



Hardy Plant Society of Washington

Purpose: Board Meeting

Date: August 1, 2011

Location: Deborah Stuteville's house

Participants: Bob Lilly, Pam Perrott, Stefani Cushing, Kandy Kroll, Grace Hensley, Terri Bates, Coral Wilde, Alice Brewer, Deborah Stuteville. Absent: Carole Zebrowski

1. Agenda

- a. Flower and Garden show, inviting Paul Smith to the September or October board meeting to talk over his plans for our booth
- b. bulb sale
 - i. are the bulbs ordered?
 - ii. Dates and times for bulb packaging – people are already asking
 - iii. Buy cedar stakes for labels
 - iv. Borrowing plant photos etc from the Arboretum – progress?
 - v. Volunteer chair for the bulb sale – Janice Reed??
 - vi. Other topics for bulb sale
- c. Public garden

Update from Bob on his meetings at CUH, any progress?
- d. meeting in August – Bob on botanical prints
- e. Picnic retrospective – aside from the rain, was it a good site?
- f. update on logo/brand progress – Deborah
- g. potting up/plant sale report: Bob and Kandy
- h. garden tours July 23 – did anybody go? How were they?
- i. Stef – status of publicity list?
- j. Recruiting more volunteers – did anybody talk with Leslie Seman about being publicity chair?
 - a. Any ideas about a good candidate for volunteer organizing chair?
Janice Reed?
- k. Kandy's suggestion that we ask people, when doing 2012 membership their preference for numbers of emails they'd receive from HPSW. We already have members and non-members separated, but we don't ask about how many emails they would like to receive. Maybe this year we could work on getting some emailing lists worked out:

- i. members only
- ii. everyone we have in our mailing list.
- iii people who don't want ANYTHING but HPSW info.

l. update on asking Julie King if she'd do a newsletter – Bob. Bob has not contacted Julie King, said it was a low priority. We said no, he should do it soon.

m. any other business

2. Project Report – **Seed Exchange**

Bob would like to have new seeds at the bulb sale. We're waiting on Bob to clean seeds and have time to call the first seed packaging meeting. We discussed the seed list on the web. Grace said she has to cut and paste it in, she can't simply load an Excel file, so it's kind of a pain. Long term she'd like to have a database with a form for data entry, but the coding is complicated and she hasn't had time to do it yet. Kandy said she'd like to remove duplicates on the web, where we have a plant listed 2 or 3 times from different donors.

3. Project Report – **Logo**. Grace has contacted 2 people. One is too expensive. Her brother submitted a proposal to do a logo for \$400, which the board accepted. We discussed what we liked and didn't like about other garden groups' logos, and discussed possible flowers to be shown on the logo. We didn't want to pick one with major gardening groups devoted to it, like iris, daylilies, hostas, roses. We'd like it by mid-October. We liked the idea of it being off-center and using a perennial. **Grace** will follow up, she took notes on the discussion.

4. Project Report – **NWF&GS Booth**

The board decided to invite Paul Smith to the October board meeting to discuss his plans. **Stefani** will let Paul know to plan to attend in October. Stefani has been filling out the F&G show forms to apply for a booth. Stef has talked with Paul in the last month. He doesn't want a corner booth. Stefani also told Paul that we will provide helpers to weave the wicker. He was pleased at that. Bob said they may put us in a corner booth whatever we request, to watch out for that.

5. Project Report – **Publicity**

Stefani said we need to have someone make a list of landscape designers for our publicity list. For example, Tina Dixon. We suggested the Northwest Gardeners Resource directory as a source, and the Washington Association of Landscape Professionals, also the Specialty Nursery guide, and Washington State Nursery and Landscape Association, also the National Association of Professional Women in Landscape, The Garden Writers Association, Association for Women in Horticulture,

Washington State Horticulture Association, Association of Professional Landscape Designers, and similar organizations. Stefani reported she has made progress on filling in her list of publicity contacts.

Stefani wanted a list of garden writers. We listed Ric Reyes, who blogs regularly, Marianne Binetti, Ciscoe, Marty Wingate, Val Easton, Ann Lovejoy, Judy Philips, Kathy Fries. Pam will email the membership list to Stefani.

6. Project Report – **Public Garden**

Bob reported he met with David from CUH. David wants Bob to write the proposed MOA. Bob went through our proposed changes and David made some changes to Bob's suggestions. He doesn't have time to write a revised document himself. Bob will meet with Grace this week to revise the documents. He gave Grace the originals, which Grace will type in advance of their meeting. Bob said David goes on vacation after the curatorial committee meeting on August 8th so it would be good to have it ready by then.

7. Project Report – **Bulb Sale**

- a. are the bulbs ordered? No, not yet, Bob says. Bob said he needs to be authorized to spend another \$1000. The board moved and passed to authorize Bob to spend up to \$6000 on bulbs – the prior \$5000 plus \$1000 more. The bulbs are being ordered from De Vroom, Van Engelen, and Brent and Becky's. Bob will ask the vendors to email the invoices to Pam, so she can type in the varieties.
- b. postcards for the bulb sale. Grace was at the board meeting. We decided on 800 postcards. They will have bulb photos on the back, and will look like a postcard on the front, i.e. a blank space for mailing at the right, and bulb sale information on the left. We plan to give them to members and ask them to mail them to their friends. We agreed we want them ASAP. Grace will do them.
- c. Dates and times for bulb packaging – people are already asking. We agreed on September 24th and 25th, Saturday and Sunday, at Kandy's, 8-5. Bob will start training at 8:30. If you're late you'll have to do menial jobs, such as sticking on labels. We think we need 5-6 pairs of volunteers. Pam will send out an email with the dates and times, because she and Kandy have been getting questions about the packaging dates.
- d. Bulb sale banner: Kandy is researching inexpensive banners. She said she went to Office Depot and they didn't seem to have the same prices in the

store as on the web. Kandy wanted to feel the plastic they would use. She will also check Staples. Bing was very cheap – we're not sure how reputable they are. Stefani and Grace have grommet makers if the banner doesn't come with enough grommets. Terri said it should be hemmed – it makes it stronger. We agreed under \$100 is cheap. We liked the idea of yellow with black lettering. Pam will check with CUH on their rules for putting up a banner at NE 45th and 35th NE, a busy corner, and report back.

- e. Buy cedar stakes for labels? Bob said it has to be paint stirring sticks. The cedar stakes would work for plant pots but not for the bulb boxes. Stefani said she has several paint sticks and also has a bundle of the cedar stakes.
 - f. Borrowing plant photos etc from the Arboretum – progress? Bob said Paige said he can have all the Arboretum photos and boxes from their bulb sale. It's a crate of sticks, 3 bankers boxes of photos and around 6 plastic crates of folded boxes. Terri said they could be stored in her basement.
 - g. Volunteer chair for the bulb sale – Janice Reed seems to have offered at least to help. People said she'd be good. Kandy will ask Janice if she'd be willing to organize the volunteers for the bulb sale.
 - h. Labels for plant bags. Grace said she'd do them. Pam said she has offered to type into Excel the invoices so we have a list of varieties we're selling we can put on the web etc. We discussed what should be on the labels. Stefani said she was sure she had an example bag in her basement so we can see what the Arboretum put on their labels. We thought category e.g. Tulip; type of category e.g. Darwin; early, midseason, late; name of variety; color, height, number of bulbs in bag, price.
8. Project report: **Picnic**. People were happy with the place we had the picnic. Pam said she thought Beda would be willing to host us again next year. We agreed her garden is lovely.
9. Project Report: **Plant sale**. We had two potting up parties in July. We put up plant sale signs at the second one, but nobody came. We thought people don't think of buying plants in July. Terri thought we ought to put our energy into one

big plant sale in April and not have several. Pam and Kandy pointed out that we sold about \$2000 of plants at the May (2nd) sale.

10. Project report: **Garden Tours**. Several people were able to go on the July 23rd garden tour to Lee Neff's garden and Far Reaches Farm and Dragonfly nursery. People said they got to Dragonfly nursery too late and Heidi Kaster said she'd stay open for them to come back after Lee Neff's tea and garden tour. They appreciated that, said Heidi Kaster was very hospitable.
11. Project report: **Publicity chair**. **Kandy** reported that Leslie Seman is still out of town, but she will contact her once she returns.
12. We discussed HPSW emails, whether there were too many or not. This was a response to Kandy's suggestion that we ask members how many emails they want to receive. Pam said if they want to be off our mailing list, they let Pam know. Kandy thinks we should have 3 lists: members, interested folks, and people who attend the bulb or plant sale. We plan to have sign up sheets at the bulb sale so we can gather names for publicity for future sales. The assumption is these folks would only want notice of the plant or bulb sales. Terri suggested we investigate Constant Contact. The nursery she works for uses it to send marketing emails. It tells you if they were received, opened, etc. It costs about \$10 a month. **Grace** and Terri have ideas about mailing list.
13. Next Board Meeting Monday September 5th 2011