

## The Greenhouse Project Action Group Meeting Minutes

Thursday May 25, 2023

2:30-3:30 PM

Meeting held at Green Central with call in option @ 425-436-6326 Access Code 299827

1. In Attendance—Karen Abowd, Will Pierz, Christin Cohee, Jon Ruiter, Dan McClure; Call in—Cheryl Rotter, Vicki Crabb, Karel Ancona, JoAnne Skelly
2. Treasurer Vicki Crabb provided an update of all accounts. She also noted that this years Plant Sale exceeded all previous years netting \$14,022 with Shopify still in play for selling plants remaining. Grateful Harvest Dinner sponsor monies not all yet received but she would send out invoices. \$41,000 to date pledged.
3. The Grateful Harvest Dinner update was given by Karen Abowd. She listed all sponsors to date... Gratitude sponsor @ \$10K—Don and Sherry Kuhl; Busy Bee sponsor @ \$10K Julius Ballardini; Bloom and Grow co-sponsors @ \$2500/ea—CC Toyota and CTH; Fresh Sprouts sponsor @ \$8,000 -Aspire Capital; Wine sponsor @ \$2500—SW Gas; Music sponsor @ \$2,000 Brian Andrews/Farmers Ins; Course sponsors @ \$1500/ea—Jeffrey Pace and Gabriel Aguayo, Kilpatrick Bullentini, NV Energy, Congressman Mark Amodei, Manhard Consulting, Michelle and Rocky Joy, Dr Jim and Midge Breeden, Bodines, Silver Bullet LLC, Capital Tree Care/Tom Wion. Angel Donors @ \$5K/ea Drs Sandy Koch and Tim McFarren and Dr Jose and Soraya Aguirre. Gold Dust West was a \$1500 Grow It Forward sponsor. Karen mentioned that 2 more course sponsors were needed but Grow It Forward would continue as a sponsorship as most in that category prefer no recognition. As of composing these notes the Tuesday following this meeting the last 2 course sponsors have pledged sponsorship—John Procaccini and Kitty McKay, & Top Notch Distributors. And a 13<sup>th</sup> course sponsor First Independent bank weighed in as a course sponsor. Marketing going forward would thank all sponsors, continue to appeal for Grow It Forward sponsors and by end of June push ticket Sales. Karen would get with Tara Burke to finalize tickets with acknowledgements as well as poster and an write up for tickets on Nashville Social reader board. Karen would send a personal thank note to all sponsors with their tickets and Vicki would send out thank you receipts. Karen made an appeal for auction items as 8 have been secured thus far. She requested some different items/adventures. Jon said he would work forward on putting dinner tickets online for sale with Karen's contact for special requests. Will said shopify had that option as well but Jon mentioned our auction site also provides that option. Cheryl said she will need help with programs this year and Karen asked that she bring that up at the board meeting.
4. Plant Sale 2023 was recapped. Most successful sale ever as Vicki had reported. Karen thanked the staff, action and Board members and volunteers as all were outstanding at the event. John Procaccini handled parking and with TOM and his volunteers it went well. John did a great job shuttling anyone customer needing a ride. He was so pleased he even had interviews to hire some of the student volunteers for his restaurant. Christin did a fantastic job organizing volunteers. Cashier placed in first parking stall in front of soil facing east was perfect and 3 working that station, Vicki, Karen and Lydia worked well. Colored stickers for pricing was much better way to go. Suggested that for handicap a special table of plant material be down by cashier to make it easier. Vendors were outstanding and Christin will check with them on how they did. Having LaNova next to face painting by fruit trees was perfect in last parking space and

neck massages a hit for moms. Student face painters were fantastic. Cheryl reported she would do gift baskets again but 25 total. She will ask for basket donations in January. Start pricing at \$20 and do a sale at the end for \$10. Karel's Chicken and egg cups a huge hit and some at the check stand along with seeds a great idea for last minute purchases. Raffle raised 4650. Having cleanup a separated day and set up on Friday terrific. KOLO the Friday before event great promo. No online pick up day of event was much better.. Donated soil from Full Circle was a huge hit. Christin did a great job handling volunteers and online signups and Will said he needs to communicate better what he needs volunteers to do. Will felt he should have labels and signage out ahead of time. He did an overhead photo of layout which was a smart idea. He reiterated for ADA access maybe more popular items by ramp for shop-ability. Planning wise Will said next year he is planting cukes, squash, zucchini and Karen suggested green beans. All said his tomatoes were perfect size and not too gangly or in need of stakes. He will double germination on rosemary, lavender and sage; plant less petunias, more flax, nasturtiums, calendula, oregano and some other requested tomato varieties. He said sales tracking of inventory a thought for future. Christin and dan said inventory before and after sale. Dan suggested pots in different colors as a pricing help for cashier and considering maximizing pricing per sq ft in terms of what is planted for sale. All agreed the vibe of the event was terrific and a huge success. The vendors chosen of which one dropped out so 4 showed plus face painting booth was perfect allowing 2 spaces next to cashier for handicap parking.

5. Executive Director Jon Ruiter reported that Jake saw the hoop house David Ruf is donating and it is 40' x 50' so same footprint as 2 so still room for 1 more. Jake will have an estimate by next week. Jon working in finalizing Green Business certification and met with Erica and much closer to completion. He will meet with her in June to finalize. He also conversed with the reinvestment person from FIB Community Development department and submitted an application for \$%K grant which he thinks we will get. Karen asked that he, Dan and Will converse on expansion site energy needs so Jon can write it up and Karen can submit to Tony Sanchez of NV Energy.
6. Will Pierz gave the Greenhouse Manager update. Compost is cooking and Will is restarting waste pick up from restaurants next week. CCSD is getting flat fixed on tractor and have been a great support. Crops slowly getting transplanted to raised outdoor beds. Petunia baskets to go out JUNE 1 and he will coordinated with Jorge. Not a lot of petunia baskets sold at sale so he will bring to farmers market for \$35/ea. Beets, turnips mature next week. Tomato production good. Thanked dan as Will said he is now on top of fertility management. White fly issue corrected with thanks to Dan as well. Peppers growing well. Dom, high school AmeriCorp starts for the summer. He is a Plant Science student who will be in greenhouse management next year. Christin and Will coordinating calendar and meeting with Cara Taratto on hoop houses and school facilities. Will is suggesting they plant for fall, winter and spring only. Hoping to re-establish once/week meetings with Cara.
7. Christin Cohee gave the assistant greenhouse manager update. She said that the home school group she and Will helped won the contest for a hoop house. She reported that native plant seeds were on their way from Ripple Effect. She needs volunteers to help weed cheat grass at Foothill Garden. Karen said she would on Tuesday and Karen also suggested a Facebook post because help is needed with deer fence also. Eggplant, peppers, peas, kale, collards, bokchoy, potatoes, strawberries, doing well. Getting ready for corn, beans and squash. BGC has been out once and every Wednesday once school is out. Very engaged students. June 17 is newsletter

deadline and goes out July 1. Topics to be covered are Grateful harvest Dinner and sponsor thank you plus ticket sales push, book signings since proceeds after expenses benefit TGP, Farmers Market, intro to new AmeriCorp Dom, gleaning and volunteer coordination.

8. Lauren Gates did not attend meeting so no AG/FFA update.
9. No other issues but Karen mentioned to Will that Lone Mountain Vet needs specific direction on maintaining their flower basket.
10. Next meeting is Thursday June 29, 2023 @ 2:30 PM @ green Central with call in option.
11. Meeting adjourned at 3:30 PM.