



NAPLES GARDEN CLUB

nurturing, growing & contributing

Board of Director's Meeting

Monday, January 28, 2013

9:30 A.M.-11:55 A.M.

Naples Garden Club Office

ATTENDANCE:

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

AGENDA:

President's Comments

Sondra Quinn announced the grant pledge of \$4800 received from the Community Foundation.

Our Garden Club is now ready to complete our press kits, styles guide, board orientation and other social media.

Jeanne Bolds is working on organizing our office space scheduling on our website.

Survey Monkey (free) will help us with our membership survey which will be presented in written form and online.

Board members were reminded to send reports as PDF with titles and dates.

CONSENT AGENDA:

Arlette Bradley asked for a motion to approve the consent agenda. It was approved with no changes.

DIRECTORS' REPORT:

Lydia Galton, Governance, reminded the board to prepare their job descriptions for future use with different chairs and committees. Please send Lydia garden club names of

members possessing leadership and contributing skills for future board and committee placement.

Candi Child, corresponding secretary, will continue her position from MA, returning to Naples in March.

OPERATIONS:

House and Garden Tour

Arlene Cluff will have power point monitors advertising our sponsors on all buses. Tour day parking was discussed. Peggy Blackburn is working on sponsors' tickets and wait lists. All garden club members who had previously signed up are on the 2 preview buses. Food will be served from 11:00-3:00. Leftover food will be donated to St Matthew's House. Home owners will receive a metal crane statue purchased from our sponsor, Williams Magical Garden Center and Landscape, as well as a special parking space at the Naples Botanical Garden. Naples Garden Club membership information will be available at the Welcome Center. We also have a potential home for the 2014 House and Garden Tour.

60th Anniversary

Melinda Earle asked for a motion to replace the 2013 Annual Christmas luncheon with a Monday November 4, 2013 (our actual date) Anniversary celebratory luncheon at Windstar Country Club. This motion passed unanimously. Melinda suggested a \$40 price point to cover the food and incidentals. New larger name tags with our new logo and larger name printing; a Mayoral Proclamation – but no speaker; monthly Trowel Prints anniversary information; formal paper invitations; a tall cake and an informative commemorative book were all discussed,; and the suggestion to order NGC silk scarves as gifts or for purchase was discarded.

Lydia Galton discussed our history, mentioning the 17 former presidents and officers. The anniversary committee has been divided into groups that will research our decades; the next meeting will be in April (time and place TBD). The board approved the development of a souvenir book with our history codified to be available for members and sponsors in November. There will be work on publicity involving the general public, magazines and deadlines. A suggestion was made to contact Brian Holley's writer for back up help. A suggestion to have members make floral arrangements commemorating each decade for the Anniversary celebration on November 4th was made, but decided against.

Request for future dates:

Sondra Quinn mentioned that now that Dr. Mistch is on location as the Director of the Everglades Wetlands Research Park, there will be increased use of the Buehler Auditorium at the Kapnick Center by FGCU. To ensure that NGC is scheduled for the Naples Flower Show, House and Garden Tour and regular members' meetings, Brian Holley has suggested that we submit a request for these events for the next three years. We can always cancel a date, however adding one may be difficult. Taking many conflicting venues into consideration, Sondra made a motion to accept the three year calendar (consent agenda) (2014, 2015 and 2016) for the Naples Flower Show, House and Garden Tour and general meeting dates. The motion was unanimously approved. Future boards may wish to make changes but at least they have an approved calendar to change. Due to expenses, a motion was also made to keep our NGC activities and meetings at the NBG, our partner. Our office monthly rent(\$600) and meeting rooms (free) make this location choice an astute financial decision, galvanizing our relationship with the NBG Board. The motion passed unanimously.

An earmarked gift to the NBG for risers for our speakers at general meetings and other NGC activities was suggested and approved, if the NBG has the room to store them.

Naples Flower Show:

Roberta Ross discussed the merits and problems of The Women's Club Kitchen Tour. It was generally agreed on that this tour would not adversely affect our House and Garden Tour. Everything is on schedule for the upcoming Naples Flower Show. The February 11 workshop for plant ID and filling out entry cards will be presented by Master Gardener Kris Morton. This information will be publicized at our February 4 general meeting. Roberta requested approval to invite the Avalon Global Garden teachers and present them with a plaque and Award Ribbon at our April meeting. This group represents our special exhibits: Youth Section/2013 Flower Show. It was unanimously approved. Roberta announced that Aragon Jewelers donated a Lladro statue to be raffled and displayed at our February 4, 2013 general meeting. All funds raised would go directly into the NBG and NGC joint fund for future flower shows.

Risk Management Update:

Pat McNamara

1. Trademark issues: Naples Garden Club, Inc., Naples Garden Club House and Garden Tour, Naples Flower Show, and Logo should be trademarked.
2. The recommendation to hire Intellectual Property Attorney: Budget \$2,500-\$3,000 was approved.
3. Process usually takes 1-1 1/2 years (Search federal vs. State of Florida) to receive a registration mark.

4. Make declaration of continued use between years 5 and 6 to maintain it
5. Renewal of registration mark every 10 years
6. Immediately begin to use TM every time we use our name(s) and logo

Fireproof File Cabinets:

Melinda Earle

\$2000 is budgeted for the fireproof file cabinets. The cabinets are rated fire and water proof for one hour. Each cabinet will consist of four drawer lateral cabinets that can be locked and placed in our front office room There is a 20% discount at office Max—prices about \$2,000-\$2,500 apiece. The decision to proceed with the purchase of two cabinets was agreed upon.

Database Policy Statement:

Lydia Galton and Pat McNamara

Motion to accept the following database policy:

Naples Garden Club maintains a database of members' skills and experiences for the sole purpose of fulfilling the needs of Naples Garden Club volunteer activities. Skills and experience information is available to current Board members only. The information in the database is provided by the members when they self-report on the Provisional Application and on the annual Renewal Form. The database is maintained by the current Membership Database Manager.

The motion to accept the database policy was unanimously approved.

Membership:

Bev Metcalf

The new provisional class 2013-14 will not start their requirements until they are voted in by the board after the April 15, 2013 deadline. The class will be kept at 20 with a wait list if necessary. Further decisions will be discussed at this time if needed. A form letter is being sent out to candidates with the requirements and time allotment for provisional commitments. An email blast will be sent out reminding our active members to think about sponsoring qualified new members. The provisional letter will be revised and reworded in a friendlier manner regarding the check list requirements.

Workshops will be promoted and procedures re-evaluated, emphasizing a more educational, fun and social time to meet members on a more one to one basis.

February 4, 2013 General Membership Meeting:

The agenda was discussed.

Naples Flower Show posters will be distributed in March to various Naples businesses and to hotel concierge staffs.

Sondra Quinn adjourned the meeting at 11:55.

Respectfully submitted,

Arlette Bradley, Recording Secretary
