

**Metro Blooms Board Meeting and
Friends of CUE/Minneapolis Blooms Committee
Minutes for March 14, 2007 Meeting**

Attendees: Lori Anderson, Susan Diesel, Cheryllyne Vaz, Gayle Gallagher, Ed Juda, Susan Nelson, Ginny Coyle, Julie Ollila, Joyce Vincent, Meleah Maynard, Pam Silver **Excused Absences:** Stephanie Boraas, Stephanie Brody, Linda Schultz, Lorrie Stromme, Pat Gill and Barbara Bliss

Staff: Lynn Heglund, Program Manager; Kristen Denzer, Program Coordinator; Mike Mesch, Lead Landscape Design Assistant; Paul Stroot, Website Consultant

The meeting convened at 5:15 p.m. and closed at 7:50 p.m.

Social Period and Tour Facility. We toured the facility and discussed where to have everything set up. Please see attached layout for notes.

Visitor Introduction. Meleah Maynard, a guest, introduced herself to the board. Meleah is a Master Gardner from Washburn Avenue in Minneapolis, and a journalist who writes about gardening. She is currently seeking new volunteer service opportunities.

New Board Member Introduction. Pam Silver mentioned as an addition to her previous month's description that she had served as the the Entertainment Director for the Minnesota Renaissance Festival.

March 14 Meeting Minutes Approved. The March meeting minutes were edited to show the accurate poster size. The minutes were then accepted. Moved by Lori Anderson, seconded by Susan Nelson.

Additional Agenda Items were approved by the Board: Blue Thumb Partnership Agreement, Banking Resolution, Report on NW Watershed agreement, and Report on meeting with MNLA.

Volunteer Needed: Susan Diesel noted we also needed someone from Blooms to attend the April 20th Eco-Fair in Plymouth.

Status of all Grant Funding Sources. Lynn Heglund reported that Blooms has received all of the contracts from our funding sources and we are currently negotiating with the City of Minneapolis for an increase in funding from both the Stormwater Management Fund Grant and the Rain Barrel Partnership grant.

Current Operating Budget Report– Lynn reported on and distributed the *Revenue Tracker* and *March Sources and Uses Budget* (attached.) Both are attached to these minutes. Blooms has raised \$4,220 from the website since March 1, in its first 14 days of operation. We need to raise approximately \$33,000 total from earned income for the year, so we are making great progress in only two weeks.

2006 Year End Report, Current Cash Flow, and; Previous Loan Paid Back. Joyce Vincent, President, reported that Blooms has paid back the January 2007 bridge loan of \$5,000 with no interest. Current cash flow is healthy, due to the reimbursement of MWMO for 2006 expenses and 2007 income from MCWD.

Bookkeeping Project Lynn has purchased QuickBooks, and Kristen will be purchasing QuickBooks in the next week or so. They will be working with Stephanie Boraas who also has QuickBooks and is using QB to set up a distributed bookkeeping system, recording all our checks. Stephanie Boraas has completed the IRS Form 990.

Subscription Promotion for Memberships – Joyce requested and Rebecca Kolls agreed to donate 50 subscriptions of her magazine Seasons to help us raise members. We will be giving the subscriptions as a premium to members that sign up for Sunflower (\$100) level 4 or above.

Website Store Sales Possibilities – Lynn reported that Rusty Schmidt has asked us to sell his new book in our online store. We will be getting a fee for every book we sell. In response to Pam Silver's question about what other products will be selling on the website, Lynn said we didn't have any at the moment. So Pam Silver, Cheryllyne Vaz, and Susan Nelson formed a new committee, the Products Committee, to work on developing products like t-shirts and mugs to sell on our website.

Media Relations Goals, Strategies, and Implementation. The 2007 PR Plan (attached) was distributed and discussed. In addition, Cheryllyne suggested that we all send out an email to our friends, families, and other

contacts about the workshops to increase registrations. Kristen Denzer reported that we have also sent our press release to all media outlets and garden clubs. She was interviewed for two promotional spots on WCCO Channel 4. We will see an article in the Star Tribune on March 28th, and many other press activities are currently in process. Kristen also explained a new promotional strategy: the distribution of Rain Garden Workshop “Playing Cards.” We are distributing the playing cards to garden centers, nurseries, flower shops, coffee shops and other community locations throughout Minneapolis and the West Metro. The following schedule of board members distributing playing cards was developed at the meeting:

<u>Name</u>	<u>Location</u>
Lynn Heglund	Wayzata
Ed Juda	Plymouth
Cherylyne V.	Minneapolis 1 (South East-Nokomis)
Mike Mesch	Robbinsdale
Kristen D.	Golden Valley, Minnetonka
Susan N.	St. Louis Park
Susan D.	Minneapolis 5 (South West- South of the lakes)
Gayle Gallagher	Bloomington
Pam Silver	Minneapolis 4 (South West- Lake Calhoun and Harriet)
Meleah M.	Hopkins, Minneapolis 3 (North West)
Julie Ollila?	Minneapolis 2 (North East)

8) Website Database Report. Kristen reported that the website database allows us to have greater control and access to our operations, with many functional features, including the capacity to generate membership, donor and registrant reports, alter the text of the website and manually alter some of the database programming. Paul Stroot was crowned our website guru. Joyce updated us on the status of our domain names. We have secured MinneapolisBlooms.org, MinneapolisBlooms.com, MplsBlooms.org, and MetroBlooms.org. It was suggested that we also get MetroBlooms.com. Joyce informed us that it is currently owned by a person until 2008. She will contact them about buying it from them.

9) Rain Garden Workshops. Kristen will be working on recruiting and scheduling volunteers for workshop A and Bs. We need 3 volunteers for each workshop A, and 1 volunteer for each workshop B. Several of the board members have already signed up. The following schedule with at least one board member attending was developed at the February meeting:

<u>Name</u>	<u>“A” Workshop</u>	<u>Location</u>	<u>Date</u>
Julie Ollila	Workshop #1	Nokomis	3/28
Lynn Heglund, Kirsten D.	Workshop #2	Minnetonka	4/2
Susan, N., Susan D., Pam S.	Workshop #3	St. Louis Park	4/4
Joyce V., Lynn H., Pam S.	Workshop #4	Olson Middle Sch.	4/7
Gayle Gallagher	Workshop #5	Luxton/SE Mpls.	4/10
Susan D., Pam Silver	Workshop #6	Powderhorn	4/12
Barb Bliss, Pat Gill	Workshop #7	Logan	4/24
Lori Anderson	Workshop #8	Kenwood	4/25
Lynn Heglund	Workshop #9	Plymouth	5/19
Kirsten D., Ginny C., Pam S.	Workshop #10	Golden Valley	6/9

10) Banking Resolution. Pat Gill and Stephanie Boraas will be added as official signatories to our checking account (see Minutes of December 2006 meeting) Susan Diesel moved, Lori Anderson seconded the Resolution, which will be attached to these minutes.

11) Blue Thumb Partnership Agreement. The Blue Thumb Partnership Agreement was distributed. This partnership will be very beneficial to our organization, and will enable us to partner with most, if not all the

other “gardening for clean water” organizations, growers and watershed districts in the metro area. Lori Anderson moved, Susan Nelson seconded approval to officially join this partnership.

12) Report on NW Watershed Meeting. Lynn and Kristen reported on the meeting at which they were invited to make a presentation to the Elm Creek, Shingle Creek (West Mississippi), and Bassett Creek Watershed Northwest Joint Educational Committee meeting. After a presentation about our program, this group proposed Resources (BWSR). This challenge grant requires a 1:1 cash/in-kind match and would allow us to greatly expand programming into northwest Hennepin County. The Board approved in concept that Lynn begin working with them on submitting the grant which is due April 13.

13) Report on MNLA Meeting. Lynn attended the Minnesota Nursery and Landscape Association (MNLA) Environmental Education meeting and updated them on Metro Blooms, offering to provide them with educational workshops for their members. Some MNLA members including Tom Tennant of Outback Nurseries were concerned about non-profit native plant sales competing with their sales. Lynn did her best to reassure that Blooms is not attempting to compete with them, but to find ways to help them reach out to our constituency helping the growers and retailers in MNLA to sell Minnesota-grown native plants.

14) Blooms Day Report and Activities. The door prize form was distributed. The program for Blooms Day will be revised so that Sandra Colvin-Roy has more time to speak, the door prizes are distributed intermittently prior to the end of the program to make things flow better. Lori Anderson is working on the slideshow and Susan Diesel is working on getting food donated. It was agreed that our “Big Door Prize” would be “A Blooms Designed and Installed Rain Garden”- hopefully with a personal landscape design by Rusty Schmidt and gift certificate for native plants. Lynn will send the revised agenda to everyone. Meleah and Cheryllyne will call the 6 award recipients to conduct the interviews for the award presentation.

The Blooms Board meeting was adjourned at 7:50.

Respectfully submitted,

Kristen Denzer, Program Coordinator