

## July 15, 2024 Lake Minnetonka Garden Club Board Meeting

President Roberta Dressen called the meeting to order at 8:32 AM. She welcomed new members of the Board and noted we have a fun year ahead. Theme for the year ahead is: **Foundation 200: Setting the foundation for the next 100 years.** We are creating financial stability through the Endowment Fund. In 2027 we will close out Endowment Fund raising. Memorials and donations will be accepted, but active endowment fundraising will end. Interest income from the endowment will be used for scholarships and community projects. Ways and Means income will be used for the 2027 Centennial Celebration and the 2031 Zone XI meeting.

President Dressen has three priorities for the coming year: 1) Membership Focus: How can we create an environment to attract new members and retain members? Should our volunteer make-up look different? Bobbie will set up a new committee to look at this along with our dues structure. Costs go up including rental spaces, the Woodhill Barn is now \$1,000. Do we need a change in dues structure? 2) Reexamine our mission and vision statements. Currently they are identical to GCA national mission and vision. What resonates with us and the future direction for our club? 3) A committee will be formed for our 2027 centennial project, focusing on a community project. What do we want to showcase for our 100<sup>th</sup> year? Mimi Rae is looking at what other GCA clubs have done. Our history includes the founding of the Arboretum, support for the Arboretum's Bee Center, and the Eloise Butler Wildflower Garden. Across the GCA clubs have helped found Central Park, and the National Park system.

**V. Pres:** Melissa Johnson: Goals for this year include: engaging with new members and making them comfortable. She plans to cover GCA history and work with new members in the garden. Possibly hold a lunch or tea with new members, so they know more about the club and the organization as a whole.

**Recording Secretary:** Mary Meyer Assistant Liz Weiner Mary asked for a motion to approve the June 2024 LMGC Board minutes. Kate Bryant made the motion and Connie Linder seconded. No corrections or edits, motion passed. Goals: to take monthly Board and member meeting minutes and distribute via email. She will also send minutes to anyone as needed including the Historian and Website manager. Mary asked that chairs please electronically send her their 2024-25 goals for recording with today's minutes.

**Treasurer:** Mary Upjohn, Assistant Anne Kaufman

Mary is collecting dues for the year! Please send dues to Mary or do it online. Reminders: travel and reimbursement policy is in the annual yearbook. Full registration fee and ½ cost of lodging for members holding a club office for attending. Conflict of interest forms need to be completed. Mary will follow up with those who need to complete the COI form.

**Corresponding Sec & Club Admin:** Laura Inglis, Assistant Dustin Macgregor Annual meeting books will be distributed at the July meeting. Master history box will be passed from president to president. Laura will be adding the 2023-24 Annual Yearbook to the box. Goals for 2024-25:

1. To keep an accurate record of members' contact information & share the information with the GCA, LMGC president & appropriate Chairs, Janie Delaney & Nancy Guldberg. 2. Create the new year Yearbook with accurate additions & subtraction of members information. Add yearly additions as given by President & Chairs. Distribute Yearbooks to members. 3. Welcome new members with invitation & mission statement to join the LMGC & follow up with obtaining their contact information & information about attending the annual meeting. Send notes as needed on behalf of the LMGC throughout the year.

**Committee Chairs:**

**Awards:** Sara Pierson, Assistant Shelly McGinnis One new recommendation for awards; otherwise, all is going well.

**Communications:** Kimberly Walsh, Assistant: Lynne O'Reilly Kim is working with Ellen, Kate and Mitzi to learn the communications role. Her goals: 1) Clear communication structure for her position; 2) Asking chairs to write their article ideas and give to Kim and 3) Create awareness of club activities through articles in news outlets, GCA website and Bulletin.

**Civic Imp & Dept Garden:** Lockie Markusen Garden is looking great. Fourth day in the garden to work, slow start due to concern that scale might still be present. Annuals have been added. Lakewalk ribbon cutting happened July 13. Goal to keep the garden looking as nice as we can. Future is still up in the air for garden renovation. The history of the garden is fascinating. Could we add some history on the Depot Garden for new members? Work list has been distributed. Mondays may not be the best work day and may change. Goals for 2024-2025 Continue to keep the existing perennials weeded, deadheaded and tidied up. Communicate well with all volunteers regarding the volunteer schedule and duties. Create a Depot Garden History piece that can be part of new member materials and on our website.

**Cons and Nat Affairs:** Holly Adams, Assistant: Ellen Phelps no report

**Floral Design:** Jill Pflaum, Assistant; Maddie Frecon no report

**Garden History and Design & Visiting Gardens:** Cheryl Kelsey, Assistant: Tammy Hansen Goals for the year: 1. Maintain Committee's focus on documentation of distinguished gardens. 2) Procure interesting and relevant visiting tours targeting local gardens of interest. 3) Grow participation of visiting garden tours with more advanced notice to members. Members need more advance notice and what is special about gardens offered as pop-up or visiting garden tours.

**Historian:** Meredith Howell. Meredith is working with Melissa on ideas for the Centennial celebration. At the July member meeting she will pass around the sign-ups for the Lake Minnetonka Historical Society volunteering for Sat mornings throughout the year.

**Horticulture:** Nancy Guldberg, Assistant: Heather Haeg Thank you for discussion on pop up gardens, as this overlaps on Nancy's goals for the years. Goals: Publish relevant topics in the

monthly Hort Hints; 2) provide education at pop up or visiting gardens and 3) work on a seed saving project for the coming year.

**Membership, Nom. and Bylaws:** Kate Bryant Kate is working on membership. How can we attract new members who are doers? Changes for the club membership? Men members? Inviting guests to attend meetings is a good way to introduce new potential members. Changes in time of meetings? Our super sauce is we love gardening and we get things done! Member survey? What is important to members in our club? Kate will be contacting Board members to discuss our interest in club positions for next year as she plans for committee roles for 2025-26, Goals for 2024-25:

Membership:

- Work to identify and recruit strong new members for The Lake Minnetonka Garden Club.
  - Ask our active and associate members for ideas and references for new members.
  - Develop a “profile” for new members, one that emphasizes LMGC’s commitment to our purpose and Lake Minnetonka community.
  - Recruit several strong new members to LMGC.
- Review of LMGC memberships. Are the current categories working? Are adjustments needed for the future re: meetings, times, committee memberships etc.?
- Check with other GCA clubs re: alternative memberships, ex: Junior memberships.

Nominating:

- Develop a “prospective member information and introduction to the Club” program. The hope is that prospective members will get a better idea of what we do and meet our members. (This idea about with inquiries about LMGC from our website. These members in our community did not meet LMGC via a friend or connection).
- Develop a member profile database per member/position/awards/year. We need something that allows us to view a member’s past positions and award information. Resort by position or year.

Bylaws:

- Work with LMGC Board through the year regarding helpful, appropriate, and clarifying changes to the LMGC bylaws.
- Help with additions and changes to the LMGC yearbook.

A discussion about getting member emails resulted in Laura Inglis being the person to contact

for a current email list for all members.

**Photography:** Anne Kaufman 2024-25 photography theme is: Past Present and Future.

Goals for the coming year:

**PRESERVING OUR PAST**

- 1 Document the achievements of LMGC members who have received photography awards and post their award-winning photos to our website.
- 2 Post past photography monthly newsletters on the websites.

**PROMOTING OUR PRESENT**

Complete the two photography projects we have initiated:

- 1 The October 17, 2024 Photo Gallery Exhibit at the Minnetonka Center for the Arts
- 2 The fall Photo Note Card Sale with proceeds going to the Scholarship Fund

**PROCURING OUR FUTURE**

- 1 Schedule Don Treadinnick, guest speaker on flower photography
- Assist with documenting the Steve Kelley and Arla Carmichael gardens with photos for the Smithsonian collection (a two-year project).

Fall photo notecards sale will continue to support scholarships. Send in your pictures to Nancy Guldberg [nguldberg@gmail.com](mailto:nguldberg@gmail.com) August 23, 2024 deadline for photo card photos and the October Photo Gallery project. See emails from Anne for full information.

**Programs:** Connie Linder, Assistant: Anna Lyon This week is Connie's first meeting as programs chair. DNR and Three Rivers Park wildlife manager on Thursday, July 18.

**Program Committee Goals 2024-2025**

**Meeting Planning**

The Program Committee is responsible for planning seven meetings that are educational and informational with the goal of having speakers and topics that are not only of current interest to our members but to explore new topics never presented before (Green Burials). The 2024-2025 year will include programs incorporating Horticulture, Conservation, Floral Design and Photography.

**Meeting Logistics and Execution**

The second goal of the Program Committee is to have meetings at venues that are in keeping with the program topic. This includes new and different venues to create interest and excitement for our members. For example, the photography program will be at the Minnetonka Center for the Arts and in the spring, we will be at the Arboretum Learning Lab to hear about sustainable farming practices by women farmers. Logistics include communications via invitations and email announcements to our members that are effective and timely. And to work with the Assistant Program chair as a mentor and to partner with meeting hostesses each month.

**Annual Meeting**

The final meeting of the LMGC calendar for 2024-2025 will be at Lafayette Club as another new venue for this event.

**Budget and Expenses** We are aware it has become more expensive to host interesting and engaging programs each month. Like so many things, the price of venues and speakers has

risen dramatically. The Program Committee and the LMGC board are working together to meet these budget pressures.

Connie thanked the Board for the new projector for meetings. Anne has the older projector for photography meetings.

**Scholarship:** Jean Dovenberg, Assistant: Larey Anne Swanson

Goals for 24-2025:

1. To have our initial email and letters announcing our scholarship sent out by the end of September. (After school starts) To send a reminder of scholarship in October and November.
2. To call professors and school administrators in charge of scholarships in October.
3. To read and discuss applicants in November and to announce the scholarship winners in the middle of December.

Since we have \$1,500 earmarked for our LMGC Scholarship, Jean suggests we provide one this year.

**Associate Member Liaison:** Kitty Petit no report

**Endowment Fund Co-chairs:** Mimi Keating, Mitzi Magid no report

**Ways and Means:** Debby Vorpahl Goals for the year: Raise funds for the LMGC. Generate new ideas each year; looking at a potential wine/whiskey tasting possibly at Bearpath Country Club. Also looking at finding a fun social event for members along with generating funds for the club. Debby continues to work with the photography committee to provide photo cards for member purchase. K&K Nursery and plant sale will be the spring event. Please send any fund raising ideas to Debbie.

**100 Anniversary:** Melissa Johnson Melissa has a logo for the 100 Anniversary; Anne Marie Murray is developing items for purchase commemorating the anniversary. Work continues finalizing the centennial celebration event(s) for our club. Creating a book for the anniversary and a community project are being discussed and explored.

Bobbie reminded us that Board Meetings until Nov will be via Zoom. Not in person, watch for future emails from Bobbie. Aug, Sept and Oct Board meetings will be via Zoom (not Microsoft Teams).

The meeting adjourned at 9:23 AM.

Minuets submitted by Mary Meyer.