

The Greenhouse Project Action Group Meeting Minutes

Thursday May 26, 2022

2:30-4:00 PM

Meeting held @ Green Central; Call in option 425-436-6326 Access Code 299827

1. In Attendance—Karen Abowd, Millie Karol, Amy Riddle, Cheryl Rotter, Jon Ruitter, Mark Korinek; Call ins—Will Pierz, JoAnne Skelly, Jo Kilpatrick, Karel Ancona, Charlie Mann
2. Treasurer Vicki crabb emailed her treasurers report in her absence. Plant sales to date totalled \$9,215.33. Sustainability operating account is at \$12,602 and Jake O Farrells bid came in at under \$4K for water line and Western NV Supply provided a huge discount for pipes @ \$670 so in good shape for the smaller items left to be purchased for the teaching far expansion.
3. Jon Ruitter reported that Jake was currently working on the irrigation at the site expansion and should finish next week. Hoop houses done and Rotary set up the continuous flow composter and ran a test run. All operational. 11 Rotarians came to the work day and picked up trash that had blown in the last windstorm. The ribbon cutting event was discussed and Will/Cory will set up pop up table. Karen will bring cookies and Cheryl the lemonade. Karen will remind all donors again and those who RSVP'd. Will is quantifying worms. Will asked Karen to remind him about the worms for Mr Stokes. The ceremony to include a dump in of the worms. Millie would take care of the signage directing folks to the site. No power at the site so no microphone. Just have to speak louder. Mark Korinek will contact Jessica Garcia od school district for press release and Jon Ruitter will remind KOLO and Carson Now.
4. Karen gave the Sustainability Endowment update. Tom Duncan/Duncan Golf Management donated the workhorse golf cart needed for the site expansion. Emerson Collective had reached out and said that they are still meeting internally and will get back with TGP again in a few weeks. Karel and Karen had worked on a PSA for “Grow It Forward” but Sam Shad felt we needed help and so is paying for Bill Miller to work on this first week in July to run for a year whenever there is a break in news with a link that can go to other news channels. Karen will also interview with Sam in July on NV Newsmakers. Karen and Jon will attend the Chamber luncheon to receive on behalf of TGO the Carson Proud Innovator of the Year Award on June 15.
5. Mothers Day Plant Sale Post Mortem discussed. Karen read Cory’ s suggestions since he was away. He suggested a Plant Sale subcommittee that can take on some tasks to free Cory up such as....marketing, Shopify coordination(customers/orders), pre-sales, signage, and extras that are desired for the actual event like volunteer coordination and site set up and clean up. Timing of when that subcommittee should start meeting was discussed and Cory will need to decide. Cory feels online sales are popular but should be downplayed for actual event and feels a one shot event is not ideal but should be extended over 4-6 weeks. Karen commented that even Ball Seed Company does not do an event that way for their Customer Appreciation event. There’s is a 2 day event. She also said it is not a prudent investment of time and labor for a \$9K return to drag it out. Many agreed. Cory feels Mothers day is too early and Will pointed out that once every 5 years it is a week earlier like this year. Karel said branding is important and we have achieved that with Mother day sale and Will said there is an advantage to being ahead of the other sales. Karen said that in the 13 years of plant sales she has experienced all sorts of weather and has talked to many folks who purchased and have just waited to plant but loved coming. Karen also

said it has snowed on Memorial day so thinking you can postpone and have better weather is not a reliable plan. Trying to do something in June to September for an Open House just gets in the way of Harvest Dinner planning which starts then. Charlie Mann did say that one week later would allow more of his students to be there though in years past that was not an issue. Again dragging this event out is not efficient and perhaps online sale should be cut on either side of the event. Cory suggested a stronger CHS presence though the students we had were stellar as were the volunteers. He suggested that the education coordinator and AG teachers should coordinate student shifts to help with sale and site prep. Activities for kids could be coordinated by students. They could also help market the sale to teachers. Parking was tough though the volunteers did a great job. Corys suggestion was a good one that pre order pickups be a completely different time and or day so more can park on site and not in ROTC lot. Jon Ruiter suggested rotating the Plant Sale between Foothill and Green Central every other year. Parking would not be an issue at the hospital. Jo offered a pop up tent for hospital site. A sheltered cashier station is needed. BoBBA Babes were a great add but food truck was not. Amy felt no need for volunteers to meet the day before the sale just an hour before sale starts. She did feel there should be an overlap in shifts for first shift to train second shift. Leave at 10:15 not 10. Coffee and donuts that Jo brought were appreciated and gift cards used for pizza were great for later shift. Jo said the site should be sparkly clean for these events which is part of what the subcommittee should tackle to get things ready. Raffle brought in some revenue so should be repeated as did the build a basket sale. Cheryl thought perhaps only 30 baskets next time as a limited quantity. They sold about 20 with average price of \$25. She and Jo and June felt the baskets should be pre-packed with herbs and flowers and aprons be an add on. She suggested doing a banner next year for better signage, sticks instead of tags, more rectangular tables and removing the chairs. Cheryl though cashiers should be in outdoor classroom but Karen mentioned she and Vicki were able to greet every customer and direct them to basket sales and raffle and folks had wagon loads of plants to check out and too tough to haul up to outdoor classroom. Face painting suggested to go in breezeway between bathrooms. Karen feels old flower baskets should be planted with petunias to sell.

6. Jon gave the Executive Director update. He provided the produce number attached. 6 new flower basket signs installed and flower baskets would be picked up June 1 by Casinelli. 66 baskets downtown and 10 business baskets. Produce at 689 lbs putting since records were kept totals at 23,000 pounds donated to date. Jon gave the Greenhouse manger update. Spring crops being harvested and summer crops on their way. Busy but productive. Cory trying to wrap up AmeriCorps hiring. Perhaps 3 members for the summer starting June 1. Existing crew and staff awesome and deserving of kudos. Work on expansion site was previously reported. Upcoming tours with Capital Circle Initiative, and Sierra Desert Garden Club. Boys and Girls Club start in July on site. Volunteer opportunities are on the calendar.
7. Assistant greenhouse manager Will Pierz reported on Foothill garden site. He is hardening off transplants of tomatoes, peppers, eggplant, squash and melons; raking depressed beds not mounding this year. Has Kohlrabi, napa cabbage and cooking greens growing. Harvested less than 1 lb of strawberries. Pulling over wintered carrots. Did bug trapping for fermented fertilizer. Had a class from Truckee visiting the bee hotel.
8. Education coordinator Amy said website is live and is still adding to it. Karen asked that action group volunteering be added and also asked that all volunteers contact info be added the TGP

Action Group contact list. She asked that the board be emailed to see if any took pictures at last years Harvest Dinner so she can add to website. Volunteer training going well. July 9 will e the next one focusing on fruit picking hopefully to get some gleaning volunteers. T shirts and interp signs being worked on. She met with David at the Adams Hub and they can help with bookends on Wills videos.

9. Charlie Mann gave AG FFA update. At the State Convention the soil team took second, AG mechanics 6th, one student came in 3rd for a scholarship to UTI. The mesquite team took 3rd and 5th and finished in the top 10 individually. One student will go to Indianapolis to compete in dairy handling. New officers elected for FFA. Rebecca G left CHS for a position with 4H at UNR. Charlie said 3yr programs shrunk to 2 yrs and working on offering complimentary courses like greenhouse management for example. 7 students going to summer leadership camp. Big news is there are now AG programs at CMS and EVMS!!! This is great for TGP and AG programs at CHS.
10. Newsletter was discussed and Grow It Forward will be a part of that. Amy and Jon said they can do a one of for the Save the Date for the Harvest Dinner but can talk about it coming up in an article. Jo will do the board member article. Under other issues Karen requested a subcommittee for the Harvest Dinner. Cheryl, Jon, Millie, and Amy volunteered and she will check with new board member Kayleen to join as well. Karen will attend a meeting at Nashville Social tomorrow to start the planning of this event. Subcommittee to meet June 16 at 10:30 and perhaps the week before as well so Save the Date details can be ready for a July 5 roll out.
11. Next meeting June 30, 2022 @ 2:30 PM@ GC with call in option.
12. Meeting adjourned at 4 PM.