

**Master Gardener Foundation of Washington State
Board Meeting
Minutes of October 17, 2008**

The meeting at the Demo Garden in Puyallup, Washington was called to order at 10:00 AM by Mary Shane, President. Mary asked if there were any other items that should be added to the Agenda. The National Conference in Los Vegas was added after the Lunch Break.

Those in attendance were:

Mary Shane, President; Bill Havens, Past-President; Ed LaCrosse, Historian; Carolyn Brand, Secretary; Larry Davis, Metro VP; Helen Bachrach, SE VP; Stand Lundgaard, NW VP; Mike McFadden, Peninsula VP; Patty Brown, Lewis Cty Rep; Chris Bailey, Benton-Franklin Cty Rep; Martha Clatterbaugh, Snohomish Cty Rep; Mark Clark, Jefferson Cty Rep; Betty Ryan Pierce Cty Rep; Roland Malan, Kitsap Cty Rep; Bill Longnecker, Thurston Cty Rep; Tom Kerns, Yakima Cty Rep; Linda Bergquist, Whatcom Cty Rep; Jeff Leonard, Green Industry Rep; Marge Lippincott, Cowlitz Cty Rep; Toni, Fitzgerald, MG Program Leader.

Guests: Elaine Anderson, King Cty MG Coordinator; Judy Porterfield, President KCMGF.

Minutes of the Previous Meeting

There were no additional changes to the corrected minutes.

Betty moved we approve the minutes as corrected. Motion passed.

Treasurer's Report

Due to illness, Sharon Commander was unable to attend the meeting. There was no Treasurer's Report.

It was reported that Sharon will be moving some money into CD's.

2009 Conference

Update on Conference/Introduction:

This is a shared project between WSU and the MGFWS. This project has progressed since Linda Fox gave her presentation on the "Hand-in-Glove" relationship that is enhancing the relationship between WSU and the MGFWS. She invited the Foundation to hold the 2009 Conference in Pullman and the Foundation accepted the invitation.

Co-Chairs for the Conference: Toni Fitzgerald – WSU Extension

Helen Bachrach – MGFWS

Committee: Brigitta Jozefowski – Spokane Extension Office

Chris Bailey – MGFWS

Mary Shane – MGFWS

The Planning Committee thanked the Board for their comments on the 2009 Conference. The Evaluation Forms have made the process much easier.

Since the Conference is being held in Pullman in 2009, it was recognized that the distance to the Conference may cause problems.

We are using the Conference Planning Services from WSU. Susan Butts is in charge of this office. This will generate a depth of professionalism to the Conference.

Dr. Linda Fox, in appointing Toni as the MG Program Leader, realizes the importance of the MG Volunteer Program Educational Outreach to the Community. One of Tonie's objectives is to maintain this educational component. WSU recognizes the importance of Mgs as community

educators. The Annual Conference is one of the many ways that Tonie can help create the link between the University and the MG Volunteer Program.

Tonie attended a seminar given by one of the candidates for Chair of the Horticulture Department. He was from Virginia and talked about the MGs in his seminar. Tonie said this is an opportunity for Horticulture students to have service learning experiences with the Mgs. Acting chair, Dr. Rick Knowles, asked Tonie if she would give a seminar at one the Horticulture Department Seminars about the MG Program.

Dr. Fox is bringing awareness to the University about the various Extension Programs. Tonie can now talk to the Horticulture Department and tell them that next September the MGs will be on campus for their Annual Conference. She will also tell them that she would like to have their help in developing an educational opportunity for the MGs. This all has to do with being one of the Chairs for the Conference next year. This years evaluations stated we want more science and horticultural information, as well as, wanting to share with other counties their educational opportunities. We want to maintain that educational quality. Tonie has talked to the following about possible participation:

Richard Zach: WSU entomologist, diagnostician and identifier. His Lab is very interesting.
The possibility of a walking lecture.

Phil Waite: Landscape Architect. He is working with students on sustainable design and sustainable practice.

Richard Old: Plant ID. He has a new CD XID Service which helps to ID 12,000 plants across Washington.

Jolie Kaytes: Edible Landscapes

Jeff Gullikson: Has a new Spokane County grant called the First Green of Washington. This project will use golf courses as teaching classrooms for students to work with teachers on precision watering, green spaces, and wildlife habitats. This is a works-in-progress which will take students to Golf Courses and use them as classrooms.

Tonie came to the Golf Course Superintendent's Assoc of WA State and talked about Master Gardeners being involved in teaching some areas.

As you can see, there are many exciting opportunities for the Conference.

There will be a new name for the Conference. Oregon calls their conference the Master Gardener College. This years Conference will be titled the Advanced Education Conference, Being on the campus we can bring in many interesting people. CE credits will be available for MG as well as other certified professionals, like arborists, etc.

CEU's can also be earned for college credits

Bill Havens stated that field trips should be described as educational opportunities and not as fun trips. He also asked if students could be invited to the Conference.

Mark Clark also recommended that for "ambulatory education" we need to have a mobile sound system.

There is a proposal for sharing risk for profit or loss for the Conference. Any profit would be share 50/50 to be used for future MG Conferences. The Conference will be managed to avoid the possibility of loss. Any cost overrun would also be split 50/50.

There will be a reduction in the cost of regular WSU fees. This will give us a professionally designed brochure and also expand the information about the Conference. The room rental will be the same as any WSU department. This is about _ of the normal rate.

Roland asked if MGs get first choice for Registration. Tonie stated that this is still the MG Conference.

Draft budget summary:

A draft budget dated 10-16-08 was handed out to participants. A more detailed look will come at a future meeting.

The Budget aims at a Registration Fee of \$120.00 for 150 Registrants as our 'break-even' numbers. This projects 75 from East and 75 from the West for a total of 150 Registrants to balance the Budget.

Mary stated that someone from Western Washington will help to coordinate a charter bus that will pick up at least 56 people off of I-5. Bill Longnecker is coordinating a charter bus for Thurston County.

Daily parking will be available for \$5.00. Meals are not included in the Registration Fee.

Costs that might change are printing and a shuttle bus. WSU will work with us on hotel negotiations. Hotels are a problem. There are not many hotels in Pullman. Negotiations will take place in February.

Registration will not be limited to 150. The main room we will be using can hold 1200 people. It can be reduced to smaller rooms. Auditorium holds 439 people. We will cap at 350 – 400. Raffle, Silent Auction, and Country Store are our fund-raising efforts

Any Educational Profits will go toward future meetings.

Draft Schedule Summary:

i. Time slot for awards.

Helen reported on options for the Awards Presentations. The Committee's favorite ideas was to have the awards done right after lunch. Some still wanted the Awards Ceremony in the evening as it has been done in the past. So we have a choice of Friday afternoon from 1-2PM or an Awards Banquet Friday evening. If Friday afternoon, classes would begin at 2:00 PM. That evening the dinner would include County Displays and the ability to network. There would be no program. The evaluations from last year's conference generated these ideas. Participants wanted to have time to interact with other MGs and to be able to relax. Energy levels are diminished by this time.

Mark asked why we give awards. Is it to provide recognition to the recipients?

We could shorten the Awards and then have an Awards Poster that would give more details about the awards and the nominees.

Jim Black suggested we have a printed program that is handed out to attendees that has specific information about the awards. Mary suggested keep the evening format which would allow one more hour of CE in the afternoon. A speaker was suggested, as well.

Judy suggested a possible musical interlude.

Tonie said she would be willing to give a short presentation and hand out the awards.

Helen made a motion to have the Friday Night Awards Banquet. There would be no speaker other than Tonie. A printer program would be handed out.

Motion passed.

ii. Conference education sessions.

The official title of the conference will be the Advanced Education Conference. The emphasis will be on quality of speakers and advanced education topics. There will be sessions on Leadership Training at the CUB.

Two classrooms are free at the CUE (Center for Undergraduate Education). We will start on Thursday at noon and finish on Saturday at noon. Participants like to have any early start home.

The walking tours are not classes. Last year we had 10.5 hours of classes. This year we are planning for 11.5 to 12 hours of educational classes. This year almost all classes are science based. Friday afternoon there will be Round Table Discussions of Leadership Topics. Ten

tables will be set-up to discuss topics of interest. There will be two sessions which will be one hour each.

Proposed actions:

- i. Authorize president to sign contract with WSU Center for Distance and Professional Education for conference planning services, September 2009 Advanced Education Conference.**

Ben made a motion to authorize President, Mary Shane, to sign the contact.

Motion passed.

- ii. Commit to risk-sharing with WSU Extension Master Gardener Program: agree to share any net profit or loss from 2009 conference (excluding store and raffle/silent auction proceeds).**

Mary suggested we share the profits or any loss 50/50 with WSU and that we reserve that money for future conferences. This does not include funds from the store or raffle.

Larry made a motion to commit to risk-sharing with WSU Extension Master Gardener Program; agree to share 50/50 on any net profit or loss for the 2009 Conference and to commit any profit to next year's conference.

Motion passed.

Helen asked if there were any other questions on the 2009 Conference. It was requested that anyone who wants to work on the Subcommittee to contact Helen or Mary.

Roland: Will the Round Table Discussion carry CE credits?

Tonie: Sharing, as well as Information Gathering will get CE credits. How to manage information will also be a focus.

Mark: It might be useful to require speakers to send outlines, slides, etc for review.

Tonie: This information should be included on Registration Information.

Roland: Can we develop a method to make sure speaker learning objectives meet our requirements?

Stan: Tonie has said we will focus on science-based research.

Martha: Encourage web-links that can be accessed after the Conference.

Mark made a motion that the committee require a learning objective approach from the speakers.

Discussion.

We can provide guidelines to the speakers to get more professional presentations.

Mark restated Motion:

Direct the committee to encourage all speakers to provide learning objectives to provide a description of the presentation in a format as requested.

Motion passed as restated.

Chris Bailey stated that the Search for Success is no longer a contest. The focus this year is to concentrate on static displays rather than presentations. This may encourage people to participate.

Linda Berquist moved that Search for Success is not a contest and static displays will replace presentations.

Motion passed.

Ed voted nay. This has been an area for people to learn to do presentations.

Report from WSU MG Program Leader – Toni Fitzgerald

- i. The Master Gardener Handbook, which is on the MG Website, is now called the Master Gardener Handbook instead of the Volunteer Handbook. It has been edited by the Editor at

WSU Publications, so it is even more concise than Tonie had done. This is being taken to the design staff and it will be made into a pdf file which gives it a more professional look. This is a free publication. It can be added to at any time. The date of the upgrade will be listed.

Tonie is also working with Extension Directors and 4-H Program Leaders to come up with an Extension Volunteer Handbook. At some point, people who volunteer at the Extension will have an ID Card. This will help with liability issues, reporting volunteer hours, etc.

ii. Tonie is also working on Evaluation Tools for Program Coordinators to help Faculty and Staff write year-end reports about the impact of our work. This will help WSU and other outside funders to document what we do to impact the public. This will give a consistent comparison across the state. These tools will move the program forward. A Content Management System will consolidate the information from many program groups. It will make it possible to access information from many programs not just the MG Program.

iii. On-line Training is being tested in Pacific and Pend Oreille Cts. Starting in January, Skagit and Grant Counties will start the trail. The research from these four groups will then be consolidated and will help in the development of final modules. We hope to have it ready by Fall of 2009. This should be available at the Conference. The project is on schedule.

iv. Long-Term Goals will provide training modules and information for Program Coordinators so they know how to coordinate all of these programs. Also want to get serious about Advanced Education for all MGs.

Larry Davis stated that he has found that recording hours varies by County. Some counties state that support hours do not count toward total time required as a MG.

Tonie responded that the handbook is the resource on page 10. Volunteer Service hours are based on individual county needs.

Volunteer service hours are earned through educational outreach or program support functions. The Program County Coordinator determines what qualifies as volunteer service hours. They may require a minimum number of educational outreach hours and let the volunteer decide how to fulfill the remaining required hours through volunteer outreach: plant clinics, classes, workshops, garden tours, demonstrations in gardens. Examples of program support project: project leadership, mentors, fundraising, office assistance, support roles. Anything that is program support.

Spokane requires 40 hours over the year.:

20 hours in plant clinics

20 hours in urban forestry, book sales, etc is up to the volunteer.

These are guidelines which each County establishes. As Foundation, you may have separate requirements. This is up to the Coordinator. The topic needs to be discussed at another time when we have enough time to thoroughly discuss the issue.

2008-2013 MOA

Report from WSU Program Leader regarding previously proposed modifications.

We went over the changes to the MOA at the last meeting and Tonie agreed on all but one of the changes.

Use of marks

We proposed to delete the sentence, the phrase, and desist using the term Master Gardener in the Foundation name or literature because that is not a trademark. That is true but the term WSU Master Gardener is a trademark term and that is what WSU would have us substitute here and to stop using the term WSU Master Gardener.

Tonie and WSU were in agreement with all other changes.

b. Review proposals submitted on September 18 by Bill Havens

i. Mail Services: Mary has changed the address from WSU at 7612 Pioneer Way, Puyallup WA to PO Box R, Elma, WA 98541 which is the Grays Harbor Cty Ext Office. Changing address with the Charities Division of the Secretary of State, as well, and making arrangement with the mail room to forward all of our mail to the Elma address. This can change whenever there is a change in the Presidency. When there is a change in Treasurer, the address with the Corporations Division of the Secretary of State will also change.

ii. Communications with Government Officials: Do we need to have something to confirm that the Foundation has the freedom to promote the MG Program by communicating with Government Officials. On occasion, in the past year, we have been restricted from communicating because of unrelated WSU staff negotiations with the officials. We talked about this at the last meeting and that provision was intended so that we would notify one another if we were going after the same targets for fundraising.

Discussion:

Bill Havens: We were asked not to go to the County Council with the posters and talk about the 35th Anniversary because there was some negotiation about the location of the Extension Office here in Pierce County. We were going to talk about this topic. We were restricted from meeting with the Council.

Judy: Do you have an MOA with Pierce County?

Bill: Yes.

Judy: They cannot stop you.

Mary: Is this an issue that the State-wide Foundation wants to consider as a part of the MOA?

Bill: We went around them and went to the County Executive.

Mary: Was this addressed in the old MOA?

Judy: This could have been taken to Tonie.

Ben: Most of us will not go to the Coordinator.

Mark: This is covered under *Duties of the Parties* for Foundation Duties. This is the last one on Number 5, page 3 – advocacy and support of the WSU Ext Program and would cover advocacy to elected officials, advocacy to the public or anyone else.

Ed: Agreement that we would not talk about the budget.

Mary: Who would like to see something added to the MOA.

There no show of hands.

iii Legal Representation and Insurance for the Foundation

Tonie talked to John Winder and he said you are a separate organization. You can ask for legal representation but they are not under obligation to give it to you. They are free to ask but they are not required to give it.

iv. Insurance

Foundation activities are not covered unless WSU asks the Foundation to participate: i.e., “Would you host a table at the Taste of Washington Banquet?”

Board meetings are not covered by WSU.

Ed: King County got an Attorney General interpretation on this issue several years ago. We are a separate organization and we are not covered by them in terms of holding Board Meetings or strictly Foundation business. We are only covered if WSU sponsored.

Both insurance and legal representation should be discussed at a later time.

v. Speakers

Sharing Planning for Advanced Training. WSU is now part of the planning process.

Tonie presented the counter-proposal from WSU on the Use of Marks.

5.a. Use of Marks: We would agree to the phrase and desist using term WUS Master Gardener in the Foundation name or literature.

If there are no objections, we have an agreement with WSU on the new five year MOA. This states that is we are separated from WSU that we could no longer use the term WSU Master Gardener.

Mark made a motion to approve the MOA with the changes from WSU and authorize Mary Shane to sign the agreement.

Motion passes.

National Conference in Las Vegas

Kitsap County Fundraiser Project in 2009-2010 is a Gardening Calendar. Roland shared a copy of the calendar which will sell for \$13.00.

They are thinking about going to the National Conference in Las Vegas and set-up a table to sell the calendars at the Conference. Anyone going was asked if they would be willing to sell calendars. Potential to make \$70,000. Kitsap needs future funds to support the salary of the Coordinator.

Contact for Las Vegas Conference is on the MG Website and the Foundation Website.

Review and Adopt 2008-2009 Budget

The fiscal year runs Nov.1, 2008 to October 31, 2009. A copy of the proposed budget, dated 10-16-08, was handed out to participants.

The Finance Committee: Sharon Commander, Ed LaCrosse, and Mary Shane.

A CPA review was approved last month.

Reviewed items were:

Replacement Arboretum Tree and Bench

New Software, Quicken to QuickBooks

Add \$400.00 to the Contingency

Printing Friends of the Foundation Brochure

2009 Conference Expenses

MGFWS Newsletter

Mary asked if there were any items that required discussion now.

1. Do we want a new projector?

Present projector needs repair. We will have A/V equipment at the Conference from

WSU. There was no interest in repairing the projector or buying a new, at this time.

2. Adobe is a \$120.00 service that keeps programs updated. Chris will pursue a 30 day trail.

3. Adding \$400.00 to Contingency was approved.

Mary asked if the Board was ready to adopt the budget with the recommended changes.

Betty made a motion to adopt the budget with recommended changes.

Motion passed.

Status – 2010 Conference

Mary stated the three Counties have expressed interest” King, Benton, and Grays Harbor. The Committee will work on developing a site-selection criteria. Recommendations will be ready for the March Meeting.

Discuss Fundraising Activities for 2008-2009

Our mission is to be a resource to local Master Gardener Foundations. We can do this in two ways: 1. Host a joint Annual Advanced Education Conference with WSU.

2. Publish a Quarterly Newsletter

We have \$29,000 in the bank right now We have no purpose for that money other than to fund our deficit budget this year. Mary suggested we have a reason to further our mission through fundraising for specific purposes as a resource to local Foundations. We need to re-emphasize fundraising as one of our missions.

Tonie was glad to see this on the agenda. With our interest in Advanced Education and that our Bylaws say we support the mission of WSU Extension, Tonie would like for us to start thinking about the Cluster Meetings in NW, SW, and Eastern part of the State. Right now we spend a lot of hours planning one Annual Conference. Tonie would like to suggest some Cluster or Regional Conferences in addition to the Annual Conference.

Ed and Roland suggested this was a good idea with the potential for _ - 1 day Seminars. The Advanced Training could have sequential topics. Scholarship could also be available to increase attendance.. We could also build Endowments as a backup.

Mary suggested that a report from Cathy Wilson and Ed’s idea to identify some honorary members (advisors) who would lend their name to raise money.

Ben: Have a special Foundation Function at the Conference for \$15 Or \$20 to hear a special guest speaker.

Judy: As we broaden development and fundraising, as part of our overall programs, we need to have a more defined structure to our development plans by finding those who can help. This is part of asking members to support their own organizations. To do this you need to know what your plan is.

Jeff: He admires Larry for donating \$100 this year for the MG of the Year Award. Each Board member could donate \$100.00

Bill Longnecker: We need a Committee for future growth of Foundation Activities Regional Meetings is a good idea.

Mark: Our group also needs to look at how to strengthen Cty-State Foundation relations. Encourage each County to raise money with the State Foundation.

Martha: We need a focus. A Committee would be helpful. Using a professional as part of this process would also be a good idea.

Ed : We have used the Executive Service Corp. in the past.

Mike: Cluster Meetings would allow us to have three meetings instead of one. This could possibly result in a better turnout.

Ed: State sponsored programs would be a good idea. We need the Advance Training focus instead of just Continuing Education. Fundraising could be a problem between WSU and the Counties.

Roland: We first have to decide if we are a fundraising group! Strategic Planning is important. I would volunteer to come up with a plan. We definitely need to be more focused.

Judy: If you don’t know where you are going, how do you get there? You need plans!

Mary: 1. Roland has volunteered to develop a strategic plan.

2. We could develop a Committee who could bring back a proposal to hire a fundraising, developmental professional.

Elaine: It would be a good idea to have a plan to present to a professional.

Larry Davis made a motion to have Roland develop a Strategic Plan for the March Meeting.

Discussion:

In March, both the revisions to the Bylaws and the Articles of Incorporation will also be available.

Ed: In the MOA, it says the University will provide, as requested by the Foundation, instructions to volunteers in fundraising method and techniques. We have been told that a person from WSU would be available on request. We should request the services of that development specialist.

Motion passed.

Jeff asked if anyone had a relationship with Greyhound Bus Service that could help with the 'Busing Project'.

Mary: We need fifty-six people to take a bus to Pullman from the west-side.

Meeting was adjourned at 2:00.

Recording Secretary,
Carolyn Brand