



Concord Garden Club Board Meeting
February 7, 2022
9:30am

Present: Johane Telgener, Lauren Savage, Gretchen Coughlin, Peg Blume, Gena Moses, Nancy Betchart, Linda Gilbert, Millie Lafontaine, Gayle Kimball

Not able to attend: Jeanie West, Pam Young, Kim Arndt, Robyn Cotton, Kate Russo, Melissa Detwiller, Tricia Wentworth, Jo Ann Jordan

1. Approval of December Meeting Minutes. Nancy drafted minutes that Johane sent out in advance for review. There were no corrections or additions to them and they were unanimously approved.
2. Financial Report. Gretchen prepared the financial report that Johane sent out in advance for review. Sponsorships for Art in Bloom were \$1425 and expenses totaled approximately \$400. Gayle Kimball brought up charitable contributions of funds from this fund-raiser and Lauren said we'd have a discussion at a later time about whether Art in Bloom is more of a program or a fundraiser. No decisions were made regarding any donations from these funds. Current cash balance is \$4986. Additionally we have have \$31,536 in the Polly Perry fund with the Charitable Foundation. Gretchen renewed our CD (approximately \$8800) which will come due again on August 1, 2022, but it is only earning at .1 %. Gretchen also reported that she sent the 990N form to the IRS. There were no other questions regarding the financial report.
3. Committee Reports
 - a. Art in Bloom: Millie felt that the event went beautifully and everyone who came appreciated it and enjoyed it. There were outstanding arrangements. She suggested that not having the gala changed the focus from a social event to more of a focus on the art and the arrangements. Many members stepped up to be hosts and all were welcoming. The final tally of visitors was 457. Last year there were over 600, but over 275 were at the opening. Millie said there were 4 pieces of art purchased. Johane noted that how much art was purchased could be a negotiating point for the \$300 fee that the league charges us since they were not likely to have had nearly as much traffic without Art in Bloom. Johane also mentioned that Art in Bloom has often been the same weekend as Black Ice, but it was nice it wasn't on the same weekend so there was no conflict. Kudos were expressed by the board to Millie, Melissa and Gena and their committees for organizing and promoting the event. Thanks were also given to Gayle Kimball and others on fundraising committee that recruited sponsors. It was announced that we already have one sponsorship for next year. Millie was asked about her thoughts regarding moving Art in Bloom to a different venue. She reported mixed feelings. She likes the variety of Art and the location although there have



been a few issues with the League. But changing to a different venue, e.g., the Kimball Jenkins estate would mean coordinating with artists for an art show etc. The Board agreed that now is a good time to work out any challenges with the League since they are not busy at this time of year. Millie and her committee will have a “debriefing” meeting within the next week or so.

- b. **Publicity Report.** Gena reported that the publicity work for Garden Club is mostly focused on Art in Bloom and the rest is just putting up albums on Facebook. She mentioned that she forgot to contact other garden clubs and wants to make sure we remember to do so next year. Lauren mentioned that we have worked with Candia and Hooksett garden clubs, and that Peterborough and Meredith have garden clubs, and Nancy said Loudon has a garden club. When asked about whether there was increased traffic on our website after Art in Bloom, Gena found that there were 30 page views on Facebook which was not too much of change.
- c. **Program report.** Neither Robyn nor Barbara was able to attend this meeting, but Linda Gilbert gave a report on the March program. She has been in touch with Ellen Ogden, the author and program speaker for March and also with Gibson’s book store. She is not sure if the program will be in person or via Zoom, but Gibson’s will make the decision. The program is scheduled for Saturday, March 26, 2022 at 1pm, but there is a misprint in the program booklet which lists it as the 25th. Gena pointed out that the website also has the incorrect date so she will contact Meredith about correcting the date and also noting that whether the event will be in person or via Zoom will be determined closer to the date. The Presidents will send out an announcement that the accurate date is March 26th. Linda also stated that Gibson’s will give us 10% of any books that are purchased.
- d. **Fund Raising.** Gayle reported that the fund-raising committee is moving ahead with plans for the Garden Tour event to be held on Sat. July 9th. They had been in touch with Polly Schumacher who shared the program books (Beyond the Garden Gate) from her past experience organizing and running a garden tour program for South Congregational Church. Gayle said they were still identifying gardens, getting organized with regard to logistics, publicity and sponsorships. She suggested that we open a little competition to the garden club members to come up with a title for the tour. The committee is thinking of charging \$20/ticket in advance, and \$25/ticket for same day purchases. They also discussed having Kimball Jenkins House and Franklin Pierce House on the tour. Gena went through the master gardener class and her project was the Kimball Jenkins house. She’s not sure where they are now in terms of upkeep of the gardens. Tentative plan is to start the tour at Kimball Jenkins House. Millie suggested Rollins Court as a garden to put on the tour. Gayle would like to invite Garden Club members to have their gardens on the tour first, and then consider others. Lauren suggested there is a “sweet spot” with regard to how many gardens to include – enough to keep it interesting, but not too many. Linda suggested that the Women’s Club of



Concord needs to have its gardens spruced up. Lauren had spoken with Barbara Ruedig about this also and told her that installing and maintaining gardens is not what we do. Historically when we've done installations, no one maintains them. Linda said the Women's club has money to purchase plants. Nancy asked Linda what kind of "sprucing up" the Women's Club gardens need and Linda thought mostly clean-up and annuals and/or perennials for color. Nothing was decided about following up on this suggestion. Laurie mentioned that she has the tree tour book that she will give to Gayle if they want to consider including those..

- e. Associate members – Peg Blume had no report.
 - f. Membership. Jeanie submitted a report that we have two new members,
Michele Cota
30 Rumford Street
Concord, NH 03301
michelecotanh@gmail.com
603-860-7768

Ann Cope
5 Woodbine Ave
ann@anncope.com
978-609-8460
 - g. Community Service – no report.
4. Annual Meeting – Nancy, Linda, and Jo Ann have been exploring the Common Man as a venue for the annual meeting and luncheon since it had been research and tentatively arranged in 2020; however, some board members were not comfortable with a meal in a closed space. Lauren thinks it's important to come together since we haven't been together for over 2 years. She'd like to have it be more of a strategic planning session so she wouldn't want committee chairs to stand up and read reports. She would like to discuss directions for the club with topics such as programming, cost of dues, and fundraising. The suggestion was made to send reports out electronically in advance and then let members ask questions of each chair. After discussing various options including the Kimball Jenkins House, e.g., under a tent or in the carriage house, with or without a luncheon, it was decided that this year's annual meeting will not include a luncheon and we will keep it simple with coffee, pastry and fruit. We'll hold the meeting in the morning before lunch. Peg mentioned that Kimball Jenkins carriage house rental was \$400 two years ago and they had a strict cancellation policy. Other ideas were floated including holding it at the Women's Club of Concord or the Audubon Society where we have access to a large room since we have a membership there. The date is Thursday May 5th. It was agreed that the Audubon Society and Women's Club are good choices, although Lauren wanted us to still consider the Kimball Jenkins Estate. Nancy, Linda, and Jo Ann will look into these options and make a recommendation at the March meeting. We will arrange a caterer for coffee, pastry and fruit and we agreed that there would be no charge to members.



5. Succession Plan – A small group of board members met via Zoom last week to discuss plans for new officers. Johane Telgener has agreed to stay on one more year as President and Gena Moses has agreed to put her name forward as Vice President. The plan would be that she would service as Vice President for a year and then President for one year. Tricia Wentworth is willing to have her name put forward as Vice President the following year. These officer nominations will be voted on by the membership at the annual meeting. We will need to make changes to the by-laws regarding length of terms of the president and vice-president since currently the bi-laws state that the Vice-President and President positions are 2-year terms. Other open positions include Program Chair and Publicity Chair since Barbara Jobin, Robyn Cotton and Gena Moses will be stepping down from those positions. Nancy Betchart will be stepping down as secretary, but Laurent contacted Reenie Waters who is willing to resume that responsibility. Nancy suggested that the members be notified of board openings and invited to express interest in any open positions.
6. Other business. Next meeting will be on Monday, March 7, 9:30 at Johane's home.

The meeting adjourned at 11.05.

Respectfully submitted,
Nancy Betchart, Secretary