

South Surrey Garden Club
Minutes of the Executive Meeting
October 15, 2018 – St. Mark's Anglican Church

Present: Karen Ewing, Cindy Tataryn, Susan Lockhart, Kathy Starke, Lorna Fraser, Lee Bolton Robinson, Carol Wong, Dorothy Brown, Marilyn Bryson, Linda Stanley Wilson, Pam Robertson

Absent: Claude Hewitt, Sharon Lawson

Welcome

The SSGC Executive Meeting was called to order at 7:18.

Previous Minutes

MOTION: It was motioned by Linda Stanley Wilson and seconded by Lee Bolton Robinson that the minutes of the July 25, 2018, General Meeting be approved as circulated. Approved.

MOTION: It was motioned by Linda Stanley Wilson and seconded by Susan Lockhart that the minutes of the September 17, 2018, Executive Meeting be approved as circulated. Approved.

MOTION: It was motioned by Linda Stanley Wilson and seconded by Dorothy Brown that the minutes of the September 26, 2018, General Meeting be approved as circulated. Approved.

Correspondence

Nothing to report.

Treasurer's Report

Dorothy reported on the club's income and expenses, assets and liabilities, and cash flow. It was pointed out that our membership income is actually closer to \$6,000 at this point, with the many recent membership renewals coming in. The current treasurer's report statements will be posted at the next general meeting.

Membership Report

Marilyn noted that we have 183 members who have renewed their memberships so far this year, plus 11 life members, for a total of 194 to date. Another 130 memberships are pending renewal.

The membership cards are to be printed and ready by early next week, in time for the general meeting.

Membership

The topic of whether the SSGC should offer family memberships was discussed, based on a query by a member. After weighing the various pros and cons of doing so, no resolution was brought forward. It was noted that family members who might want to come to only select meetings and events can pay the drop-in fee at General Meetings and can also attend most of the open gardens.

Karen demonstrated how we will be able to access information on our new website, which is under construction, and asked the executive members to go onto the new site to check to see if the information in their sections is current and complete. Susan reminded everyone that it is still a work in progress but most information should now be copied over from the old site. Karen noted that the new site will not require a member login.

Karen then presented the membership list and how it might be accessed on the new website, in accordance with the new PIPA privacy regulations. This list will include only those members who have agreed to allow their information to be shared with other club members, and will be password protected. It will also be searchable, and based on discussion it was determined that all active members of the SSGC should be able to access it, as long as we remain PIPA compliant. Karen, Susan and Marilyn will continue to work together to determine what information will be included in the list and how it will be accessed.

Kathy had questions about the ease of creating group email lists out of the online list, and Linda clarified that the MailChimp master list [discussed below] might be the better one to use in those instances.

As mentioned last meeting, the move to this new website will save the SSGC significant funds, with our total costs for the SSL certificate and domain name reduced to less than \$300 per year.

ACTION: Karen will send the online membership list and proposed column headings out to the executive members in case anyone would like to provide feedback.

Revised Executive Duties Lists

The revised list of duties for the Logistics Chair was brought forward for discussion, and one change was suggested. However, with Claude not in attendance, the revised list will be brought forward at the next executive meeting.

The revised duties lists for the Treasurer and Secretary were not circulated as clean copies ahead of the meeting so will have to be held for the next meeting as well.

ACTION: Pam to circulate clean versions of all three revised duties lists ahead of the next meeting.

Communications: Website

The new website was presented and discussed earlier, but Susan brought up the issue of whether the club's Executive and General Meeting minutes should be made openly available on it, or if they should be kept separate and/or password protected. After discussion, the majority of the executive felt that it would be fine to leave them openly accessible.

Marketing

The list of ideas for promoting the club brainstormed at the previous meeting was brought forward for review, and Karen asked if anyone had additional ideas. Lee mentioned that another member of the SSGC had made contact with the Chamber of Commerce and they might be able to speak with us about ideas for increasing our local presence. Linda noted that all of these types

of outreach efforts need people putting in the time to support them. Some of the more time-intensive ideas might be too much of a commitment for individuals to want to take on.

Dorothy confirmed that 286 is our budgeted membership number, and Karen noted that the hall holds a maximum of 225 at general meetings. In terms of attracting new members, we're mostly looking to cover potential non-renewals, not greatly increasing the size of the club.

Further discussion focused on how to best reach potential members, and that newcomers to the area might be interested. Susan noted that an ad in the *Peace Arch News* was what originally attracted her to the club. Carol wondered whether we could include something in the welcome baskets that are often given to people who move into the area.

ACTION: Lee will look into the welcome baskets.

ACTION: Karen will be in touch with the *Peace Arch News* to see if they might send someone to cover an upcoming meeting and/or write a profile about the club.

Communications: MailChimp

Following up on our discussion of the new MailChimp email system at the last meeting, Linda did a presentation that took us through the MailChimp system and the master membership email list that will be accessed using that platform. It can be used to search out key terms and names and to make group email lists. Because this is the master list, it will be updated and accessed only by a few executive members who are familiar with using it.

Scholarship

Karen checked with Kwantlen regarding the name of the scholarship given on behalf of the SSGC and learned that the name was changed back in 2013 at the request of the SSGC, to honour Francisca Darts after she passed away. Lorna noted that there was probably a communication lapse at the time, as the name should have also still included "South Surrey Garden Club." Carol Wong motioned that the name be changed to what was intended at the time: "The South Surrey Garden Club Francisca Darts Memorial Award." Lee seconded the motion and the motion carried.

Karen was also in touch with last year's recipient, who may attend an upcoming SSGC meeting.

Program Committee Report

Kathy led a discussion of who might be doing Tips, Show and Tell, and Book Talks at upcoming meetings. Lee noted that at any given meeting we might do two of the three, but wouldn't likely have time for all three. It was decided that the Program Committee should take over organizing that portion of the general meetings from here on.

Kathy noted that the October meeting will feature Dianne Gaines from Van Noort Bulbs, speaking on Spring Bulbs, and that she will be speaking during the first half of the meeting. (She will be selling bulbs beforehand too.)

For the November meeting, Gwen Odermatt will speak from 7:00 to 8:00 about the process they use to choose the plant picks. Then we'll have a pre-Christmas social with coffee and potluck

appies and desserts. After some discussion about numbers, Karen suggested they base their numbers on an estimated 175 attendees.

In December, the program committee will host a wreath-making workshop at Darts Hill. The dates are December 6th and 7th, and Kathy will have a sign-up sheet at the next General Meeting.

Plant Sale Committee Report

Carol noted that they now have another eight volunteers to help out with the plant sale committee. Their first meeting will be in early November, and Carol will check the updated membership list to see if any others expressed an interest in helping out.

Logistics Topic

Continuing our discussion from last meeting based on further correspondence, it was determined that while we might consider making a donation towards the new screen being installed by the church, it is not included in our current budget so we can't do so at this time. Lorna moved that we offer the old screen to the church, which they could sell and keep the proceeds from. Susan seconded, motion passed. If they aren't interested, we could consider selling it ourselves and pass along any money made as a donation.

Flower and Garden Show

Nothing to report.

Review and Update of Lifetime Membership and Awards Policies

Lorna, Melodie and Lee have not yet met to discuss, so this item will be moved to next meeting.

General Meeting Agenda

Karen confirmed that the General Meeting next week will have the speaker first, then Joan with Tips, then Melodie with Book Talk, then Announcements.

Round Table

Cindy asked if we have confirmed which two members will be attending the BCCGC meeting on October 20. Lee offered to attend, and she and Kathy will find someone in the committees who would like the other ticket.

Linda would like to be contacted if anyone knows of someone who needs a little sunshine, so she and Ruth can send a card. She would also like to send cards for thank-yous and appreciation, if we could let her know of opportunities.

Pam asked if the executive members would like an executive contact list and list of meeting dates. Response was positive.

ACTION: Pam will send everyone updated 2018–2019 versions soon.

Susan asked for feedback on her email blast call for volunteers – how was the response? General consensus was that the response was good but we can always use more volunteers. Susan said she can always send out another call for whatever volunteers are still needed.

Linda would like some help with the logistics at the next General Meeting. Karen and Linda will coordinate.

Adjournment

The meeting was adjourned at 9:07.