



Master Gardener Foundation

WASHINGTON STATE UNIVERSITY
EXTENSION

Master Gardener Foundation of Washington State Board Meeting Minutes – February 13, 2020

Longview, WA

Attendance:

In Person:

Cowlitz - Alice Slusher	Pacific/Grays Harbor - Karen Russo
Cowlitz - Steve Powers	Pacific/Grays Harbor - Sharon Golightly
Cowlitz - Patricia Bosh	Pacific/Grays Harbor - Erin Landon
Cowlitz - Jo Tuom	Pierce - Irene Reed
Cowlitz - Roxanne Nakamura	Skagit - Al Call
Cowlitz - Trisha Bonapace	Skagit - Mary Alice Harpster
Island - Paul McKenna	Thurston - George Cowan
Lewis - Jeannette Lawson	Yakima - Patty Dion
Lewis - Bob Taylor	Yakima - John Strong
Lewis - Don Enstrom	Yakima - Margaret Morris
Mason - Kitty Lundeen-Ness	Yakima - Rory Flint Knife
Mason - Amelia Savinova	State Lead - Jennifer Marquis

Via Zoom:

Remote attendees unknown. Please reply to the Secretary with names and chapters to be added here in the final version.

- 1) **Call to Order:** President Don Enstrom opened the meeting at 10:00. A quorum was established by Secretary John Strong.
- 2) **Minutes:** Minutes of the last meeting were approved as emailed.
- 3) **Agenda:** President Don discussed today's meeting plan. Ours is a working board. So rather than meet like a governing board, as we have usually in the past, we will change the format of our meeting. For further details, please see the Addendum A to the minutes.
- 4) **Priorities:** Don discussed ideas, goals, issues that need to be top-of-mind as we work today. See slides in Addendum B. The Board's mission, purpose, and structure led off. Most chapter charters are expiring soon, and need to be renewed. Chapter involvement and moving representation up to 3 representatives per chapter are paramount to our success. "Many hands make light work." Progress toward that goal is slowly being made. Noted was that several chapters have brought new representatives to this meeting!
Telling our story is vital. "What's In It For Me?" As MGs begin to see our successes, they will be incentivized to join us. The upcoming conference (AEC) is the most visible success we can produce. Don shared the updated "MGFWS Goals - Status & Activity" chart. Highlighted as Key Issues are: Nominating Chair, Chapter Representatives, Procurement and Awards.



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5) Committee Prioritization: A multi-vote activity involving each of us prioritizing ten committees followed. The results are shown here:

• AEC 2020	31
• Endowment Strategy	24
• AEC 2021 Launch Team	23
• Chapter Charter Renewals	23
• 2020 Awards	18
• Bylaws, Policies & Procedures	17
• Recruitment: 40 Chapter Representatives	14
• Web & Social Media	13
• Financial Review	12
• 2021-22 Nominating Committee	12

6) Endowment Fund Priorities: A similar activity gave us the group's desires in regard to Endowment management, and where we should focus our solicitation efforts.

1. Endowment Management	
• Establish and manage an Endowment at a Community Foundation	30
• Actively build our Endowment with WSU Foundation	7
2. Form of Donations (solicitation focus)	
• Grants	31
• IRA Qualified Charitable Deductions	22
• Sponsorships	19
• Planned Giving	11
• Property (Cars, etc.)	9
• Cash	3

7) AEC 2020: C-J reported on the progress toward our conference in October. Key points:

- a) The all-star cast - from our Keynote, Ron Gagliardo of Amazon to over 40 instructors including many WSU subject experts.
- b) The importance of the nine teams who are putting together all the details. Of those, four are still in need of additional team members: Facilities, Marketplace, Awards, and Marketing. Nearly all teams will need more help with onsite volunteers: Classroom AV Monitors, Cashiers, Marketplace setup, Raffle sales, Registration desk, Photographers.
- c) Budget: As this is our first year to host the conference, we come into it with limited funds and an aggressive goal for "profit" to use as seed money for AEC 2021. We are watching cash flow carefully, and making every effort to trim expenses without sacrificing the quality of the experience.
- d) Paul has agreed to chair the sponsor committee for the conference. He will get information out to all chapters to support their efforts are recruiting a conference sponsor from their local area.

8) Working Lunch - Committee Breakout: Cowlitz County MGs provided a delicious soup and bread lunch. All board members moved to join the various committees named in item 5, above. Each group was asked to discuss their thoughts about priorities and steps to be taken in their topic areas.



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Signup sheets were available for each committee. Addendum D shows the committees and names. Those members of the board and others from local chapters who were not able to be here in person are invited to add their names by contacting President Don or Secretary John.

- 9) State Lead Report:** Jennifer expressed her joy at participating with such a wonderful group as this Board, and at the great progress we have made to come back from several years of difficulty. Important now is that we tell our story. She wants feedback; she wants WSU Extension to be proud of us; she wants the University's leadership to want to fund us fully and provide more of the resources that we need.
- She reviewed briefly the areas she and Program Coordinators prioritized in their SWOT analysis, and how one of them is "Telling our story". It is among the critical issues facing our program. To that end, she shared with us a "One Sheet" that is available to us to us in telling our story. Use it with all stake holders: local government, donors, civic leaders, and prospective recruits. It is attached here as Addendum C.
- 10) 2020 Budget:** Don introduced the budget for 2020 as submitted by CFO Alan Smith. It is Addendum D. Some discussion ensued.
- a)** Motion by Patricia, seconded by Irene to accept the budget.
 - i)** Margaret noted that a \$50 amount on the License line was omitted.
 - ii)** Patty asked that Endowment Administration be increased to \$300.
 - iii)** Motion by Karen, seconded by Al to accept the changes. Motion passed.
 - b)** Vote on original motion as amended - - passed.
- 11) Other business:**
- a)** Karen moved, Patty seconded to approve Cathi Lamoreux as Social Media Chair. Passed.
 - b)** Patty moved, Irene seconded that MGFWS spend \$1,500 from the Endowment's expendable funds to become a Gold Sponsor for AEC2020. This provides us very good visibility and credibility... including recognition on signs and banners at the conference, on the website, on the conference swag bag, half-page ad in the program book, complimentary exhibitor booth, social media mentions and logo on all print advertising.
The exhibitor booth will be used to promote donations to the Endowment and/or direct donations to AEC expenses. Materials needed for the booth, and for "thank-you" talismans will come from the Endowment line in the budget and, if necessary, from a budget revision to be voted on in the future. These expenses are specifically NOT included in this motion.
Motion passed.
 - c)** Don announced that three charter renewals are being worked on: Stevens, Okanogan, and Kittitas Counties.
 - d)** Next meeting will be at the Armory in Ellensburg on May 28th.
- 12) Meeting Adjourned at 1:55 pm.**

NOTE: Once again, we experienced problems with the remote attendance technology. Most members who attended remotely had great difficulty hearing the proceedings. We are very sorry problem continues, and we are looking for funding such as a grant to purchase a quality "Zoom



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Station", to include a monitor, conferencing telephone/microphone, and camera(s). It is estimated that would cost in the neighborhood of \$2,000. This equipment would be portable, easy to set up and configure, and would require only a power source and strong Internet connection at the meeting site.

If any board member knows of a potential grantee for this funding, please contact President Don with the details.

Respectfully submitted by

Approved by

John Strong, Secretary

Don Enstrom, President

Addendum A - Items for Discussion
Addendum B - Meeting Slides
Addendum C - One Sheet
Addendum D - Committee Signups