**Benton County Master Gardener Association**

**Board Meeting**

**January 11, 2016**

**In Attendance:**  Hank Beuttel, Kathy Clark, Sally Elliot, Steve Jacobs, Judith Kenner, Deb Kern, Jennifer Klammer, Paula Lupcho, Pami Opfer, Sandy Piper, Richard Taylor, Jana Tindall, and Dee Wallace

**Location:** Benton County Extension Offices

President Jennifer Klammer called the meeting to order at 9:07 a.m.

**Mission Moment:** Jennifer Klammer invited board members to refer to the Master Gardener Mission Statement as printed on the front of the Directory when they are considering what to highlight during the Mission Moment portion of board meetings. Rich Taylor then reported that Gearing Up for Gardening has been packed and that attendees seem to be excited about this year’s focus on vegetables.

**Gardening Moment:** Jennifer also expressed that any gardening experience that is “fun” can be shared as a Gardening Moment. Paula Lupcho shared that she is now planting only what she’ll eat.

**Adoption of Minutes: It was moved, seconded, and passed to adopt the November 2, 2015 minutes as amended.**

**Proposed Changes to Articles of Association and Bylaws:**

* Paula Lupcho reminded board members that the Articles of Association and the Bylaws are legal documents for which changes must be posted two weeks before a monthly Master Gardener Association meeting, giving members an opportunity to discuss the proposed change(s) before voting on it/them at their meeting.
* Amendment to the Articles of Association—the purpose is to add a new elected board position with voting rights and to assign duties to that office:
	+ Article III—Officers
		- Section 2. Add “Communications Liaison” to the list of elected board positions.
		- Section 3. Add “h. Communications Liaison—shall solicit and provide news and information for extension publications and coordinate with extension support staff regarding the dissemination of information.”
* Amendment to the Bylaws for the same purpose.
	+ Article III—Elected Officers
		- Section 1. Add “Communications Liaison” to the list of elected officers
		- Section 3. Add “i. Communications Liaison—The Communications Liaison shall solicit and provide news and information for extension publicationsand coordinate with extension support staff regarding the dissemination of information.
* **It was moved, seconded, and passed to forward the proposed amendments to the Articles of Association and Bylaws to the general membership for their consideration and approval.**
* The Policies and Procedures are guidelines for our everyday practices. Board members can change this document; however, if they do, they need to recognize that change(s) can affect the Articles of Association and Bylaws. The following changes were proposed:
	+ Appendix A—Job Descriptions: Change “Newsletter Editor” to “Communications Liaison.”
	+ Dues and Fiscal Year: Regarding when dues are payable, Article VI—Dues and Fiscal Year: Section 2. Bring the Bylaws and Policies and Procedures in sync with each other regarding our fiscal year by stating “The dues shall be established by the board annually, payable *by December 31 of the preceding year”* instead of “January 1.”
	+ Lifetime Member: Section 6.2.4. As stated in this section, the BCMGA pays annual dues for all Lifetime Members. The proposed amendment adds “unless the Lifetime Member is no longer a resident of Oregon” to this section regarding dues.
* **It was moved, seconded, and passed to amend the Policies and Procedures as proposed.**

**Committee Liaison Assignments:**

* Jennifer Klammer reminded board members that it is the responsibility of the board liaisons to stay in contact with committee chairs and report to the board.
* Hank Beuttel will talk to Kathi Tucker regarding whether or not she wants to remain chair of Get-Outdoors-Day and the possibility of getting pictures from her to use on the website.

**2016 Board Goals:**

* Jennifer Klammer suggested that the BCMGA mission as it specifically relates to education and outreach is not especially visible to the general public and that the board’s goals for 2016 could enhance this aspect of our mission. Would members of the board like to assume a more active role in the demo garden, the spring plant sale, Gearing Up for Gardening and Insights, and the clinic desks, and, if so, what could the extended activities be? Suggestions included developing a “Topic of the Day” to be presented at the Farmers’ Market, possible workshops to be conducted at the demo garden, investigating possibilities for social media, and developing signage for the demo garden. Sally Elliott will follow up regarding these suggestions.
* Additional possible ideas included:
	+ Asking current trainees to participate in the Farmers’ Market clinic table which would count towards outreach hours and encourage trainees to be more engaged.
	+ Weekly radio topics:
		- Pre-recorded
		- Perhaps 3-minutes each
		- Prepared text could be used in various ways, e.g., social media
		- Could be re-used without problem since they would belong to the BCMGA
		- Training for speakers would probably be necessary.
		- The Outreach Committee will continue to investigate this idea
	+ Demo Garden workshops:
		- Perhaps develop a series similar to Gearing Up for Gardening
		- Each workshop would be less than one hour.
		- On-line registration would hold attendees accountable regarding attendance.
		- The Outreach Committee would be involved in the advertising.
		- Steve Jacobs will bring the idea up at a Demo Garden committee meeting and report back to the board.
		- Jennifer Klammer will oversee this possibility.
	+ New Fairgrounds signage:
		- It’s important to build a relationship with the new Fairgrounds Manager.
		- Judith Kenner will explore this possibility.
	+ Greater Social Media exposure: Rich Taylor is already the chair of the Outreach Committee’s Social Media subcommittee.
	+ Public awareness of the many gardens that can be enjoyed:
		- A self-guiding tri-fold brochure and/or a big map to show were the gardens are located.
		- Jana will take this idea to the Outreach Committee for consideration and possible development.

**Treasurer’s Report:**

* Paula Lupcho reported that by the end of December, 2015 (84%) of the 2015 membership had paid 2016 dues. She will be tracking the dues throughout the year and reporting to the board.
* Paula distributed copies of the monthly financial reports plus the End-of-Year Financial Summary. The latter is a legal document and requires the board’s acceptance. **It was moved, seconded, and passed to accept the 2015 End-of-Year Financial Summary as presented.**

**Oregon Master Gardener Association Report:**

* Jennifer Klammer has a list of the paperwork that the BCMGA is legally required to submit to the Oregon Association (see attachment).
* Rich Taylor will be attending the meetings this year which will be held in Grants Pass, Hood River, McMinnville (in conjunction with Mini-College), and Tillamook.
* Jana Tindall followed up with the OMGA in trying to understand why the Oregon Association approved a 2016 deficit budget; however, the only explanation was that there’s plenty of money and they are not worried about overage. It was suggested that the Oregon Association is depending on surplus income from several years ago. Kathy Clark pointed out that the BCMGA status depends on the Oregon Association’s existence. Pami Opfer will ask Gail Langelotto to keep the BCMGA informed.

**Board Member Training:** The following board members will attend the January Non-Profit Board Training at the Oregon State University LaSells Stewart Center and will report at the February meeting: Christina Clark, Sally Elliott, Steve Jacobs, Judith Kenner, Rich Taylor, and Peggy Worthington. Jennifer Klammer asked them to listen especially for what we as a board can do to improve our organization.

**January BCMGA Meeting:** Kim Shearer-Lattier will talk about Developing New Landscape Plants at 7:00. These monthly meetings are held on the third Monday of each month and count as continuing education hours. Pami Opfer will send e-vites in an effort to encourage attendance.

**Plant Problem Scenarios:** Deb Kern reported that the scenarios will be part of the training sessions from January 21st to March 10th. They have been updated slightly including reference links provided by David Hall. There is still room for additional volunteers to participate. The first one-half hour can be entered as continuing education, the remaining time as outreach.

**Outreach Committee:**

* Jana Tindall reported that the committee has adopted printing templates with consistent fonts and colors and that include the Oregon State University Extension logo.
* Signe Danler is working on a new recruitment brochure.
* The Outreach Committee will have a BCMGA display in the Footwise window January 26th through February 8th.
* Rich Taylor and Hank Beuttel are developing a Dropbox folder for social media use.
* Some TV advertisements have been finished and will be sent to Jennifer Klammer who will forward the information to board members. They will be 100 showings of 30 seconds each between January 22nd and February 5th on Comcast channels that gardeners watch. Comcast identifies the specific channels.

**Mentor Coordination:** Hank Beuttel reported that there are three new mentors and that they now have a check-off list for the mentors to complete with their trainees. He will customize it for Benton County. He and Pami Opfer are looking at the possibility of changing the trainee-mentor potluck to be similar to the end-of-year graduation format, each county facilitating its own master gardeners. Details are yet to be worked out.

**Extension Report** from Pami Opfer:

* The last day for this year’s training classes will be March 17th. This year the morning will include class and exams and in the afternoon the trainees will tour their respective Extension Offices.
* She and Brooke Edmunds are looking for ways to have pictures of Master Gardeners that can be used for the “Growing” publication, social media, and the weekly email. One suggestion is to develop a volunteer spotlight.
* Recertification requirements are going to be firmly enforced for 2016.
* Seed-to-Supper now has 10 sites. Brooke is working on a grant to provide funds for hands-on follow-up.
* The new publication “Growing” has been distributed with great success.

The meeting was adjourned at 11:10 a.m.

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Sandy Piper

Secretary