



Concord Garden Club Board Meeting

Sept 15, 2021

9:30-11:30

Present: Lauren Savage, Johane Telgener, Jeanie West, Nancy Betchart, Peg Blume, Tricia Wentworth, Barbara Jobin, Jo Ann Jordon, Melissa Detwiller, Kate Russo, Kim Arndt, Millie Lafontaine

Absent: Gretchen Coughlin, Pam Young, Robyn Cotton, Gayle Kimball

Guest: Meredith Cooley

1. **New Website:** Merideth Cooley, the website designer walked us through both the Public Face and Member Face of the website. All agreed that it was lovely, user friendly and full of great information. Thanks was extended particularly to Meredith, and to Lauren and Gena for the text that was supplied.
2. **Approval of minutes:** Minutes were provided in advance and approved unanimously.
3. **Financial Report:** Gretchen submitted a financial report as of the end of August which was distributed at the meeting. It was suggested and agreed that putting the financial report on the members' only website prior to board meetings would be useful and provide transparency.
4. **Art & Bloom:** Millie met with Miriam Carter and Sarah Nyhen at the League to discuss details of the event and coordination with the League regarding publicity. Millie and Melissa have set a date of Nov. 15 to determine whether Art & Bloom will be a go or no-go based on Covid numbers. The League looking at how many people their space can accommodate. Publicity will emphasize that it will be a 3-day event. Miriam asked that a garden club member be present during the 3 days to act as a liaison and hostess. Starr Manus is working on sponsorships. She has a nice letter and will use the new logo and list the website as a source of information. A raffle will not be held this year and the League does not want to charge for entry, so sponsorships are particularly important. Melissa has 4 groups who have signed up to make arrangements so far and we are hoping to get a good representation from garden club members, the public and professionals with a total of 20-25 arrangements. The League would love to have more pedestals that are white or can be covered with a cloth. Millie will find out exactly what they are looking for so anyone who is handy and would like to donate a pedestal can. Millie will be meeting with Miriam to sign a contract which is the same contract we've signed before. They requested that we invite other garden clubs to attend.
5. **Fundraising:** Kate Russo reported on the Fundraising committee's thoughts for this year which are focused on a garden tour tentatively scheduled for July 9th 2022,

10:00-4:00. They are hoping to get 4-6 gardens in Concord for the tour. Gayle Kimball spoke to Polly Schumacher regarding her experience with garden tours. The committee also talked about developing merchandise to sell, e.g., mugs and half-aprons with the new logo.

6. **Publicity Committee:** Gena said they had mostly focused on Art and Bloom and updating pictures, although Lauren pointed out that Gena had been quite involved in helping with the Website. The committee will be used to funnel info to the website.
7. **Membership:** Jeanie West reported that a year ago we had 46 full time members and 9 associate members. Since then 7 new members joined. She recently sent packets to 4 more people, Nicki Fitzgerald and Ann Mills who definitely want to join and. Meg Jeffrey and Tara Reardon who are possibilities. We have a net of 10 new members. Program and membership booklets will be distributed soon. Also, members will be encouraged to upload their contact info and a photo onto the Website.
8. **Community Service:** Kim Arndt will call the Friendly Kitchen regarding whether they want to begin having table arrangements again, now that guests are eating indoors. She will wait until later in the fall to talk to Merrimack County nursing home regarding the holiday arrangement activity we have offered traditionally. Lauren asked whether they had made contact re landscaping in front of the Coalition to End Homelessness. Kim will check with Pam.
9. **Other Business:**
 - a. The Fells would like to know if anyone from the CGC wants to make and donate a wreath for their silent auction in November.
 - b. Board meeting schedule. The next board meeting will be Wed. October 13 at 9:30 and thereafter will be the first Wednesday of the month. In October the board will consider whether to hire a company, e.g., Foursquare to set up a payment option on our website. While this may be convenient, the cost is a consideration.
 - c. Johane informed us that now that we have a website, we're going to become a chamber member for one year at the cost \$190/year.
 - d. Officers – While the 2021-22 slate of officers was proposed by the board at the July meeting, it was approved by the membership via email.
 - e. Peg asked about reaching out to the associate members regarding the new website. Peg will explain that Meredith will be doing a video that will walk members through the website and we all agreed to answer questions and help members learn about the site.
 - f. Peg had some questions regarding clarification of the financial report, particularly with regard to the fiscal year and how information is reported; Tricia Wentworth explained the report.

10. The meeting was adjourned at 11:06

Respectfully submitted,
Nancy Betchart