



Hardy Plant Society of Washington

Purpose: Board Meeting

Date: October 10, 2011

Location: Deborah Stuteville's house

Participants: Bob Lilly, Stefani Cushing, Pamela Perrott, Kandy Kroll, Alice Brewer, Deborah Stuteville, Coral Wilde. Absent: Terri Bates (although she sent in comments) and Carole Zebrowski

1. Agenda

- a. bulb sale retrospective
 - i. what went well.
 - ii. What we'd do differently next year
 - iii. Treasurer's report on what we made, expenses
 - iv. Credit cards – need to be able to take credit cards
- b. next year's bulb sale date
- c. Flower and Garden show, inviting Paul Smith to the October board meeting to talk over his plans for our booth
- d. Public garden
 - i. Update from Bob on his meetings at CUH, any progress?
- e. update on logo/brand progress – Grace
- f. Newsletter – Bob, did you talk to Julie King?
- g. [Using Constant Contact or other email program to get the word out on the bulb sale](#)
- h. [Potential Speakers](#)
- i. any other business?

2. Project Report – Bulb Sale

Bob had notes from the bulb sale, which he read and we discussed.

We have about 500 of the small paper bags left, which we will store at Terri Bates' house.

Bob will put all his catalogs, pictures, worksheets at Terri's too

Do we want to stamp the bags with HPSW? After some discussion we decided it sounded like a good idea. See later discussion of our logo. We thought we could have a bulb logo stamp for the bulb bags.

We have a date problem for next year's bulb sale. We can only get CUH on 9/30 or 10/21 and we think 10/21 is too late, people will have bought their bulbs by then. We ended up agreeing to 9/30. **Pam** will contact Lauren about reserving 9/30 and ask the price for the whole room, and ask to reserve it til

5. If we have the whole room, we could put the plants inside, which would be good. And we can do one way flow.

Bob will contact Van Engelen and find out if they can ship earlier next year.

Their bulbs were the ones that arrived only on late Wednesday before the sale. The others arrived about 10 days in advance.

We need the stored crates at Kandy's for the bulb packaging.

Bob wanted to know where the Want List is. **Kandy** has it. She will give it to Bob.

We discussed the budget for 2011 for bulbs, and agreed preliminarily that it's about \$6000. Bob said we will gradually add more bulbs.

We need to take credit cards. We could have sold many more bulbs but people were limited by how much cash they had on them. Most people did not have checkbooks with them. **Stefani** will explore this with our bank. Bob said we need electronic credit card swipers that will do online transactions. Stef will explore this, too.

We thought we could close the bulb sale at 2pm but keep the cash registers going til 2:30, especially if we have the room for longer.

There was a suggestion that Bob take the time to educate the volunteers on the plants we bring to the sale. Bob agreed to do it as long as people quiet down and listen. We also thought having Carrie at the plant area would be good. She knows the plants and can help people choose.

We ought to have signs and photos of the plants. **Pam** agreed to start looking for photos if she has a list of the plants. Bob said we've potted up a lot of plants since the plant sales and he has the lists (but not with him). Pam said **Bob** should give the lists to her and she'd add them to the plant list Excel spreadsheet and give a printout to Bob. **Pam** will ask Terri if she still has the images for the photos she printed up for the plant sale, which we couldn't find this year for the bulb sale. Bob said he found them, after the bulb sale. They would look better printed on photo paper, like the photos Pam had printed this year for the bulb sale.

Bob said we'll have some potted bulbs at next year's plant sale, like at this year's sale. Would they be plants or bulbs? We agreed that if they'd been

potted up this fall, they will be plants, but if they are potted up next year, they are bulbs.

Kandy suggested moving the seeds line to the top of the tally sheets. Some cashiers missed the seeds when they are at the bottom. Pam has the tally sheet Word doc, she will make the change. (done)

Bob thinks we should buy 2 cash registers that can default to bulbs, or plants. Bulbs will be the default for the bulb sale. They should be able to print our name on the receipts. Stefani agreed to check on cash registers. We think they aren't extremely expensive.

We discussed bulb food, which some people asked for. Bob says bulb food doesn't do any good if used when the bulbs are planted. It should be used in the spring, when the tulips are up but the tulips haven't unfurled their first leaves (so the fertilizer doesn't get caught in the leaves). Fertilize all the bulbs at this time. So we won't have bulb food at the bulb sale.

Bob also said blood meal discourages critters.

Bob asked if we should give away the Sempervivums we potted up, at the Flower and Garden show, and we agreed to do that. Kandy also suggested giving away our 2010 seeds, and we said yes.

We should make signs (the ones that can be attached to our wire H's) for the bulb sale. The ones we have now say HPSW plant sale. Deborah agreed to investigate this. Pam is to tell Deborah where she got the wire H's. It was a sign shop near her son Gord'n's shop.

We'll list the bulb sale and the plant sale on our postcard which we hand out at the Flower and Garden show. We'll also have a bulb sale postcard. Bob printed them twice, so he'd have enough to leave at the Arboretum, etc.

Bob suggested we do a poster next year - to hang in the restrooms at CUH. We thought we should have more room for the tallyers and more room for the cashiers. Having the whole room would give us more room for these functions.

We had 207 sales. Caroline tallied 184 people coming in the door. Some people came through the cashier twice.

Bob suggested we snail mail the bulb sale postcard to our membership next year.

Grace will look into PayPal for paying for memberships.

Kandy reported that we spent about \$6000 on the bulbs. She didn't have the exact figures with her. We made about \$10,500 gross. The room rent was \$400, the banner was \$40, the paper bags were about \$100, the postcards cost \$80, the labels cost about \$80, food for the bulb packagers cost \$70, and the food costs to Janet Reed, who made soup for volunteers for the sale, was \$100. Printing the labels was \$9 and printing the photos was about \$23. That's about \$1000 of miscellaneous expenses. Thus we made about \$3500 on the bulb sale.

Bob had five people tally the value of the bulbs they got for free at the end and it averaged \$80 and there were 24 people there. So that's about \$1920 retail value of the bulbs we gave away. If we could have taken credit cards we would have sold most of those bulbs, we think. So potentially we could have made about 5000-5500 profit. We are overjoyed we made \$3500 on our first bulb sale.

Bob said he will make some adjustments on the bulbs he orders. The expensive Narcissus didn't sell, he won't order them again. He'll order more Crocuses and more Crocus types. Hyacinths are expensive and don't sell well but we need to have some. He'll order more Viridiflora tulips (they have a green stripe on a colored petal), they sold out. We had a lot of Narcissus poeticus, but the amount seemed okay, they sold well.

Grace said we need accurate representation of color on the tulips. People are really picky about colors on the tulips.

We agreed that going to the NHS sale and handing out our postcards was a really good idea and next year we'll get people to sign up for a shift, so Stefani doesn't have to do it all. Having them at the Miller lecture didn't work so well.

Bob talked about growing our own Colchicums. It may be a good idea to try to grow our own.

We asked about Kandy's water bill and were informed that HPSW is helping Kandy with her water bill.

Bob said we need to move the plants off Kandy's driveway. They get too wet when they sit on concrete all winter – they wick water up from the film of water between the pot and the concrete. Kandy said we will put landscape cloth down between her greenhouse and the fence to the south and store pots there; also plants that need shade can go up to the top of her lawn under the fir trees.

Stefani wondered how much energy we are expending on propagating our own plants?

3. Project Report – Programs

Deborah talked about Del Webber, who had an article in Pacific. He's interested in urban food gardening and vertical gardening. Deborah thought he'd be a good speaker. She will look up his article and send it to Beda.

4. Project Report – NWF&GS Booth

Deborah Stuteville contacted Paul Smith about coming to the October board meeting by email (but she may have had the wrong email) and he didn't respond. **Stefani** will contact him about coming to the November board meeting. If he can't come November 7th, we'll meet with him at a time he can come – we DO need to meet with him.

5. Project Report – Website.

Grace said she's still working on the website. She will port it to a different web update software.

6. Project Report – Public Garden

Bob has a meeting with Fred and David on Tuesday Oct 11 at 1pm at CUH. They will discuss the Memorandum of Understanding and Volunteer Policy which Bob and Grace typed up. **Grace** will send copies of the MOU and Volunteer Policy to the board. Pam agreed to come to that meeting, too.

7. Project Report – Logo

Grace said any slowness on the logo is her fault. She showed us a logo based on Crocosmia which her brother has come up with. It looks really nice. We need a color version – which will be 2 color, green and orange. The current

logo design has Hardy Plant Society of Washington in smallish letters along the bottom. We need a version without those words, for things like the website logo where the words would be too small. We thought it would silk screen on to T-shirts really nicely, and onto hats. We also wanted notecards with our logo, and stationery. We also want to make a rubber stamp with the logo, for stamping the bulb sale bags, and the seed envelopes. Maybe we could have a seed pod logo for the seed envelopes?

8. Other Business

Pam asked Bob if he's contacted Julie King about doing a newsletter for us and he said he hasn't.

Constant Contact. Stefani said it can do graphical emails, although Grace said we'll make our members mad if we do graphical emails. It handles email lists well. We thought Terri can look into it. Terri has replied with information on it, since she uses it at work.

9. Next Board Meeting November 7, 2011 at Deborah's