

Greenhouse/Flower Basket
September 11th, 2009
Meeting Time: 12:00- 1:00

In Attendance: Karen Abowd Mark Johnson Julie Newman, JoAnne Skelly,
Janette Bloom, Angela Bullentini, Mark Lopiccolo Linda Marrone Pam Graber, Jennifer
Pruitt Joe Mc Carthy

1. Greenhouse Issues discussed:

- a. Janette Bloom provided a financial accounting of the fundraiser and at that time we had made \$6,800 but when BAC reconciled their accounts with the GHP the total made was \$7,500. Janette formatted letters for donation tax credit and Karen and Janette sent out over 85 letters by the Thursday following the Sept 3 event. Karen stated that due to its success Adele's would make it an annual event on a date that did not compete with Burning Man and would work with BAC to select that date. Karen also mentioned that she and her husband were working on a guest chef dinner to benefit TGP. These two events would become major fundraising mechanisms for TGP.
- b. Karen let the group know that we have been offered a site for the greenhouse from a private individual and that water issues were being researched. Since this meeting Karen received word that the site can be hooked to City water. Disclosure of site location is a few weeks away as Karen interfaces with the owner and the owner's land use people to finalize details.
- c. Karen asked for Janette's assessment of the bylaws that Pam Graber had written and Janette felt they were good enough for the Board of Directors to be elected by the group on Oct 9 to do a final review on.
- d. Karen discussed the meeting Janette and she had with Tom Clark of Holland/Hart. Karen explained that Tom is the PR/marketing person for the firm and has Burning Man and Black Rock Solar for clients and that he would put them in touch with TGP. He would also separate our mission statement out into a mission, vision, media, marketing, and organizational chart components. he suggested that the action group be an advisory board for the BOD. Karen had action group members sign up for these advisory boards: Greenhouse (to include education and setup)--Mark Lopiccolo and Joanne Skelly; Planting (to include education on vegetable and flower basket planting)--JoAnne Skelly, Julie Newman and Pam Graber; Renewable Energy--Joe McCarthy, Mark Johnson, Jennifer Pruitt. Karen stated that Tom explained that solar panels would be our primary system, wind turbine secondary, and water trumpeting system our third system. Karen stated that Tom suggest a scoping meeting for the residents living near the greenhouse site. The purpose would be just to ask what

they would like to see not for their approval as the owner of the property can put a greenhouse there since it is zoned agricultural. Holland/hart will explore donation possibilities for wind turbine and solar panels in exchange for publicity.

- e. Karen asked Mark Johnson to look into water trumpeting systems to which he agreed
- f. Karen and Janette asked if anyone wanted to be secretary for the action group and Joe suggested we check with RSVP. Karen said she would contact Janice Ayres directly.
- g. Grant opportunities were discussed. JoAnne said she would look into SARE grants through the cooperative extension. Janette will re-contact NNDA about grant opportunities. It was mentioned that we need a fiscal agent for grants by Joe and Karen explained that the Ron Wood Family Center is our 501(3)(c) umbrella until the one for TGP is in place so hence we can apply for grants.
- h. Karen mentioned that Tom Clark thought we should get Bonnie Parnell involved and JoAnne volunteered to make contact with her. The purpose would be for her to engage WNC in the mentoring aspect of TGP education for youth giving the mentors the community service hours they need. Since Bonnie is an educator with political ties her influence could be helpful in this process. Linda would talk to Ana Louella of the AG program at WNC about their involvement as well.
- i. Jennifer suggested we touch base with the health dept (Teresa Hayes) about any stipulations they will have for us so we can plan for them. Mark agreed to do this.

2. Flower Basket discussion;

- a. Linda reported that she and Ralph only were doing the watering since Mike Hylan had gotten fired by the Nugget for some issues. Linda suggested that we use different plant material for next year since dead heading takes so much time and asked if the pots could be lower. Karen explained that it is permit regulation height that the pots are hung at. Linda wanted different pots as well but Karen explained these and the bracket were NDOT approved. Linda thought we should do fewer baskets next year and Karen said we would only plant as many as were sponsored. We had 91 this year and 71 were sponsored. Sponsorship for next year would be \$200 down from \$250 from the year before. Linda thought this was too expensive and Karen explained that this paid for watering positions as well. Karen asked Joe if redevelopment could pay for next years watering so funds raised could pay the Nugget back for this years watering. She said Tammy suggested we start the sponsorship campaign in OCT to end

by DEC and with money in hand make the request from the RDA citizens committee. Karen also asked if the ice rink goes through if those seasonal positions could become the watering positions for the flower baskets. Karen stated she had emailed Roger Moellendorf of Parks and Rec and cc Joe on this issue and Roger was not opposed to the idea if we paid for the positions with sponsorship monies. Karen stated that is why she wants the sponsorship campaign kicked off early so not to have to face the money issues and time crunch of this years flower basket campaign. Karen also said at David Ruf's suggestion she contacted Dan McClure of Nevadas Own Perennials to grow our flower baskets and the cost is \$9,800 due to heat for Feb to June 1 but this will give us the huge full basket we want. We would do different colors of wave petunias and put plastic trays in the baskets for better water retention. Karen said she would need volunteers to cut coir mat before baskets are replanted. She would contact Parks and Rec about taking Baskets down Oct 1.

3. Next meeting Oct 9 noon CC Library

4. Meeting adjourned @ 1:00