

Concord Garden Club Board Meeting

January 3, 2022

9:30am

Present: Lauren Savage, Johane Telgener, Jeanie West, Gretchen Coughlin, Tricia Wentworth, Peg Blume, Gena Moses, Nancy Betchart, Jo Ann Jordan, Kim Arndt, Pam Young, Millie Lafontaine, Melissa Detwiller.

Not able to attend: Robyn Cotton, Barbara Jobin, Kate Russo, Linda Gilbert, Gayle Kimball

1. Approval of December Meeting Minutes. The minutes were sent to board members in advance of the meeting. Lauren asked if members had any comments or corrections. There were none– minutes approved unanimously.
2. Financial Report. Gretchen Coughlin reviewed the clubs finances to date. We brought in \$2946, but have spent \$4627. Some of those expenses were one time, e.g., the approximately \$1900 for the website and about \$250 the new logo. We also had some new expenses, e.g., the Chamber of Commerce membership which we can revisit next year after determining whether it helped recruit new members. So far we've brought in \$1275 in sponsorships for Art in Bloom. Our CD is worth approximately \$8882 and needs to be renewed in the next month. Tricia asked why we have over \$8000 from the Polly Perry money in a low-interest CD and suggested we consider moving this money into a money market fund. Gena recommended that we move it to a money market at Merrimack County to give us a bit more flexibility to use the money. Tricia made a motion to move the money to a money market to increase our flexibility. Gena 2nded the motion and it was unanimously approved. Later in the meeting, Gena looked up the rates and found that the CD was 1.5%, but the money market was .1%. The original motion was reconsidered with a new motion to allow the CD to rollover, but suggested that within the next 6 months we revisit whether we want to withdraw some money for contributions. This second motion was unanimously approved. Gretchen asked that the request for dues go out earlier so that they can be submitted by the end of May. It would be helpful to have all the dues collected within one fiscal year. Kathy Jordan sends out the request for dues along with the notice regarding the annual luncheon. We hope to have the luncheon this year and will make a decision by March. Jo Ann and Nancy will research locations.
3. Art & Bloom Committee Report – Millie reported that Art in Bloom is going to happen from Jan 20 to the 22<sup>nd</sup>. At 1:00 on Thursday, the 20th, Designers and Garden Club members are invited for a “walk-through”. Millie is asking us to invite friends to come to see the exhibits. All designers are welcome to come Thursday, Friday and Monday to pick out the inspiration art. There will be more to choose from later. Melissa and Millie will take photos of art for those designers who can't make those times. Nicki Kilfara is getting volunteers to be present at the league to greet people and to hand out the list of botanicals. Millie asked if we have a brochure and we do not yet, but we can point people to the website if they are interested. We are hoping for a steady flow of people coming, looking and leaving. We have 18 or 19 designers so far. All the art work should

be in by Friday. Millie got masks to hand out to visitors and hand sanitizer. Gena sent material to the Insider a month ago but hasn't heard back from them. An article was in Around Concord. Gena also set up an "event" on Facebook. Millie was asked about expected expenses for Art in Bloom... it was just \$75 for the posters and the \$300 fee to the League.

#### 4. Committee Reports

- a. Community Service – Kim and Pam. Lauren read a newspaper article on a conservation grant of \$275,000 for the Merrimack Greenway trail which will cover about half the cost of construction. The city of Concord will add a ¾ mile stretch that will extend from Manchester Street to Loudon Road. We've given to this initiative twice from the Polly Perry funds. Perhaps it's time to create a community service budget so that we can plan our contributions.
- b. Fundraising – Johane - no report. The committee will meet by the end of January.
- c. Membership – Jeanie will send an email announcing all new members – Jeanie also is suggesting that we offer links to people re programming to reach out to potential members. Another idea Jeanie suggested is that we think about offering some talks or projects in the public schools. Pam Young mentioned that the White Farm program was a good way to reach kids and that we used to engage with them through it. Nicki Fitzgerald set up an herb garden and a presentation about composting there in the past. Lauren suggested that this is something for Community Service to look into.
- d. Publicity – A teacher wrote to Gena that her student found useful information on our website re pollination and she offered a link that we may want to add. Gena posted photos of wreaths from the wreath making program. She has sent as much info as possible re Art in Bloom to various news outlets. There was an article in Around Concord. Millie has distributed half the posters and Melissa will distribute the other half.
- e. Programs- Report from Robyn. Programs were budgeted at \$2800, but we'll come in well below that.

#### 5. Other business.

- a. Communication. Jo Ann suggested that that we continue to send out emails monthly to members to keep them informed re minutes, new members, etc. She suggested that some people are not going to the website. We might need to have a transition period to keep people connected and to get people used to going to the website. Lauren asked Peg what the associates might need with regard to communication. Peg said she could sometimes print information and mail it.
- b. Jo Ann asked if there was any initiative regarding recruiting new officers for next year and Lauren said that it was under consideration.

The meeting adjourned at 10:50  
Respectfully submitted,  
Nancy Betchart, Secretary