

NAPLES GARDEN CLUB
BOARD OF DIRECTORS MEETING
March 26, 2012

Attendance: Sondra Quinn, Ann Westerfield, Arlette Bradley, Bev Metcalf, Kathleen Hawryluk, Peggy Coniglio, Arlene Cluff, Fifi MacMahon, Melinda Earle, Linda Brown Candi Childs, Jane Corby, Lydia Galton.

The meeting was called to order by President Sondra Quinn at 9:30 a.m. The President's Comments included information about the PR Task Force and the PR Plan. A copy of our grant application to develop a strategic marketing and communications plan which was submitted to the Community Foundation of Collier County and approved, was distributed.

The minutes of the February meeting were approved.

The Consent Agenda, with reports from House and Garden Tour, Hospitality and Events, and Membership was approved.

The Strategic Framework was reviewed and was approved as amended.

The Budget was approved with the following amendments: \$200 was added to office cleaning for twice a week service during the season; \$500 was added to Provisional Development for a mentor/board reception and a new line item of \$3000 was added for the 60th Anniversary.

Flower Show plans and issues were reviewed by Kathleen Hawryluk, Flower Show Chair.

The House and Garden Tour was discussed. Arlene Cluff's, House and Garden Tour Chair, recommendation to raise the general admission ticket price to \$100 and the patron ticket price to \$175 was approved by the Board.

The Finance Committee's proposal, presented by Bev Metcalf, to change the Standing Rule regarding sales tax reimbursement was approved. The Standing Rule will now read: "Members are encouraged to take advantage of the club's sales tax, exempt status in making purchases on behalf of the club. Sales tax will be reimbursed if members are unable to use the certificate. Sales tax on purchases over \$100 will not be reimbursed."

Discussion of our Grant Programs produced the following motions:

Lydia Galton moved that Naples Garden Club have a funding range of \$5,000-\$15,000 for Collier County community projects. This motion was seconded by Linda Brown and approved unanimously.

Lydia Galton moved that funding of Naples Garden Club's endowed scholarships at FGCU be given consideration.

Lydia Galton moved that funding Naples Botanical Gardens' projects be given priority. Linda Brown seconded this notion and it was approved unanimously. A verbal agreement is in place as long as NGC is present at the Gardens.

Next year's calendar was discussed. Easter is 3/31/13.

The next Board Meeting will include the new, ongoing and outgoing Board members, but only current board members can vote on issues.

Discussion followed about hospitality at the meetings and the possibility of hiring a caterer.

The meeting adjourned at 11:45 a.m.

Respectfully submitted:

Ann Westerfield, Recording Secretary; Candi Kelley, Corresponding Secretary