



Concord Garden Club Board Meeting

Nov 3
9:30-11:00

Present: Lauren Savage, Johane Telgener, Jeanie West, Nancy Betchart, Tricia Wentworth, Barbara Jobin, Gretchen Coughlin, Robyn Cotton, Gena Moses

Unable to attend: Peg Blume, Jo Ann Jordon, Melissa Detwiller, Kate Russo, Kim Arndt, Millie Lafontaine, Pam Young, Gayle Kimball

1. Minutes were posted on the website in advance. The board voted to approve the minutes as posted. Lauren said that the web designer recommended that we not post detail about the financial report on the website, so there was a discussion about what level of detail to include. The issue was tabled until a discussion could be had with the web designer. One suggestion was to include general information in the minutes, but let members know they are welcome to request detailed financial information from the treasurer, Gretchen Coughlin if they desire it. Another suggestion was to post the end of the year financial report. Final decisions regarding the posting of financial information are to be determined.
2. Financial Report- Gretchen distributed details regarding our finances. We currently have a balance of \$4418. Income was \$1311 which was from dues and program fees. Expenses for this year have been \$3505 which include items such as publication of our booklet, program fees, memberships (e.g., Audubon), insurance, and the web design. A motion to approve the financial report was unanimously approved.
3. Art and Bloom – Millie and Mellissa, who could not attend, submitted a report to Lauren who shared it with the board. To date, there are 18 designers committed to Art and Bloom. Sponsorships are slow, only 3 to date. The committee will meet on Nov. 15th to make a decision about whether to hold the event. The League has emphasized their desire to have at least one CGC member present at all times during the 3 days the art is on display to serve as hosts. The committee is recommending a modified opening event – much smaller with some simple bagged snacks and perhaps wine. There was some discussion about considering having 3 days of smaller events. Publicity will meet with the Art and Bloom committee to discuss the poster and confirm sponsors. Jeanie mentioned Upstairs Downstairs Downtown and how they limited the attendance by having people sign up for specific times. So there was some discussion about signing up, but no recommendation was made regarding that idea. The board is recommending to the Committee that we go forward with the event, but the Art and Bloom committee will make the decision. Nicki Kilfara will type up the list of flowers to hand out to visitors.
4. Program Committee – Barb Jobin and Robyn Cotton gave a report about programs. Twenty-five members and 2 guests are signed up for the Fells trip on Monday, November

8th. Ruth and Barbara will send out instructions to participants about carpooling etc. Barbara mentioned that there is a café at the Fells where people can get lunch if they desire. The next program is wreath making on Wednesday, December 8th. Nancy raised a question about cost of \$15 since dues usually cover speaker fees. The fees are to defray the cost of the speaker so that the program committee stays within budget. The March program will be an author speaking at Gibson's and the April meeting will be the golf course superintendent at Concord Country Club giving a presentation on lawn care. Nancy raised a question about the lawn care program and whether it would address environmental concerns since conservation and the environment are core values of the club.

There was a discussion about the fact that the budget for programming is very tight because speakers' fees have gone up considerably. Johane suggested that at some point we have a conversation about the dues and whether we need more funds for professional speakers or whether we want to try to keep programming to more local speakers who are less expensive.

5. Community Service – Pam and Kim submitted their report to Lauren. Community Service Committee will meet Nov. 15 from 9:30 to 12:00 to go over table decorations at the Friendly Kitchen and then will go to Peace Pole at White Park to plant bulbs that were donated by a family of a woman who died of cancer. They informed us that we will not be going to Merrimack Valley nursing home because of Covid concerns, but the committee has an idea to create arrangements of greens and deliver them to the nursing homes with a bag of decorations so residents can decorate their own. They wondered if the board thought that the CGC members would be interested and the board agreed that this was an idea that would be embraced by members.
6. Fundraising – Johane reported for this committee. They have not met since their last meeting, but will meet again soon. They have set the date of July 9, 2022 for a landscaping tour. Their other idea for fundraising is to offer merchandise with our logo on it. One idea is a gardening apron, but the committee did not particularly like the one sample they had. Johane also showed us 3 mugs which would have our logo on them and sell for \$4 each. Board members seemed more enthusiastic about either gardening gloves or a gardening apron or a gardening tote than the mugs. Robyn asked who the target audience is for merchandise and Johane said primarily CGC members. A discussion followed about the need for stationary that has garden club logo on it for writing thank you notes. The board has agreed that publicity (Gena Moses) will get some simple stationary for thank you notes. Nancy mentioned that she liked the Art and Bloom notecards that we have sold in the past.
7. Membership – Jeanie West gave the membership report. We currently have 57 members including 4 new members: Deb Carley, Tara Reardon, Ann Mills and Nicki Fitzgerald. There was a question about another potential member, a friend of Barbar Jobin's, who she will follow up with. Also Juliana Gadoury from Kimball Jenkins has inquired about membership for Kimball Jenkins. There was a brief discussion about organizations becoming members and whether their dues would be different and what that membership

would entitle them to in terms of attending programs etc. No decisions were made, but Jeanie will follow up with Juliana. Gena Moses had another name or two of people who had inquired on the website that she will give to Jeanie for follow-up. Jeanie pointed out that the by-laws still say that the Membership Chair will submit a letter to the Board proposing new members. The Board had agreed several years ago that “sponsorship” and letters of recommendation were not necessary to become a CGC member, so this language needs to be updated in the future.

8. Publicity – Gena will be meeting with Art in Bloom committee next and will be getting stationary. The board decided that the Publicity Committee should be responsible for maintaining a master list of CGC member and others who have expressed interest in the club. This list will be maintained in WIX, the website platform. Gena will meet with Meredith for training.
9. Other Business – Jeanie, Johane, Barb and Lauren made a wreath for the Fells exhibit.

Meeting adjourned at 11:00

Next meeting Dec. 1 will be at Johane Telgener’s home.

Respectfully submitted,
Nancy Betchart
Secretary