

WILLIAMSTOWN GARDEN CLUB BOARD OF DIRECTORS MEETING

Monday, September 11, 2023 at 1:30 p.m.

Williamstown Police Station Training Room

- A. CALL MEETING TO ORDER: The meeting was called to order at 1:39 pm
- B. CONFIRM QUORUM: Attending: Maria Siskind, Marilyn Faulkner, Betty Iannitelli, Kathy McKnight, Susan Montiel, Elaine Neely, Karen Parker, Diane VanKempen. Excused: Denny Meneghelli, Joan Wright.
- C. APPROVE MINUTES:
1.) Minutes from the August 14, 2023 Board Meeting were approved by unanimous vote.
- D. REPORTS:
1.) President's Report (Maria Siskind):
a.) Maria thanked everyone for their support of the Plant/Bake Sale with special recognition of Diane Van Kempen and Carol Oshinsky.

E. DISCUSSION:

1.) Extended discussion of future viability of such sales. Can we structure future events so that they can be managed by our aging and small working membership?

2.) To what degree does this event align with WGC purpose?

Pros: community outreach, club visibility, horticultural education of students and townspeople.

Cons: is the income derived worth the labor invested? Aren't we already a visible organization? How important is town/gown relationship to club's mission?

Questions: If we netted about \$2,200 from this plant sale, is annual income from BTCF enough to make this unnecessary as a source of club income? Do we need the income from the plant sale? Do we wish to include a bake sale in the future (bake sale income was about \$400). Is bake sale part of our mission? Does income from the sale justify time-demands and exhaustion of members?

SUGGESTIONS:

- Consider Venmo to possibly cut cost of Square use.
- hold sale at Paresky to maximize exposure/traffic/efficiency
- limit the duration of the sale and avoid hot late morning hours
- minimize transportation/set-up labor.
- Hold the event on a Friday.
- Hand out boxes as people arrive – they buy more.
- Include more of hot sellers (Jade plant, succulents, lucky bamboo), less of slow-movers (all-green spider plant, walking iris).
- Do not pot-up so much of any plant variety that it will not sell-out.

- Exercise judgement when potting: do not waste time potting plants that are under-rooted, too small or in poor condition. (How to diplomatically get the word out to membership)

E. OLD BUSINESS: none

F. NEW BUSINESS:

1) Preparation for October Annual Meeting:

a. Schedule:

- i. Luncheon at 12:00, Potluck
- ii. 90th anniversary cupcakes (donated by Linda Conway) and champagne to celebrate our 90 years. Request memories, stories from members.
- iii. Stephen Dankner to present Hort Short on growing Begonias
- iv. Powerpoint display for Annual meeting, including
 1. Report year in review from Officers and Committee Chairs, especially Treasurer's report
 2. Report from the Nominating Committee (Kathy and Susan)
 3. Election of officers
- v. Current board members to prepare their report and submit it in writing to Maria with cc to Susan by September 30 (so that the power point can be readied for the meeting).

- 2.) In April 2024 the Board will consider upgrading our Constant Contact subscription at an additional cost of about \$300 per year so we can poll members and record RSVPs.
- 3.) Board voted unanimously to offer a student membership category at \$20 per year.
- 4.) Discussion: how to schedule general meeting events to attract working-age members? Two of our nine general meetings will be held in the evening in future years (2024 or 2025?)

H. UPCOMING MEETINGS:

- 1) ANNUAL MEETING: Tuesday, October 10 at 12:00, St John's Church lower room.
- 2) BOARD MEETING: Tuesday, October 10 at St. John's following the general meeting. Purpose: sign conflict of interest forms, pass out job descriptions, asking each board member to review and create a timeline within which various duties should be accomplished.
- 3) MEMBERSHIP: Tuesday, November 14, 1:00 p.m. at St. John's Church, Lower Room. Organized by Diane Van Kempen. Dale Scalise will speak on building terrariums. (Need more info on Dale.)

ADJOURNMENT: The meeting was adjourned at 3:37 pm.

Submitted by,
Karen Parker, Recording Secretary