



Concord Garden Club Board Meeting

July 14, 2021

9:30-11:30

Present: Lauren Savage, Johane Telgener, Jeanie West, Nancy Betchart, Peg Blume, Gretchen Coughlin, Gayle Kimball, Barbara Jobin, Millie Lafontaine, Robyn Cotton, Gena Moses, Kim Arndt
Absent: Tricia Wentworth, Jo Ann Jordan, Linda Gilbert

1. Financial Report-Gretchen

\$7124 total is in the CGC checking account. The CGC CD (currently \$8172) comes due the first of Aug. and is early at the the rate of .2 percent. The CD is Polly Perry money. Whether to renew the CD was discussed and there was a unanimous vote to renew it for 6 months.

Additional financial items included support for getting our own zoom account at the cost of \$150-\$175 annually. Zoom can be listed under a club name, but only 2 people may administer it. Gretchen also renewed our Quicken account and will renew the Chamber membership (\$190 annually). Other annual expenses include Audubon Membership and Insurance. 2 members have not sent in their dues and one associate member have not submitted their dues and will be contacted with reminders (Not sure who agreed to do the reminding??)

2. Program Committee Report and Budget proposal- Barbara

Jobin and Robyn Cotton The PC is proposing 5 programs for 2021-22: two Zoom programs (one in the home, one at a site), 1 filed trip and 2 live presentations. Details below:

- a. November. Christmas at the Fells – tour – cider and donuts (\$15 each for members)

- b. December –A hands-on Zoom program to create a Williamsburg-inspired wreath with a nationally known floral designer, Amy Balfours. She will send a recipe for the items needed to create a wreath or members can just watch the workshop. She'll do a q &a.
- c. Saturday, March 26 at 1pm. Author Ellen Ogden will speak at Gibson's on Kitchen Gardens. There could be opportunities for fundraising at this event which will be open to the public. The Fundraising committee will consider o raffle items, e.g., one of Ellen Ogden's books, a basket of kitchen supplies from What's Cooking, pruning shears, potted herbs, etc. The hope is that Gibson's will contribute by promoting the event, e.g., pay for the newsletter and newspaper ad. The author's fee is \$650.
 - * Suggestion – make up a small brochure or packet re information about joining the Garden Club.
- d. April Program –a presentation by a golf course professional about how to make your lawn look like a golf course – significant others will be invited.
- e. June program: Mocktails and Cocktails via Zoom from a distillery in Tamworth–at Kimball Jenkins House. Opportunity for us to forge a relationship with KJ. They want to do more with gardens so it will be fun to explore options. Robyn will pick up kits with full bottles of mixers and spirits. Groups of 4 people will learn how to make both a mocktail and a cocktail. We'll get a tour of the distillery and gardens where they harvest their herbs. Instead of a luncheon, program committee is proposing heavy appetizers. Have the appetizers catered. This is a combination program and social to which significant others will be included.

Note: Gena mentioned that she had taken a master gardening class a few years ago that recreated the original gardens at KJ. Not sure what the state gardens are in now. There was a discussion about Kimball Jenkins vision for increasing community participation and use and partnering with CGC.

Note 2: A new Master Gardner class starting up at Shaker Village and Susan Woods is interested in other Garden Club Members joining her in the class.

Program Budget. A program budget had previously been suggested at \$2800. This program outline will run about \$2650. A motion to approve a programming budget for up to \$2800 for the 2021-2022 year was made and seconded. There was unanimous approval of this motion. There will be some additional fees of \$10 to \$15 for a few programs which Robyn pointed out was viewed as acceptable by a majority of members in the survey.

3. Membership- Jeanie West

- a. Total of 7 new members this year, 1 resignation. 1 switched from associate to full membership. New members this year include Teresa Rosenberger, Starr Manus, Jenny Robson, Mary Denke, Sylvia Larsen, Susan Madden, Nickie Kilfara. New members need to be assigned to committees.
- b. All new members are invited for coffee at Joahane's house on Monday July 20th, 2021. Millie asked to be included to talk to members about Art in Bloom.

4. Web site proposal discussion-Johane Telgener and

Lauren Savage met with 2 companies (Firehorse and Meredith Cooley) whose proposals came in at approximately \$7000 vs. \$1460. Meredith Cooley had thoughtful ideas. A website would be a vehicle for consolidating info and services. Robyn – it's a great idea, but who is going to maintain it? A limited number of people have website skills. Meredith's rate is about \$50/hour to maintain. Can we get an estimate for an annual maintenance fees. Gena as the chair of publicity is not interested in being an active web site person. The website would be kept simple to start and Johane said that we are not ready for a blog. Gena asked what are we trying to achieve with the website? Lauren mentioned that we would be moving the club into the 21st century and can attract new

members with better information. Gena mentioned that we can't accommodate too many new members. Lauren suggested we ask Meredith to create a basic website and then ask her to come and talk to the board about details. A discussion ensued regarding how we would cover the cost of the website – options included raising the dues, using fund-raising monies, using current funds (since we have a balance of over \$7000 and the programs will be \$2800 or less, we do have enough funds to cover the cost of starting up the website. Robyn noted that a website will only have a useful life of 3-5 years before major changes will be needed. 100th anniversary is coming up in a couple of years and Lauren would like to see the club's exposure expanded via the website. Gayle made a motion to approve the website for \$1500 which was 2nded and unanimously approved. Gayle will send Meredith a list of technical questions, and Gena would like input.

5. Art and Bloom Report-Millie Lafontaine

Millie and Melissa have spoken to the League of NH Craftsmen and tentatively scheduled Art in Bloom 2022 for January 20th running for 3 days. The League wants a garden club member to be there for the entire exhibit to count visitors, but we have not agreed to that yet. Millie and Melissa need to have designers identified by the beginning of October. We've had 22 to 25 designers in the past and hope to have between 20 and 25 this year. The venue will cost \$300. Millie is looking into other options for Art in Bloom in the future, such as, the Kimball Jenkins Estate or the Kimball House associated with the Capitol Center for the Arts or the Law School. Board members were positive about pursuing the Kimball Jenkins Estate as a venue in the future, in collaboration with local artists who might be setting up an art show there.

- a. We discussed whether to hold a raffle and the board agreed not to. Melissa and Millie raised the question re selling tickets and the Director at the League does not want us to sell tickets. A discussion of how are we

going to fundraise ensued. The primary idea was to boost sponsorships to raise money and to ask members and others to be “contributors”.

- b. Robyn suggested just one or 2 raffle items – Millie suggested a weekend somewhere might be attractive
- c. Refreshments should be scaled back due to Covid, e.g., fewer appetizers, perhaps a few snacks, like nuts in little cups.

6. **Future Board Meetings** a discussion about the best days and times for the board was held. We agreed that the 1st Thursday of the month at 9:30 would continue to work. Next Board meeting will be August 5th at Johane’s house (tbd).

7. **Community Service-Kim Arndt**

Update – Pam and Kim deadheaded and planted flowers at the Peace Pole garden at White Park. Difficult to schedule a date for others to participate since Kim and Pam basically decided what works for their schedule. The garden cleanup at Shaker Village that occurred twice in the last year is community service and has had a reasonable turnout. Gena would like help planting the traffic circle at Auburn and Center Streets. Kim as phoned Hospice House re planting their gardens with no return calls. The Merrimack County Nursing Home Christmas greens arrangements will be considered a community service project and Kim will contact them this fall about the possibility of continuing that activity as in the past or doing a variation on it, e.g., putting the greens in containers and delivering them to the facility for the residents to add decorations included.

8. **Fundraising - Gayle Kimball**– There was a fundraising committee meeting of Gayle, Kate Russo, Johane and Diana Witta. They had a discussion about pursuing a garden tour, possibly of local homes or of landscape designers’ or hardscape designers’

creations. Robyn mentioned that Polly Shumaker had organized several garden tours as a fund raiser for South Congregational Church in years past that were very successful and recommended that the fund-raising committee get ideas from her. Robyn agreed to give her a call. Barbara Jobin will inquire about specific gardeners or hardscape designers. Board members were enthusiastic about the garden tour idea. Robyn volunteered to help. Nancy suggested that we bring back the Art in Bloom gift cards. Peg Blume said that Linda Gilbert still has old cards and that these could be brought back and/or given to new members as a “welcome gift” or one or two cards could be given in prospective member packets. A suggestion was made to create new cards from some of our more recent Art in Bloom photos. The cards don’t cost that much to produce and Peg said they had easily paid for themselves.

9. **Publicity** Gena – wants to be included in Website discussions

10. Announcements

- Kim Arndt Pumpkin Hill Lavender in Warner --- 14th to the 18th. \$10 on a weekday \$12 on the weekend.
- Peg Blume shared info re a sunflower farm near Quechee or Woodstock, VT.
- Lauren went to Bill Noble’s garden in VT.– 300 people did the garden tour, “Digging deeper” and she found it valuable.
- Avant Gardens is a recommendation in Dartmouth, MA.
- Bedrock Gardens near Exeter is an idea for a future field trip

Meeting adjourned at 11:30.

**Respectfully submitted,
Nancy Betchart**