

THE GARDENERS OF AMERICA
MEN'S GARDEN CLUBS OF AMERICA
Board of Directors Meeting Minutes
Kendallville, IN
November 4, 2006

Call to Order: President Dale Davies called the meeting to order at 9:30 am.

Roll call: Was taken by the Administrative Secretary, AJ Freeman.

Present 2007 3rd V.P.: President Dale Davies introduced Jerome Frampton.

Agenda approval: Approved.

Approval of board of director's minutes, April 20, 2005: Approved.

In-coming president's statement: Jim Mack's incoming statement included: recognition of the good work many committee chairs have been doing; the expectation that committees in 2007 should function well; discussion of our national newsletter (if members would take the newsletter off the internet instead of having it mailed, it would save the organization a lot of money and they would get it 2 weeks early); urging of members to join a committee; the organization is making slow progress financially.

Treasurer's Report: Steve Bush. Report approved. He also presented the roof fund plaque to recognize everyone who donates \$100 or more.

Headquarters Report: Steve Bush stated that Tom Shanley (Des Moines club), Building and Grounds committee chair, informed him that no major projects are planned for next year. He also informed the board that Don Newell, also of the MGC of Des Moines, is the co-chair of the committee. Both men are dedicated and hard workers.

E&I Report: Bill Lanning gave the E&I Report. Approved.

Approval of 2007 Committees: Approved as presented. Approved the two new committees: National Newsletter Editorial and Club Communications.

Break: 10:52 am **Meeting Resumed:** 11:05 am

Directors' Reports: Henry Pittman gave the Publicity/Public Relations Committee report. Proposed activities for the committee and clubs in 2007: find a national public relations organization to do a pro-bono unbiased evaluation of our organization and give us advice and direction. He also asked everyone to check with PR businesses in their location, preferably those associated with horticulture in some way, to see if they would have an interest in evaluating TGOA/MGCA. He suggested that we find a way to promote the value of local clubs and have them submit a summary of activities such as scholarships and community projects; maximize our AHS partnership and develop contacts with the national media. He said we needed to promote and encourage our "double name" and create a unique font/type/layout." Also, he stated we could craft stationery and other items with our "double name" on them. We should seek a way to market the winning slides from the photography contests; create new clubs; update our current public relations manual; encourage use of our national website and become the national vehicle for the "Noble Tree Foundation."

Other directors' reports were in the board of directors' packets.

Old Business:

Tax Exempt form: Steve Bush stated that around the first of September each year Bob Young, membership manager, mails a letter to every club treasurer to see if they want to submit for a 501(c)(3), tax exempt status. In order for clubs to be tax exempt, the treasurer will have to follow the instructions in the letter.

A board member suggested that the letter be sent to region treasurers also.

AHS: Honey Barnekoff said that the current membership option with AHS is for three years (2007, 2008 and 2009). She also stated that it is unknown if they will make the same offer at the end of this option. There is no contract with AHS at this time. She will pursue something in writing from them. It will all depend on how many TGOA/MGCA members join AHS.

Better Communication with our Members-at-Large: Dale Davies stated that every member would receive the national newsletter bi-monthly in 2007, which will help keep the members-at-large informed. It is also the responsibility of the members-at-large to communicate back to headquarters and to be involved with the organization. It is not a one-way street.

New Business:

National Newsletter: Steve Bush stated that the 2007 national newsletter would be mailed out to everyone who does not want to receive it via email. Two bids were received. The one received from Julin Printing was \$300 less than the other. The number of pages will increase to twelve pages. The newsletter will be posted to the TGOA/MGCA website every other month no later than the 20th. A general notification will be sent via the internet.

BoD Meeting, Nov 07: Will be in Des Moines, IA and may move meeting from November to October. A motion was made by Honey to move BoD meeting item from bylaws to the standing rules. Motion carried. Dale made a motion to put it on the ballot. Motion carried. Ron Heggen passed out handed outs of a tentative schedule and covered the activities.

New Communications committee: Anita Lanning (chairperson) stated that the committee members, Daniel Logan, Bill Lanning and Gerri Herman, were excited about the new committee. The committee will encourage sharing club activities, projects and news. There's been a lot of sharing so far: they've heard about fund raising projects, programs they are presenting, club tours, etc. Anita encouraged the board members to go back to their local clubs and ask the president and editor if they are receiving communications from the communications committee. She has sent letters and called to get current information from them with no success.

Updating TGOA/MGCA manuals: Jim Mack stated that the executive committee discussed updating the Red Book. He also brought up the Blue Book and surmised that it is probably out of date also and should be updated. A motion was made to update these books. Motion carried. Several members volunteered to take on the task and present the changes to the board for approval.

2007 National Convention: Dominic Mencarni gave an overview of the convention, July 12-14, 2007. After passing out brochures, he covered the tentative schedule.

2008 Convention: Honey Barnekoff stated that we have not received an invitation as of yet for 2008. According to our bylaws, we must meet twice a year, once for the member meeting which includes the first annual board meeting and again in November for the second annual board meeting.

Break: 12:24 pm **Meeting Resumed:** 3:04 pm

New Business (continued):

Calendar bids. Two bids were presented for calendar printing. There was discussion about having a reviewer of information to insure that activity dates are correct in the calendar. Bill Lanning volunteered to take on that task. Honey Barnekoff moved that we accept Julin's bid (which was the lower of the two) for 5,000 copies. Carried.

Photograph contest. Honey presented information from Judy Schuck, photography committee chair, about the contest. She stated that since there have not been very many entries that we should combine some categories. A motion was made to accept the changes. Motion carried.

Newsletter awards manual. Jim Mack made a motion that the board asked Howard Matz if he would update the newsletter awards manual and present the changes to the board for approval. Motion carried.

National Newsletter. Every member will be getting a 12 page bi-monthly national newsletter. Members may sign up to receive it via email or just print it off the website rather than by postal mail. Please notify AJ at headquarters if you *do not* wish to receive the national newsletter via postal mail.

Communications with the members using a group messenger. 2nd VP, Chuck Burt explained to the board about using Yahoo communications. This method can inform directors and committee chairs of what is going on in the organization and allow them to communicate as a group. Directors and chairs have a choice to be on the email listing or not.

Chuck made a suggestion that an email group of members be put together to send information from headquarters as a flash message. For example, when the newsletter is posted to the website, the members in that group will be notified from headquarters via an internet flash message. It will be a one-way only message. In between the publication of each national newsletter, headquarters will be able to communicate on an as-needed basis with the group. The email addresses will not show up in the flash emails sent. Each member will have a choice to join the member email group. A motion was made to give Chuck Burt permission to set it up and explain how it works. Motion carried.

Closing Comment: President Dale Davies feels that the directors should communicate more before the meetings. The email messenger group should help with this.

Meeting Adjourned: 3:45 pm