

UC Master Gardeners of Nevada County  
Executive Board Meeting Minutes  
Jan. 8, 2020 Started at 9:30 am – ended at 11:06 am

Board Members in Attendance: Denise Ronalter, Paul DuPratt, Alison Olsen, Connie Suddath, Jan Christofferson, Stephanie Wagner, Margaret Ervin, Kevin Marini, Dawn Bateman

Absent: Susan Van Steenkiste, Mark Renfrew

Members: Sylvia Wright, Judie Tartaglia, Ann Wright, Rita Quade, Sandy Irber, Ginni Renfrew, Linda Ivey, Don Assay, Steve Bond, and Steve Reynolds

Topic/Presenter	Purpose	Notes	Action
Welcome & Introductions  President – Denise Ronalter	Introduce Audience  Add agenda items	Welcome  No added items to agenda	
Secretary/Susan Van Steenkiste (absent)  Minutes taken by Sylvia Wright	Approval of minutes	Minutes of previous meeting on Dec. 4, 2019, read by Alison; motion to approve by Denise; approved	Approved
Treasurers Report/ Alison Olsen	Review Budget vs Actual	Updated budget presented.  <ul style="list-style-type: none"> <li>• Expenses will increase before Spring Plant Sale, then shrink after</li> <li>• Question: \$1,350 expenses budgeted Workshops are for what? Kevin: Workshop supplies; no more rent because county paying for room rent.</li> <li>• Question: Could we move those Workshop funds to other areas e.g. Clock Tower? Alison: Garden Guide income to come; have \$12,000 budgeted for Spring Plant sale income. Will determine moving money later in year.</li> </ul>	None
Vice President – Dawn Bateman	Update	<ul style="list-style-type: none"> <li>• Holiday Party well attended and lovely.</li> <li>• Next event is Annual Meeting, Jan 25, 2020 <ul style="list-style-type: none"> <li>○ Buffet menu; speaker Taylor Lewis drought tolerant, water wise planting</li> <li>○ RSVPs: 59 yes, 10 no, 30-odd no response</li> <li>○ Need volunteers to call people re coming/not</li> <li>○ Also need volunteers for sign-in/check-in at door, name badges. Ann G and Alison volunteered</li> <li>○ Teri McConnell making decorations – mushrooms out of glass bowls with ladybugs</li> <li>○ Don't forget "sale" things; bring cash</li> <li>○ Annual Meeting Agenda passed out to board for review</li> </ul> </li> <li>• Rescheduling program and movie re Leave to Beavers for Feb meeting</li> <li>• Other maybes: Mushroom farmer in Marysville for field trip; walking tour from Andrew Fulks of restoration project @ UC Davis</li> </ul>	

Facilitators' reports: Administration – Jan Christofferson	Status Reports	Next MG class begins 2021; public website has link to sign up on interest list (always) for new students	
Technology – Mark Renfrew absent			
Public Information - Stephanie Wagner		<ul style="list-style-type: none"> <li>• 15 MG's planted 800 daffodils on Monday at Sierra College; Sherry DeVolgelaere will take over daffodils next year <ul style="list-style-type: none"> <li>○ Curious Gardener co-editor doing story re Plant Sale; Ann Gibson doing story re Demo Garden</li> </ul> </li> <li>• Calendars of workshops ready to distribute to vendors</li> </ul>	
Public Education – Connie Suddath		Quiet because no Grower's Market or Workshops; calendar printed and ready for distribution. This year workshops so good, always improving; really proud of it.	
Demo Garden- Paul DuPratt		Paul Dupratt: Nothing to report but hopes that by spring he will be out there. Denise suggests Lisa Moody will take over Paul's role and co-lead the Demo Garden with Steve Bond. Kevin wants to meet with both Lisa and Steve.	
Financial Resources – Margaret Ervin	Status	<ul style="list-style-type: none"> <li>• <b>Plant Sale:</b> Bonnie and Patricia met Jan 7 to finalize seed selections; they submitted an article in Spring Curious Gardener. Spring presale form to come out soon: VERY important for MGs to get order in for presale promptly to then decide how many of each variety of plant to grow. Encourage participants to help. Signups avail at Annual Meeting.</li> <li>• <b>Garden Guide:</b> Sandy Irber <ul style="list-style-type: none"> <li>▪ 500 first printing. [hands out confidential printer quotes to board]. Committee recommends API as most effective low bid. House of Print &amp; Copy is #2. Kevin: is API a UC approved vendor? Sandy: Don't know. Has form for process if they aren't, if they are willing to do that.</li> <li>▪ Q: storage? Margaret: Master Gardener homes. Kevin: Concerned that this is a risk for the volunteer. Steve Reynolds: have the printer store them. Kevin: yes.</li> <li>▪ Q: greater profit margin this round? Yes.</li> <li>▪ Margaret Ervin moves that we make API our first choice of printer and, if API is not/won't be a UC-approved vendor, that we make House of Print &amp; Copy second choice, and that we print 500. Seconded by Stephanie Wagner. Vote: Unanimous yes.</li> <li>○ Marketing plan: [handout] given to Board <ul style="list-style-type: none"> <li>▪ Price will be \$30. Vendor price will be \$23 for all vendors.</li> <li>▪ Launch @ Spring Plant Sale. [handed out provisional cover art].</li> <li>▪ Target audiences: Counties' MG groups. @ state conf Sept 28-Oct 2. Workshops with a uniform sales spiel. Outside talks. Redbud CNPS sale. Home tours. Will do a soft pre-sale Home &amp; Garden show in April.</li> <li>▪ Key messages: Expanded geographic scope to W. Foothills. 30 year history. You'll be more successful gardening in challenging conditions that are unlike rest of state. Sustainable gardening. Consistent with "advice to grow by,</li> </ul> </li> </ul> </li> </ul>	

		<p>ask us” messaging of UCCE MG. Price same for updated content. Great gift idea.</p> <ul style="list-style-type: none"> <li>▪ Suggestion: Each workshop presenter, at start of program, provide page number of related content, because this has sold more guides in the past. Sandy: yes, will be included in the how-to for workshop leaders.</li> <li>▪ Comment: get out on radio show -</li> <li>▪ Q: permission to sell at fair? Yes.</li> <li>▪ Kevin: kickoff marketing s/b story in Union in two weeks; Ann and Sandy agree.</li> <li>▪ Kevin: Sandy’s sales team needs to have a process for selling, collecting the money at vendors/shows. A cash box.</li> <li>▪ Comment: Say “check or cash” in all marketing.</li> <li>▪ Denise: get onto our public website same time as Union article; Ann will.</li> </ul>	<p>Ginni will start getting out on radio</p> <p>Ann will write article for Union and update public website</p>
Tech –Mark Renfrew (absent)		No report	
Kevin’s Report	Status	<ul style="list-style-type: none"> <li>• County printed 1,000 workshop calendars for us, will print 1,000 more for the Annual Meeting</li> <li>• Search for Excellence Award application period is open; if we are going to compete, need to get started. Comments: Garden Guide. Clock Tower. Kevin: discuss at annual meeting. Board should decide which project is chosen. Put on Feb mtg agenda.</li> <li>• Kevin was informed that he is the new UC Safety Officer for the Placer/Nevada office. He asked what that means; no response.</li> <li>• He asked Don to serve unofficially as safety person @ Demo Garden. Don already identified steps on Cottage as a hazard, as they are not in good condition. Kevin is going to find out if he can get funding for repairs. Don: replace whole porch and redesign. Kevin: discuss next month. Should board make that an official position? Discuss next month</li> </ul>	<p>Dense will add to her update</p> <p>Denise will add to Feb agenda</p>
Old Business	Status of open items	<ul style="list-style-type: none"> <li>• Job descriptions are done. Thank you. They are online in VMS.</li> <li>• Org chart: Will be reviewed. Will make plan for revision and transition. Deadline was Jan. 31; new is March 31</li> <li>• Technology: Will meet with Mark Renfrew re current tech and plans for future</li> <li>• Garden Guide: team will continue; deadline now April 30 for its project ending</li> <li>• VMS hours: address w Kevin</li> <li>• “No dogs” signs: ordered for Demo Garden, says Kevin. New action item for Lisa &amp; Steve to get them hung.</li> <li>• Electricity/solar on post in pavilion idea: Kevin Q: need in hoop house too? Kevin will exploratorily discuss in Pavilion with NID because will need permitting; how to proceed with them. Denise will discuss with Rob re hoop house needs.</li> </ul>	<p>Don will send safety job description to Denise.</p>