5-7pm

House & Garden Tour, Patti Taylor

- Ticket Sales which opened on Friday, November 15, 2019 was a very difficult process because the link was not opened correctly by Bold Solutions. Polly will communicate with Bold.
- The top four expense for HGT are caterer, buses, program, and processing fees totaling approximately \$38,000 of overhead.

New Business

- We can reduce our \$30.00/month phone bill if we drop conference calling, caller ID and phone company voicemail. Agreed by Board.
- Reminder that the Holiday Luncheon is December 12 at the Naples Yacht Club.
- Arlette Bradley requested approval to order 100 new aprons for \$9.95 each. The Board approved this purchase.
- \$50.00 will be given to the facilities helper, Marco, as a holiday gift.

Meeting adjourned at 11:38

Carole Whittemore, Acting Secretary

**Naples Garden Club
Board Meeting
Consent Agenda**

Committee or Board Office: Flower Show

What have you accomplished in the past 30 days?

- 1. At the General Meeting in October the schedules for the 2020 Flower Show were presented. A table was set up outside of Kapnick to distribute the schedules to members attending the meeting. They were encouraged to choose a design or horticulture to enter into the show. Designs need to be registered with Carole Whittemore.**
- 2. Had meeting with the Focal Areas committee**
- 3. Prepared Brochure to be distributed to the Local Gardeners. The file is presently at the printers to be formatted.**
- 4. Met with a professional photographer to discuss photographing the blue ribbon winners in design.**
- 5. Had first Flower Show Committee meeting**
- 6. Met with the Staging Chairman to determine needs for this year's show**
- 7. Sent Liz Chehayl a list of requests and questions that need to be answered by the garden**

What are your priorities for the next 30 days?

- 1. Finish the brochure for the Local Gardeners**
- 2. Meet with Martha Phillips to discuss Four fold handout to public at the Flower Show**
- 3. Attend workshop to learn how to make the Fantasy Flowers for the Focal Areas.**
- 4. Make Schedules available at the December Meeting**

Other important information you want to share (on consent agenda) since your last report?

Regular Board Meeting Agenda Items (You need to speak at the meeting)

- Topic**

- Time needed

Do you or a committee member want to speak at the Membership Meeting?

- Flower Show
- 5 minutes

Naples Garden Club Board Meeting Consent Agenda - Nov 18, 2019

Committee or Board Office: Idea Garden Committee, Linda LaRue Brown/chair

What have you accomplished in the past 30 days?

Completed the Special Fall Installation & prepared for the program and the refreshment location for the Oct General Meeting

Completed the 2019-20 Pop-Up Presentation Schedule

Held the Provisional's New Volunteer Training session in conjunction with

NBG

- Held the first Ambassador's Training session in conjunction with NBG
- Installed the Animal Plants tub garden per Mary Jane William's request
- The Idea Garden portion of the Oct General Meeting was well received

What are your priorities for the next 30 days?

Launch the Pop-Up Presentations beginning on Dec 4th

Continue to monitor and maintain the multiple garden areas in the Idea Garden

Launch the IG assistance opportunities for the Provisionals as per their requirements

Launch the Member Pots in the IG program for this winter

Work with an ad-hoc committee to get NGC's Instagram Account up and active and working in tandem with the NGC public Facebook page

Other important information you want to share (on consent agenda) since your last report? No new custom NGC sign is needed for our office as the previous one is still in good shape and looks great

Regular Board Meeting Agenda Items (You need to speak at the meeting) Yes

Topic- To discuss the 10 yr Anniversary of the Idea Garden in 2020

3 min

Do you or a committee member want to speak at the Membership Meeting? Yes

Topic- Ambassador Program 5 min

**Naples Garden Club
Board Meeting
Consent Agenda**

Committee or Board Office: Facilities

**What have you accomplished in the past 30 days?
Office cleaning and supplies**

What are your priorities for the next 30 days?

Other important information you want to share (on consent agenda) since your last report?

Regular Board Meeting Agenda Items (You need to speak at the meeting)

- Topic-- Purchasing more NGC Aprons and Christmas \$100 gift for Marco (NBG help)
- Time needed 4 minutes

Do you or a committee member want to speak at the Membership Meeting

**Naples Garden Club
Board Meeting, November 18, 2019
Consent Agenda**

Committee or Board Office: Program, Education/President Elect

What have you accomplished in the past 30 days?

Successful November meeting - general opinion is to have every first meeting of the Season include refreshments in the Idea Garden. Perhaps even the same type of program using members to present Idea Garden topics.

What are your priorities for the next 30 days?

- 1. General Meeting December Digging It + 2 workshops**
- 2. Start prep for Holly Chapple in January**
- 3. Continue to support Kathleen & learn!**

Other important information you want to share (on consent agenda) since your last report?

Regular Board Meeting Agenda Items (You need to speak at the meeting)

- **Topic: Dec Meeting/tables needed. Raffle protocol.**
- **Time needed: 10 minutes**

Do you or a committee member want to speak at the Membership Meeting?

- **Topic(s) Introduction of Speakers - Carol Greenwood. Raffle at end of meeting - Kathleen**
- **Time needed > 5 minutes for intro.**

**Naples Garden Club
Board Meeting
Consent Agenda
November 18, 2019**

Committee or Board Office: [Communications Committee](#)

What have you accomplished in the past 30 days?

- **[Established contact with NDN and FW](#)**
- **[H> Ads out to Florida Weekly and Gulfshore Life newsletter](#)**
- **[H> Info out to 10 Garden Clubs](#)**
- **[Discussed sponsorship of FS with eBella](#)**
- **[Published Growing Closer and Trowel Prints](#)**
- **[Met re Instagram with committee](#)**
- **[Gave info to Facebook re. H> and December Speakers](#)**

What are your priorities for the next 30 days?

1. **Work on regaining name on Instagram**
2. **Sort out sponsorship with eBella**
3. **Reach out to the community with calendar ads, articles re. Speakers**
4. **Prepare and publish Growing Closer and December TP**
5. **Jane Stone is working on blurbs for H> booklet**

**Other important information you want to share (on consent agenda) since your last report? December TP will highlight Idea Garden
Gardens will open at 8:00 am for Flower Show**

Regular Board Meeting Agenda Items (You need to speak at the meeting)

- Topic **N/A**
- Time needed

Do you or a committee member want to speak at the Membership Meeting?

- Topic(s)**N/A**
- Time needed

NGC
Board Meeting
Consent Agenda

House & Garden Tour Chairman

Accomplished past thirty days:
Visited all four of the Tour Homes
Meetings held by the three Teams and the Steering Committee
Sold out all HGT tickets

Priorities Next 30 Days
Release Sign Up Genius & Preview Tour Sign-Ups
Finish selling ads and table top sponsorships
Send the program to the printer

Lots of glitches with Ticket Sales this year.

Regular Board Meeting
* Familiarize Board with top expenses in presenting HGT
* 5 minutes

**Naples Garden Club
Board Meeting
Consent Agenda**

Committee or Board Office: Membership, Donna Lindberg

What have you accomplished in the past 30 days?

1. Welcome Back Luncheon for Provisionals
2. Working with provisionals to understand use of website, registering for workshops, use of SUG, requirements for FS and shifts for H&G, Idea Garden
3. Reviewed applications from 2017- 2019 preparing for Governance Committee meeting.
4. Arranged for luncheon at Rigdeways following tour of Linda LaRue Brown's garden on February 14, 2020

What are your priorities for the next 30 days?

1. Create spreadsheet to track provisional sign ups for H&G, FS, Idea Garden shifts
2. Review and begin preparing changes on membership application for 2020/21
3. Make contact with all inquiries for which I have already sent our inquiry letter

Other important information you want to share (on consent agenda) since your last report?

Regular Board Meeting Agenda Items (You need to speak at the meeting)

- Topic Recommendation for number of provisionals to accept for 2020/21 class, approval for electronic vote for new provisionals on March 16, 2020
- Time needed. 5 minutes

Do you or a committee member want to speak at the Membership Meeting?

- Topic(s) Reminder to membership about friends who are interested in 20/21 provisional year, they need to attend one general membership meeting before application process begins February 15-March 15, 2020
- Time needed 3 minutes

Naples Garden Club Board Meeting Consent Agenda - Nov 18, 2019

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