

**Metro Blooms Board Meeting and
Friends of CUE/Minneapolis Blooms Committee Meeting
Minutes for April 11, 2007**

Attendees (11): Lori Anderson, Susan Diesel, Cheryllyne Vaz, Stephanie Boraas, Ed Juda, Susan Nelson, Julie Ollila, Joyce Vincent, Pat Gill, Barbara Bliss, Pamela Silver .

Excused Absences (6): Gayle Gallagher, Meleah Maynard, Ginny Coyle, Stephanie Brody, Linda Schultz, Lorrie Stromme

Consulting Staff Attending: Lynn Heglund, Program Manager; Kristen Denzer, Program Coordinator; Mike Mesch, Lead Landscape Design Assistant

Attachments to these Minutes include: *First Quarter Financial Report, Blooms Day Task List, Blooms Day Program Agenda, Revenue Tracker, Update Workshop Schedule*

The joint Metro Blooms Board and Friends of CUE Minneapolis Blooms Committee meeting convened at 4:00 p.m. and closed at 6:30 p.m.

- 1) A Social Period was held.
- 2) March 14th Meeting Minutes were approved as amended. The revenue tracker, the Nokomis Blooms Day layout, and the March sources and uses financial information needs to be included as attachments.
- 3) An additional Agenda Item was approved: Status of domain names.
- 4) Rain Garden Workshops. The registration process is going well at the workshops. It is vital that workshop volunteers arrive one hour early to help with set-up of the workshop. Notes about the parking situation need to be included in the reminder email sent to workshop participants. The workshops are filling a little slower than expected. So far, there have been approximately 500 people that have participated in the workshops. Two things need to be added to fall evaluations sent to participants: ask if the participant shared with others the rain garden information they received at the workshop, and ask if the information the participant shared resulted in a rain garden being planted. It was decided to reduce (as posted on our website) the number of seats available for A workshops to 95 seats (except Powderhorn which has 125). The number could be increased later if the workshop filled up at the lower number. It was also decided to remove several B workshops from the roster: B15, B21, B27, B35, B39 were all removed.
- 5) Blooms Day. The board reviewed the task list for Blooms Day, May 5th. See attached for Blooms Day Tasks and Subcommittees list and edits. For set-up on Friday, May 4th there will be four pizzas donated by Carbones. Pop is still needed. Barb has scheduled three for-profit organizations and has collected the \$100 checks and agreements from them.
- 6) First Quarter 2007 Financial Report. Stephanie Boraas reviewed the 2007 First Quarter Financial Report. *See Attachment A.*
- 7) Review/Approval of June Water Bill Insert. The board discussed and approved adding an additional Workshop A and two workshop B's in July to take advantage of a second water bill mailing offered to us by the City. The water bill insert was reviewed and edits were suggested. The final draft of the water bill insert is due to the City in early May.
- 8) Status of BWSR Grant Proposal. Lynn Heglund informed everyone that the Northwest Hennepin County watersheds have decided to limit their applications this year and are not going to partner with Metro/Minneapolis Blooms to submit a grant for funding during the first round of the Board of Water and Soil Resources applications. However, they wish to offer Rain Garden Workshops in the northwest next year, and may submit an application to BWSR or find some other form of financing.
- 9) New Products Recommendations. Bumper stickers and yard signs were passed around for opinions. No action was taken on these items and it was decided to defer this discussion to a subsequent meeting.

Pamela Silver presented an analysis of the costs and potential for profit for the sale of Sventee T-shirts for Blooms Day as follows:

<u>Cost & Sales Projections for Sventee</u>							
<u>Shirt Limited Edition - Prepared by Pamela Silver</u>							
Costs	3 color Setup / Screens:				\$78.00		
	\$6.35	per piece	60	shirts	\$381.00		
	Total Printing Cost				\$459.00		
<i>Breakeven (Must Sell at Least):</i>							
Sell at	\$12.00	each	60		\$720.00		
				<i>Net Profit</i>	\$261.00	39 shirts	to cover costs
Sell at	\$13.95	each	60		\$837.00		
				<i>Net Profit</i>	\$378.00	33 shirts	to cover costs
Sell at	\$15.00	each	60		\$900.00		
				<i>Net Profit</i>	\$441.00	31 shirts	to cover costs

It was moved by Ed Juda and seconded by Julie Ollila that the Board approve the purchase of 60 T-shirts by Pamela Silver for a cost of \$459, for shirts to be sold at a price point of \$15.00. It was a recommendation by Pat Gill that no complimentary T-shirts be given out although no motion or discussion was continued on this point.

- 10) Complimentary Ticket Policy. Although the policy was described in general terms, no action was taken since no written policy was presented. This item will be presented at a future meeting.
- 10) Strategic Planning Session. A discussion was held on whether there was a general need for a strategic planning meeting during the summer of 2007. Suggestions were made to hold such a meeting for July or August. A general agreement was heard for holding such a meeting. No final decision was made for the month of such a meeting. The point was made by Lynn Heglund that for planning purposes related to requests for funds in 2008, it would be important to come to decisions about the scale of desired growth before August, when many grant applications for 2008 would need to be written.
- 11) Status of Domain Names. No discussion was held on the status of domain names. A report on domain names should be added to a subsequent meeting agenda.

The joint Metro Blooms Board and Friends of CUE Minneapolis Blooms Committee meeting was adjourned at 6:30 p.m.

Respectfully submitted,

Kristen Denzer, Program Coordinator