



# Master Gardener Foundation

WASHINGTON STATE UNIVERSITY  
EXTENSION

## Minutes of the MGFWS Board Meeting

May 28, 2020  
Zoom Call

In attendance: Linda Bailey (Interim Sr. Dir. of Development, CAHNRS Alumni & Development), Patricia Bosh, Kathy Brenberger, Al Call, Judy Callahan, George Cowan, Jena Cawdery, Patty Dion (MGFWS Development), Don Enstrom (MGFWS President), Candice Gohn, Mary-Alyce Harpster, Carrie Hill, Elaine Jamerson, Marylou Krautscheid, Jim Kropf, Cathi Lamoreux, Jeannette Lawson, Jennifer Marquis (State MG Program Lead), Glen Martin, Vicki McCracken (Assoc. Dean and Director, WSU Extension), Paul McKenna (MGFWS Exec. Vice President), Ruth Monahan, Margaret Morris (MGFWS Treasurer), C-J Nielsen (AEC Chair), Susan Peterson, Irene Reed, Kelly Rupp, Karen Russo, Alan Smith (MGFWS CFO), John Strong (MGFWS Secretary), Bob Taylor, Jo Tuom, Julia Turney, Becky Vivian, Rose Wakeman, Melody Westmoreland, Susan Yeager.

A few others connected to the meeting, and were not identified. At least 18 chapters were represented, establishing a quorum.

### OPENING:

The meeting was called to order by President Don Enstrom at 10:00 a.m. The Secretary confirmed the presence of a quorum. There were no corrections or additions to the minutes of the last meeting, so they stand approved as written.

Don made some opening remarks, pointing out the value of individual unpaid volunteers that make up not only our local MG programs, but also this Board. He stressed that this IS a working board, and that all are expected to serve on at least one workgroup.

### FINANCIAL:

CFO Alan Smith presented the financial report (addendum A). There were no questions.

### WSU EXTENSION:

State Program Lead, Jennifer gave her report. Much of her comments dealt with the struggles both local programs and WSU Extension are having understanding and dealing with Master Gardener status under the Covid-19 guidelines and restrictions from the Governor's office, local jurisdictions, and WSU. She appreciates very much how local chapters are innovating during these trying times.

Pandemic concerns have pushed themselves to the forefront, leaving some of the other goals and tasks of the Program Coordinators lagging a bit. But work continues.

- A new "Home Grown" series of short training videos is being developed. These will be 2 to 4 minute videos based upon Extension Fact Sheets pertaining to food gardening.
- Also being developed is a series of rack cards with topics including pests, beneficials, plants, etc. also based upon Extension Fact Sheets.
- The update of MG curriculum — both online course and MG Manual — continues. Expected completion is now early 2023.
- The Professional Development Team for teaching Program Coordinators is moving forward. Videos have been sent out, the Handbook is being reviewed, and a road map for PC training guides the process.



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- The “Telling Our Story” team wants to define how to evaluate the program. They would like to develop that at in-person meetings, and hopefully will be able to do so at their fall meeting.
- The Diversity and Inclusion team is working with the recently received civil rights review report to identify and correct shortcomings, and establish criteria for collecting demographic data.

## Questions:

Julia asked about volunteer background check progress. Jennifer replied that that process does not come through her office, so she had no comments or information about it.

Don asked for clarification on the Over-65 rules for working in demonstration gardens and other venues. Jennifer replied that such a restriction comes from the governor’s office, and would prohibit volunteers who are considered part of a vulnerable population from working outside their home. That vulnerable population includes all people over 65 year of age. Specific and clear guidelines for MGs is being developed, and should be distributed soon.

Jennifer asked Extension Director, Vicki McCracken to introduce herself. She comes from a life-long career at WSU, having served in a number of positions from instructor to Director, mostly in areas dealing with agricultural economy and research. Teaching is her passion, and because Extension is largely about teaching, she is very happy and excited to be part of it.

Vicki pointed out that much of WSU Extension leadership is relatively new. With the new ideas and energy, it is an exciting time in the department. The University has lived through a period of extensive budget cuts, and is now rebuilding. Extension has a large investment in Master Gardeners, not only in direct cash budget, but also in resources, faculty, training material, etc. Our program is important to Extension, WSU, and the State. Vicki is happy to be working with and supporting Jennifer to make sure we succeed.

Linda Bailey, Interim Senior Director of Development, CAHNRS Alumni & Development, made a brief presentation, assuring the group that “We want to support Master Gardeners”. Her office works with many donors at the level of \$25K and up, helping them with major, long term and planned giving. She and her staff will work with MGFWS to help with annual giving, training in funds development, and solicitation materials.

## Questions:

C-J asked if Linda had presented at any of our AECs in the past. No, she hasn’t, but she has several people across the state who can make presentations and help us to learn more about fund development. C-J will contact her offline for a possible presenter at the AEC2021.

Al Call asked Linda of examples of how her office has benefitted MGFWS in the past. She replied that she had worked with past State Lead, Toni Fitzgerald, and has done the “best we can” to provide tools for our endowment.

Don commented that our major deliverable is to co-sponsor the annual Conference, and that we would love to get large donors to support the conference, both with immediate funds as well as endowment contributions.

Judy Callahan remembered that Linda came to our MGFWS meeting in 2016 in regard to our beginning the endowment campaign. Judy noted that a number of our board have become skeptical of the size of fees and charges against our endowment donations and principal, and that there has been a lack of



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support to warrant those costs. Linda explained that when we began the endowment, the 5% fee on all donations did not exist, but that it was added in 2017 to support the cost of operating the development office. The decision for the 5% fee came without much notice, and is not something we can do anything about, since the University administration requires that the Foundation office is self-supporting, and not relying on University budget.

Patty Dion asks how she, as our Development Director, can get assistance with her work. She also asked what Linda and Vicki think is the future of fund raising. Linda commented that we are in a very different environment, and have limited opportunity to meet face to face with donors. She hopes that we will return somewhat to traditional means, but that clearly social media and online communication will be the new normal. Also, the economic challenges of the pandemic has put a pause on giving from many donors. But it seems to be slowly returning as people are thinking more long-term again.

Linda also reported that the University has set a new goal to raise \$2 Billion across all programs with the school. CAHNRS has taken on a quarter of that as its goal. As individual programs, such as Master Gardeners, raise funds, those totals will be part of the overall goal. Note: It is important to understand that the funds raised stay with the program that raised them. The totals are used to tally up to the \$2 Billion.

Vicki added that, yes, the future will be different, but that online contact is not necessarily negative. She believes that future giving will be more important for immediate expenditure and not so much on endowment.

## **WORKING GROUPS:**

### AEC 2021:

C-J reports that the transition from 2020 to 2021 has gone very smoothly. All members of the workgroup are on board for 2021; most instructors have agreed to present again; and the planning schedule is right on time.

Working with the management at Ft. Worden proved to be difficult, so an early task was to look at relocating for the next year. The South Sound region was chosen, potential sites identified, and RFPs sent out. The site selection team worked quickly and narrowed down the options to the Olympia Hotel RL, and the Ocean Shores Convention Center. Both sites have great benefits. The recommendation of the team is to go to the Olympia Hotel RL. It is in a convenient location for most MGs around the state, the costs are very reasonable, and the property is attractive.

Julia Turney moved that we accept the site selection team's recommendation to hold the conference in September of 2021 at the Olympia Hotel RL. It was seconded by Alan Smith and Judy Callahan. The motion passed unanimously.

Don noted that our "regional hosting concept" provides opportunities for several nearby counties, such as Thurston, Lewis, Mason and others to operate tours and silent auction.

### 2020 Awards:

Kathy Brenberger comes to this committee recently and noted a lot of work has already been done. Award criteria and scoring rubrics have been revised, and nomination forms redone. We are looking for more history and information about Ed LaCrosse and the award named for him. All smaller county programs are encouraged to apply for the Ellen A'Key grant given by King County MGs. Mary Alyce noted that the new nomination forms have only recently been posted on the website. So, if any



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nominations were sent in on prior forms, they should be resubmitted. Award nominations should be sent to the email address: [awardsmgfws@gmail.com](mailto:awardsmgfws@gmail.com). Contact Kathy with questions or to confirm receipt of the nomination.

Margaret reminded Jennifer that she will need the President's Award information so she can order the pins and certificates.

## Charter Renewals:

Marylou Krautsheid has received signed charters from 18 chapters. Two others (Pierce and Kitsap) are not yet completed because Marylou has been unable to identify the appropriate person in those counties. There are five dependent counties that are not yet communicated with, as the form must be changed first to note the state's EIN number, which is a requirement for those counties.

It is recommended that counties establish email addresses for officers that are generic, and can be passed along to new officers as they assume duties. This will make it much simpler to contact and conduct business. Example: [president.mgxxx@gmail.com](mailto:president.mgxxx@gmail.com), where "xxx" denotes the county.

## Endowment:

Alan commented that, based on what he heard from Vicki, it may be possible to get some of our funds out of the endowment. Patty and Alan are working with their workgroup to make recommendations regarding our future endowment custodian arrangements. For now, it sounds as though the arrangement with WSU Development office may improve as our foundation, program and Extension continue to work together.

## Communication:

Don is still looking for a Communication chair to coordinate the efforts of website, newsletter, Facebook, and conference website managers. Or, perhaps those four can collaborate to maintain a consistent media message.

## Nominations:

Elections come in September. We need someone to chair a group to put together a slate of nominees! Al Call offered to help with this.

## Bylaws:

Paul reports that work on revising the bylaws is in good shape. The appendices still need work, and will be reincarnated as a Policy and Procedure Manual.

## **GOOD OF THE ORDER:**

Susan Yeager will work with Erin on the Financial Review team.

C-J and Don continue their road show at Clark County on June 2nd, their 16th trip!

Newsletter article submissions are always welcome!

Next meeting will be October 1st, 2020. We hope we can have it at the Olympia Hotel RL, site of our next conference. And/or on Zoom. Kathy Brenberger will arrange it.

Meeting Adjourned at 1:00 pm.