



## NAPLES GARDEN CLUB

*nurturing, growing & contributing*

### **Naples Garden Club Board Retreat**

**October 31, 2013**

9:00-3:00

### **Windstar on Naples Bay**

#### **Attendance**

Sondra Quinn, Linda Brown, Arlette Bradley, Arlene Cluff, Gail Duke, Raynelle Perkins, Roberta Ross, Pat McNamara, Peggy Blackburn, Bev Metcalf, Candi Child, Sandy Lasch, Melinda Earle, Liz Chehayl. Presenters: Jeanne Bolds and Christina Jordan

#### **President's Message**

Linda Brown, NGC President, welcomed everyone. She stated that our Media Kit and History Booklet can shortly be found on our website under *About Us*. Our president had the honor and pleasure of being invited to the WCGU studios to be interviewed by Valerie Alker, one of the NPR All Things Considered anchors. Having received a copy of Liz Chehayl's recent press release concerning our 60<sup>th</sup> Anniversary, the Fort Meyers NPR affiliate wished for more information. The interview will air sometime between 5:30 -5:45 on Monday, Nov.4, 2013 in the evening. This interview can also be found on their website.

#### **Introduction**

Sondra Quinn, Governance Chair, presented the overview for our agenda: locating information on our website; identifying critical deadlines; developing a strategic timelines for the entire club; and implementing the final part of the Communications grant. Sondra then introduced Jeanne Bolds-Bold Solutions.

#### **Program-Jeanne Bolds (Bold Solutions) and Christina Jordan**

Jeanne reviewed our past efforts: researching how the community relates to us; identifying desired outcomes; presenting a clear visual identity; implementing a

consistent messaging platform throughout the organization and developing a media kit, now called the Information Kit that serves multipurpose needs.

Jeanne discussed frequently asked questions concerning using our PDF letterhead; downloading letters and items; logos on external and internal information; writing in PDF; using logos during emails; and the ngc60 consistent password to be used by NGC members and the board for all password protected areas on the website.

Chris Jordan walked us through the Members section of our online directory. She discussed Trowel Print's archives and our Online Calendar and how to use them. She showed the location of the NGC Board Minutes and Regular Meeting Minutes; how to register for workshops and meetings as well as the location of FFGC information and updates. There was also a lengthy discussion of the deadline for *Trowel Prints* articles and the moving up of that date on our calendar.

The board login area on our website was then addressed. Members' skill search link is found here as well as Styles Guide & Committee Resources. This link provides the following tools for board use: Informational Kit, House & Garden Tour Documents and logos, The Flower Show documents & logos as well as Development documents. Pat McNamara reported that all logos should soon be trademarked including Naples Flower Show, Naples House & Garden Tour and Naples Garden Club. We can begin using the TM symbol now. Labels will be printed with Avery 5160 and name badges with Avery 5395. There are 4 NGC profile colors for NGC printing.

Jeanne Bolds reviewed the Communications Critical Time Line and the Critical Dates Worksheet. The decision was made to: 1) use "weeks 1-4" instead of a specific date so that this document can be used every year; 2) align it with NGC's fiscal year beginning June 1.

## **Policies**

Sondra Quinn passed out the Conflict of Interest Policy and Code of Ethics Policy for board members to sign. Arlette Bradley, Recording Secretary, will keep all copies for the 2013-14 NGC year, along with the meeting minutes, to be filed in the archives.

## **Financials**

Peggy Blackburn, Treasurer, provided a tutorial on reading the NGC financial reports.

## **Strategic Plan**

Sondra Quinn reviewed Strategic Plan accomplishments under each of the current four objectives of the Strategic Plan and congratulated the board on the progress made over the last two years.

She proposed adding the following two strategic objectives. Objective #5 was discussed by the board at the April 2013 meeting and strategies were the outcomes of the NGC/NBG Task Force discussions. Objective #6 is a result of Glenda Dawson, President District IX, requesting that Naples Garden Club host the Fall District Meeting in 2014.

**Objective #5 - Strengthen NGC's long-term relationship with Naples Botanical Garden**

**Strategies:**

1. Develop Memorandum of Understanding (MOU) for: House & Garden Tour, Naples Flower Show, and Program.
2. Program MOU would address NBG's requests as follows: 1) partner with NBG to provide design workshops as part of their Continuing Education Program; 2) provide a committee of 5 NGC members. to work with NBC staff on developing program for the NGC Idea Garden; 3) fund three interns from House & Garden Tour net proceeds to develop and implement visitor programs in the different gardens.

**Objective #6 - Plan, implement and host the Fall District IX Meeting scheduled for October 22, 2014.**

1. Sondra Quinn, Chair, will organize a committee made up of NGC members to plan the meeting.
2. Roberta Ross will serve as Flower Show Chair and organize a committee made up of District IX members to stage a Flower Show the day following the District Meeting.

The board made the decision to keep Objectives 1-4 and to add the following strategies:

**Objective 1 - Develop improved communication vehicles and procedures and communicate them to members.**

- a. Encourage use of website
- b. Urge members not to unsubscribe from Mail Chimp
- c. Promote member participation in Wi-Fi problem solving tutorials before Regular Membership Meetings.
- d. Encourage members to browse the NGC Facebook site

**Objective 2 - Involve and get to know more members**

- a. Put member s' pictures on website

b. Advocate becoming involved in small groups and NGC projects

**Objective 3 - Support community projects that are relevant to our mission**

a. Encourage members to become more involved in our NGC funded community projects

b. Explore options with Collier County Community Foundation

c. Organize a Horticultural workshop held in the Idea Garden

d. Organize an Advisory Committee for the Idea Garden

**Objective 4 - Put internal systems in place**

a. Complete job descriptions for officers, committee chairs and all committees

b. Develop and document procedures for use of office space and equipment; make electronic copy for file and hard copy for office reference use

c. Create a system for” apprenticing” for chairs and leadership positions

The NGC Board broke into two groups to discuss “apprenticing” for chairs and leadership positions. Groups then reconvened to share suggestions:

- Committee chair elect should hold a specific position on their committee of choice
- New position for President Elect; nominated by the Nominating Committee and Board approved; apprentice 1<sup>st</sup> year with half the job commitment-apprentice 2<sup>nd</sup> year with remaining duties.
- Finance committee already is in compliance; organize President Elect, H&GT Chair, Naples Flower Show Chair, and 1st VP Education Programs to this 4 year commitment
- NGC By-Laws would be changed to accomplish these apprenticeship positions

\*See Attachment

Retreat Adjourned at 3:00 P.M.

Respectively submitted,

Arlette Bradley

Recording Secretary

October 31, 2013

**\*Naples Garden Club  
Strategic Plan  
FY 2013-2014**

**VISION**

Fostering appreciation and understanding of horticulture,  
design and the environment.

**MISSION**

Providing opportunities for learning and sharing.

**CORE VALUES**

Teamwork

Creativity

Friendship

Community Involvement

Education

## STRATEGIC OBJECTIVES

1. Develop improved communication vehicles and procedures and communicate them to members.
2. Involve and get to know more members.
3. Support community projects that are relevant to our mission.
4. Put internal systems in place.

Approved by NGC Board on March 26, 2012 Board voted to change the value COMRADERIE to FRIENDSHIP as recommended by the Communications Task Force in 2013.

## STRATEGIES

### Objective 1 - Develop improved communication vehicles and procedures and communicate them to members.

- a. Acquire a grant to hire a consultant to work with an NGC member task force; form Communications Task Force (CTF). **Done**
- b. Develop a Project Plan and tasks to be completed. **Done**
- c. Conduct interviews with audiences using results to develop a Messaging Platform. **Done**
- d. Incorporate new messages in current documents. **Done**
- e. Revise corporate logo to clarify "brand" as recommended by CTF. **Done**
- f. Develop a Styles Guide and train members how to use. **In Progress**
- g. Instruct board members on how to use Messaging Platform and Styles Guide at Board Retreat. **In Progress**
- h. Announce new information procedures at November Regular Membership Meeting. **Needs to be moved to December due to Anniversary Luncheon.**
- i. Put information on website. **Done Decison not to put it in yearbook.**

### Objective 2 - Involve and get to know more members.

- a. Conduct a work session at the Board Retreat to gather ideas for developing a plan. **Done**

- b. Create a vehicle to gather ideas from members. **Done**
- c. Establish a mechanism to involve past presidents and officers to take advantage of their experience and expertise.
- d. Develop and implement a plan incorporating members' ideas.

**Objective 3 - Support community projects that are relevant to our mission.**

- a. Complete grant guidelines and application for community projects. **Done**
- b. Develop a Grants Process Timeline. **Done**
- c. Create a Grants Committee and committee guidelines and criteria for reviewing and selecting projects for funding. **Done**
- d. Put Guidelines and Application on website and publicize to members and community. **Done**
- e. Review of projects by Grants Committee and recommendation for funding to board for approval. **Done**
- f. Contact all organizations regarding their funding status. **Done**
- g. Present grant awards to organizations at April Regular Membership Meeting. **Done**

**Objective 4 - Put internal systems in place.**

- a. Complete job descriptions for officers, committee chairs and all committees. **In progress. Some are completed**
- b. Develop a committee inventory list of props, signs, etc. used for workshops, meetings and events and their location. List source/cost for replacement purposes when possible.
- c. Develop and document procedures for use of office space and equipment; make electronic copy for file and hard copy for office reference use. **In Progress**
- d. Purchase fireproof filing drawers; **Done** set up filing system to comply with Record Retention and Destruction Policy and to document NGC history; **Done** establish who has access to files and communicate to members.
- e. Establish and document procedures for issuing office keys and record who has possession of keys. **In progress**

- f. Evaluate Provisional Training and Handbook and Board Orientation and Handbook; make revisions as needed. **Done** Put Handbooks on the website.
- g. Create a system for “apprenticing” for chair and leadership positions.