

The Greenhouse Project Action Group Meeting Minutes

9/29/2022

2:30-3:45 PM @ Green Central; Call in option 425-436-6326 Access Code 299827

1. In Attendance—Karen Abowd, Cory King, Joshua Ray/America First Bank, Cheryl Rotter, Vicki Crabb, Millie Karel, Teresa Matthieson, Christin Cohee, Jon Ruitter; Call in—Lydia Pearson, Jo Kilpatrick, JoAnne Skelly, Kayleen Mahlberg, Karel Ancona
2. Treasurer Vicki Crabb gave the account updates and submitted a report.
3. Grateful Harvest Dinner review began with Karen announcing that \$118,000 was made in proceeds from the event and that First Independent Bank/Ellie Piazza had contacted her that they would be making an Angel contribution through the Las Vegas branch to the event as well. Most successful event in the history of TGP! What worked-----the sponsor levels offered; also the concept of co-sponsors for a particular sponsor level; ticket sales beginning in first part of July; auction items and raffle items were a huge plus; most relaxed dinner being in one room; auction near bar a plus; QR code was on every auction board plus in the bathrooms; more money than needed was collected for programs.; pushing the event through CTH social media. What can we improve-----more aggressive marketing of programs; Karen inform those working various tasks for the event to essentially adopt a table and sit with the attendees at that table when they have no duties to perform to inform or answer questions about TGP; it was suggested to sell that seat to a board/action group member (not sure on that as those working are fed ahead of time and should not be charged for a meal); NEED 4 persons at door to help seat; perhaps look at online ticket purchasing; more aggressive marketing of ticket sales as could strive to sell 120 tickets next year instead of 99 though those 99 were awesome folks; filling seats with folks with last minute cancellations very effective as was calling folks personally about attending (eg Don Kuhl who changed his flight reservation to attend!); pushing on Facebook vi targeted zip codes and Christin will look into; network with Stephanie Arrigotti on how she broadly reached her ticket sale audience so we can expand our audience reach; continue trying to get school district to push the event; use like we did for concert promo the Lupo, Fandango and new billboard to come south of town; selling tickets a farmers market a waste of time; suggestion to move event to later in September to give distance from BGCWN luau (again not sure that matters but can certainly look at next year). Jo gave a very good suggestion that we all “start networking NOW to promote TGP” which was a powerful take away and she also asked for bumper stickers to promote TGP as passive promo. Cheryl will look as optional designs for bumper stickers discussed.
4. Flower Basket campaign 2023 discussion—Jon has updated the order form and will get with Christin to put on website; Karen will start the campaign mid October with letter and successive articles every month thru February, order form and personal email to past donors. The application for over the street will be submitted in October; Karel will do successive flower basket articles to raise awareness; perhaps a DONATE button next to form on website if folks just want to contribute to the cause.
5. Executive Director Jon Ruitter updated the produce donations which are well ahead of previous years shown on attached sheet. Jon had inaugural meeting as TGP representative for the CCSD facility master plan committee. He and I had a phone meeting with Andrew Todd last Thursday of Aspire Capital Advisors with a follow up meeting scheduled for this Thursday. He and Cory

met with Mark Korinek on expansion site. East fence slats to be paid for by CCSD. School waste pick up a 4 school sites happening. Mark K. coordinated with Environlutions to get more green waste buckets. A courier from school district is doing waste pickup currently. 25 buckets/week with 100% quality control Will reported! Jon asked Will to meet with Lions Club Tuesday @ 11:30 am. 10-15 attendees will be there to tour GC. Jon asked ALL to email to him their volunteer time.

6. Cory King gave his last update as greenhouse manager thanking all he has engaged with through TGP. He said 2 AmeriCorps were hired and potentially a third. He will line out Will on the flower baskets which were taken down by Casinelli today. Cory said he would be available for Will and Christin during the transition process. He said GC on tap for a successful Fall harvest.
7. Will Pierz gave his last update as Assistant greenhouse Manager as he takes over Cory's position on Monday. He finished the potato harvest. Reported butternut squash, melons did well. Tomatoes did OK and suggested different management of them going forward. Reiterated that the expansion was moving right along.
8. Christin Cohee will take over Wills position as Assistant greenhouse manager at Foothill and continue her education coordination and website duties. She had sent out a plug in email for all those putting items in newsletter with an Oct 17 deadline. Jon will do a thank you for the Grateful Harvest Dinner support. She reported Plant Science classes have been coming out once or twice /week.
9. Under other issues Karen reported that the MHAF will be matching for 3 yrs the CTH Annual donation in January in support of GC as CTH does for Foothill. Discussion of a part time AG position job description writing. Cory and Will would get with Jon on input but basically a position of AG support for both site. All enjoyed a little party celebration for Cory!
10. Next meeting Oct 27,2022 @ 2:30 PM @ GC with call in option.
11. Meeting adjourned at 3:45 PM.