

The Greenhouse Project Action Group Meeting Minutes

Thursday September 30, 2021

2:30-4:00 PM

@ Green Central: call in option 425-436-6326 Access Code 299827

1. Attendance—Karen Abowd, Cory King, Amy Riddle, Jo Kilpatrick, Cheryl Rotter, Vicki Crabb, Jon Ruitter, Lucy Joyce, Ellie Larkin; Via phone—Will Pierz, JoAnne Skelly, Karel Ancona
2. Treasurer Vicki Crabb gave the accounts update. Karen informed the group that she had gotten an email from Jon Steele that Ellie Piazza from First Independent Bank had gotten a contact phone number for the PPP Forgiveness and they hoped to put the matter to bed Friday or Monday. Jon's comment was "that he felt like the were on island time without the luxury of being on the island."
3. The Grateful Harvest Benefit Dinner wrap up was given. What worked --\$60,000 in net profit made from the event with approximately \$11,400 coming from the auction. 8 course sponsors at \$1500/ea. receiving 2 complimentary tickets worked as the bill for food and wine from Cucina Lupo was \$8200. Mark Estee did not charge for his family (party of 8) and donated \$250 back to TGP. 95 folks inside is definitely maximum. TGP contact list and the Evite contact list plus the 25 posters and Facebook boosts and sharing were the best promo. Karel's article had an error in Karen's email and phone number so that did not boost sales. Newsletter push from CTH 2 days before ticket sales ended did not produce added sales. All in attendance raved about the event and food was fantastic. Holding event on Monday Sept 27 seemed perfect time frame even though the BGCWN was Sept 25. Seems it actually spurred attendance and auction awareness. Normally the luau is around mid-September. Auction items were terrific and the raffle item of the gift card tree fantastic. Setting the auction up in the lobby was perfect. Karen's grand-girls doing table decorations and display boards was terrific and a huge help. Giving the 3 \$5K Angel Donors 2 complimentary tickets was a plus as they all attended the dinner and generated a buzz for the Angel Donor match which was over \$6K. John Procaccini's speaker and microphone setup was perfect for sound as was his step stool podium. Jon Ruitter's online auction set up, QR code set up and at the event auction kiosk setup all were a winner as was his choice of auction site charityauctionstoday.com. Booklets Cheryl compiled with gratitude adds for \$20, menu and action items descriptions with QR code were tremendous. Ads she sold paid for the book printing and using the poster as the cover was ideal.
What needs improvement—we should have rented champagne glasses or some other type of cocktail glass and greeted folks at the door glass of champagne or pecan punch to go along with pass around apps. A bit of lag time in getting wine out. That said we were down 2 people that could have helped ease service. Need 9 volunteers at event plus Steve Sanchez. Cory/Jon worked auction, Karen worked Angel Donor, June, Vicki and Karen worked the door, June and Vicki worked the raffle leaving only Jo Kilpatrick to help Steve serve wine and Jo and Lisa to serve food. Kitchen staff helped as did the chefs but last-minute changes in staffing made it a bit hard though smooth. Lisa and Jo did a tremendous job serving!! Karen asked that all raffle info be turned in a week before the event as it was too last minute which makes it hard for all the other items like booklets and display boards to get done. Karen also said the Covid issue is a stressor and hopefully next year that will not be an issue.

4. Flower Basket status update was given. Jon Ruiter had already revised the flower basket sponsor form for 2022 and Cory said the baskets had been taken down by Cassinelli that day. That said there was some discussion about extending the season to mid-October or Nv day. However, given weather trends both JoAnne and Karen agreed not to overpromise and under deliver. The baskets looking beautiful when coming down makes a more lasting impression than half dead. Karen would reach out to John Cassinelli to see if mid-October is even an option but would also pay attention to overnight low temps in the coming weeks to see if it was even worth asking about. The marketing approach would be Karen emailing this year's sponsors and including the sponsorship form. The wait and see what comes in before Jon reaches out to new contacts or past sponsors. In January Karel will do a sponsorship article if needed. 80 basket potential with maybe adding 2 brackets for a total of 70 downtown adding to Curry St baskets and 10 existing business brackets.

5. Karen and Jon reported on the outcome of the Planning Commission meeting. TGP was unanimously approved with only 1 negative comment from El Pollo Loco who had been reached out to months ago. Mark Korinek would receive the docs for sign off on conditions in 10 days. Most conditions were standard with a couple possible infrastructure upgrades. Paul Eckert/NDEP was drafting 30-day public notice docs and would have to Mark Korinek to review early next week. Next steps for vermiculture and teaching farm expansion would be EPS doing the grading, but Cory would check with Mike Mortenson from school district buildings and grounds since he has done much of the grading work on that property. Will said likely berming would need to happen on all 4 sides. It was mentioned that if NDEP had to do a public hearing it would delay things. Will suggested they put a stepped approach plan together as this needed to be accomplished per SUP permit in 1 yr. Will said the only raw material is school district food waste and other green waste sources like wood chips, leaves and coffee grounds needed to be sourced. JoAnne has plenty of leaves that she can deliver, and Jo would contact Tom Wyan on wood chips.

6. Jon Ruiter gave the Executive Director update. TGP had received the \$5K Rotary grant he had applied for the Continuous Flow composting unit. He turned in the Charis Fund grant request yesterday for the teaching farm expansion. He also turned in the NV Energy status report due today.

Jon had posted the produce donations attached* Some donations today.

7. Cory gave the Greenhouse Manager update. He introduced full time AmeriCorps Ellie Larkin. Gleaning started last week with Kiwanis help of grapes, apples and pears. No luck with training yet as Susan from NV Dream center had a bike accident. Amy reported classes were going well and focus was on seed collecting and getting student buy in. Cory is working with Candi on getting CLS out to classes. Cory has had interest from random students not just AG students on Garden Club to begin in Spring. Some frost issues last night but tomatoes in good shape. Greenhouse in order for tomatoes, peppers. Sunchokes and potatoes to be harvested yet in outside gardens. Ellie had harvested potatoes today.

8. Will gave Assistant Manager update. He will conduct garlic class in Arnold's absence. Arnold thinking he will be fine to conduct a Spring class. Will and Dave discussing shade structure next week. Karen mentioned Lifetime Structures, a Carson company, as a local resource. Will did not experience hard frost. Tomatoes are ripening. He donated beets, turnips, greens and tomatoes.

Deer devastated potato crop so he is working on ways to thwart deer. He will coordinate with Cory on which crops he will plant versus Cory on their sites. Corn was saved for seed for next year.

9. No AG/FFA representatives were present.

10. Newsletter deadline of Oct 17 and Karel would do board member article and Cheryl would contact John Procaccini for next issue. Ronele would give Jon content for Facebook post on NV Big Give Nov 30 and Karen would ask Ronele to generate or work with Amy on a card that indicates if Monies have been donated in lieu of a gift in someone's name.

11. Under other issues Jo brought up, Canyon Flowers and how professional their set up at Farmers Market was. Karen suggested that maybe Garden Club and FFA could take this on but that flowers lasting was vital. You deliver a product that does not last, and folks will not buy again. Flowers cannot be harvested the day of bouquet arranging. JoAnne recommended aspirin and NOT floral powder as preservative and using willows harvested at Foothill Garden to put in the water.

12. Next meeting Thursday October 28 @ 2:30 PM @ Green Central with call in option.

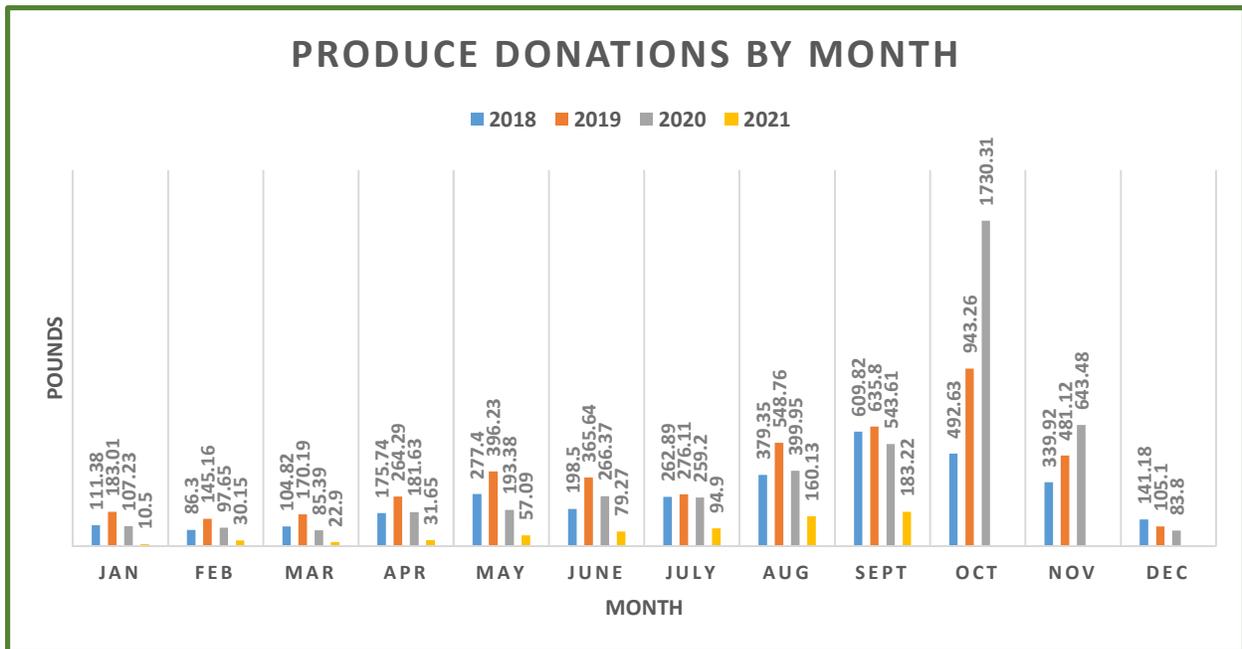
13. Meeting adjourned at 4 PM.

The Greenhouse Project

2021 Produce Donations

Donations by Agency

Agency	Donations by Weight (lbs)	Percent	Value
Friends in Service Helping (FISH)	217.34	32.4%	\$709.18
Ron Wood Family Resource Center	304.32	45.4%	\$862.19
Capital City CIRCLES	101.03	15.1%	\$329.25
Northern Nevada Dream Center	0.00	0.0%	\$0.00
Meals on Wheels / CC Senior Center	43.62	6.5%	\$212.94
Salvation Army	0.00	0.0%	\$0.00
Do Drop In	0.00	0.0%	\$0.00
CHS Culinary	3.50	0.5%	\$11.39
Other / AmeriCorps	0.00	0.0%	\$0.00
Total (through Sept. 29, 2021)	669.81	100.0%	\$2,124.95



Total Pounds Donated by Location / Source

Year / Location		Green Central		Foothill Garden		Donated/ Gleaned		Total
2018	Weight / %	2,462.19	65.6%	717.74	19.1%	575.61	15.3%	3,755.54
	Value	\$7,837.00		\$2,073.65		-		\$9,910.65
2019	Weight / %	2,891.39	64.0%	921.64	20.4%	701.64	15.5%	4,514.67
	Value	\$9,080.48		\$2,413.67		\$1,843.03		\$13,337.18
2020	Weight / %	1,770.29	38.6%	541.29	11.8%	2,280.42	49.7%	4,592.00
	Value	\$5,234.50		\$1,660.43		\$6,038.86		\$12,933.79
2021	Weight / %	523.50	78.2%	60.31	9.0%	86.00	12.8%	669.81
	Value	\$1,574.95		\$247.85		\$302.15		\$2,124.95