

**CALUSA GARDEN CLUB OF MARCO ISLAND
MINUTES OF BOARD MEETING VIA ZOOM
MAY 4, 2022**

1. **Call to Order:** The meeting was called to order by President Susan Neustadt at 10:03 a.m. on May 4, 2022 via Zoom online meeting service. The acting secretary Sara Wolf confirmed that a quorum of 7 committee chairmen plus 3 officers was present. Board members present were President Susan Neustadt, 1st Vice President Kimberly Korb Porter, 2nd Vice President Monique Doyle, Treasurer Annette Kuhn, Assistant Treasurer Margie Bramel, Corresponding Secretary Joan Husband, Civic Beautification Group Chairman Susan LaGrotta (for Opi DeFalco), Communications Group Chairman Nancy Adams, Community Education and Outreach Group Chairman Donna Kay, Member Enrichment Group Chairman Sharon Lewis, Member Events Group Chairman Janice Engel, who is completing her term and introduced her successor in this position Kathy McNabb, Parliamentary Advisor Linda Colombo, Ways & Means Group Chairman Sara Wolf, Past President Sue Oldershaw and Past President Lindy Kowalczyk.
2. **Officer Reports:**
 - a. President Susan Neustadt reported on the District IX Spring meeting that was held April 18 at Naples Botanical Gardens. Five CGC members attended. Susan reported that she and the other members learned about various activities in fields including fundraising, club education, and community service from the reports from the other clubs in our district.
 - b. Sara Wolf reported on her and Kimberly Korb Porter's attendance at the Florida Federation of Garden Clubs Convention in Kissimmee Florida. She discussed the business meeting, the workshops offered, the Standard Flower Show that was displayed at the convention, and showed the board members present the Convention Program and the Flower Show "Sounds of Music" Program that were used at the convention. She also suggested we place an ad in the program for the 2023 convention and showed the size of the ads: ¼ page, ½ page and full page.
 - c. First Vice President and Program Chair Kimberly Korb Porter reported that in addition to her budget for Programs for 2021-2022, she had added \$574.54 in total donations from the J. McLaughlin fundraiser and the auction of the JoAnn Sanborn painting. Kimberly also reported she is currently working on speakers for the 2022-2023 club year.
 - d. Second Vice-President and Membership Chair Monique Doyle reported on the Membership Survey Results. After general discussion of the results, Monique suggested that a mini-committee be formed to analyze the results of the survey and suggest ways to foster co-operation and co-ordination in the three areas of Programs, Events and Membership in order to improve our Club's member satisfaction. Monique will chair that group and report back to the Board by July 1, 2022. President Susan Neustadt thanked Monique for conducting the member survey and congratulated her on a job well done.
 - e. Treasurer Annette Kuhn reviewed the reports she had sent out by Email prior to the Board Meeting. For the fiscal year 2021-2022 that ended April 30, we spent \$23,952.19 and we took in \$22,732.41 The beginning bank balance for fiscal year 2021-2022 on May 1, 2021 was \$18,713.44 and the ending bank balance on April 30, 2022 was \$17,989.79. Therefore, we spent about \$1,000 more than we earned.
 - f. Assistant Treasurer Margie Bramel commented that she wants us to be aware that we spent more than we earned during the Club Year 2021-2022 and urged us to be fiscally responsible in all of our activities.
 - g. Recording Secretary Laura Furlong was absent.
 - i. President Susan Neustadt asked the Board to comment on whether we should try to obtain member volunteers in advance to agree to be stand-by Recording

Secretary when the Secretary is absent. The Board members noted that the Corresponding Secretary has that duty under the Bylaws and Standing Rules, but Corresponding Secretary Joan Husband noted that she had accepted her position only on the condition that the duty of filling in for the Recording Secretary be waived. Assistant Treasurer Margie Bramel suggested that perhaps we could have the Assistant Treasurer be the substitute for Recording Secretary since there are very few duties for the Assistant Treasurer. After discussion, President Neustadt agreed to continue to ask members to cover as Recording Secretary on an *ad hoc* basis.

- h. Corresponding Secretary Joan Husband reported that she had sent no cards this month, but had sent multiple E-Blasts.
 - i. Susan Neustadt asked that Joan report at each meeting about the cards she had sent, and Joan suggested that she send a report of cards sent to Nancy Adams for the *Smoke Signals* each month. The Board agreed by consensus.
 - ii. Linda Colombo asked that a card be sent to former very active Club member Nancy Reynolds whose husband recently passed away. Kimberly Korb Porter stated that Terri Pike had send thank you notes for vendors for our April luncheon to the Manager of the Yacht Club, to the owner of Bella Florals, to the store manager at J. McLaughlin clothing store, and to JoAnn Sanborn for donating a painting to be auctioned.

3. Standing Committee Reports

- a. Awards: No report.
- b. Civic Beautification:
 - i. Susan LaGrotta reported that she plans to do a butterfly release in the spring of 2023.
 - ii. Memorial Markers Linda Colombo reported that Sharon Lewis and Linda Ariel will begin care of the Pineapple Marker in view of the resignation of Maria Lamb from the Club. Linda also reported that she purchased 2 evergreens to be placed at the Sand Hill marker, and that she was in touch with the city of Marco Island Parks and Recreation group about replacing the Blue Star Memorial Marker in Veterans Park when the park construction is complete. The Blue Star Memorial Marker has been placed in storage by the city.
- c. Communications:
 - i. Smoke Signals. Nancy Adams reported that she is publishing *Smoke Signals* in May and needs all copy sent to her by Friday, May 6. Monique Doyle suggested that we continue publication of *Smoke Signals* over the summer to increase member communication and Nancy agreed.
 - ii. Archives. Linda Colombo reported that she and Jean Schmitt are reviewing the archives for the CGC 2023 40th Anniversary Celebration.
 - 1. She asked what Board Members would recommend that she should do with the archives when she has completed her task. She outlined some possibilities: disassemble scrap books in order to keep only photos, scan minutes of past meetings and save in a digital archive, scan old photos.
 - 2. Members reported that Newcomers had digitized their archive by one person taking charge and scanning items over one year.
 - 3. Sara Wolf stated that although she has the title of Archives, and she is keeping newspaper articles and programs in a folder, she does not want to be the archivist who keeps everything.

4. Susan LaGrotta offered to research the costs of having a commercial firm convert photos and documents to digital format.
 5. There were several suggestions offered but no decision or direction to Linda was agreed on by the Board.
- iii. Storage Unit. Sara Wolf presented research on costs of renting a storage unit on Marco Island. President Susan Neustadt and Sara have discussed this option because member Liz Papagiannis who has been letting us use her storage cage at her condominium now needs to reclaim the space for her own items. The costs range from \$97.19/month (\$1,166.28/year) for a 5'x5' unit to \$1,605.00/month (\$1,605.00/year) for a 5'x10' unit. Her report is attached. Sara also presented to the Board the list of items we own that are stored in various member homes at the present time. Sara also suggested that we can obtain a set of shelves for free by looking on Craigs List, Next Door, and other community sales sites. We also should look for a truck to facilitate the moving of shelves and other items.

After discussion, it was moved, seconded and unanimously agreed that: The Club is authorized to rent a storage unit at a price not to exceed \$1,700 per year, and to arrange to have the Club's items moved to the storage unit no later than May 31, 2022, and further, that Sara Wolf is to proceed with the contract for storage unit rental and procuring of shelves.

Later discussion noted that the Club should move the items from Liz's storage cage prior to May 14 when her building elevator will be shut down for service.

- d. Community Education and Outreach - Junior Gardeners: President Susan Neustadt reported that she had met with the principal at Tommie Barfield Elementary School with regard to CGC having an after-school Junior Gardeners program. She toured the 4' x 6' raised bed area that the principal wants the Junior Gardeners program to use. She said we will need to do some additional work on the project, but that the program is a "go" from the standpoint of the school. Donna Kay listed some items that need to be accomplished by a Junior Gardeners committee, including such items as organization and planning, selecting students, registering volunteers with the Board of Education, and securing gardening tools. Susan will send out an Email to members asking for volunteers to work on the Junior Gardeners Committee.
- e. Member Enrichment: Blue Zones committee chairman Sharon Lewis reported that there were 130 participants at the Blue Zones Walkathon at Mackle Park and she was very pleased to see about five CGC members there. Blue Zones plans to sponsor additional Marco Island events in the coming months.
- f. Member Events. Chairman Janice Engel reported on the Spring Luncheon.
 - i. Janice reported that the Spring luncheon "April in Paris" was a great success. 45 members and guests attended. The costs of the luncheon and flower arranging program were less than the income from the event, which included income from the 50/50 raffle and silent auction of a Jo-Ann Sanborn painting, plus income from the J.McLaughlin sale of clothing on the Monday following the luncheon on which we made \$500.
 - ii. Janice said she recommends an increase in the budget for the April Luncheon for 2023.
 - iii. Janice introduced Kathy McNabb who will replace Janice as chairperson of Member Events for the 2022-2023 club year. Kathy will chair the Spring Luncheon and is looking for an additional volunteer to chair the holiday event (December meeting).

- g. Ways & Means. Chairman Sara Wolf reported on the Ways and Means events for 2021-2022 and asked for input for the 2022-2023 Ways & Means plans:
 - i. Fall Thanksgiving Arrangement and Plant Sale. CGC made about \$2,500 from the November 23 event. Sara asked the board if they wanted to repeat the sale on November 22, 2022 and the consensus was yes. Sara said she would recruit a committee to begin over the summer to plan the 2022 Fall Thanksgiving Arrangement and Plant Sale.
 - ii. Home Garden Tour Report. Sara stated that the Home Garden Tour income was \$3,010 and expenses were \$861.54, for a net profit of \$2,148.46. She also noted that members donated about \$400 in food, paper goods and gasoline, which boosted the profits. She asked the Board if they wanted to repeat the tour in Spring of 2023 and the consensus was yes. Sara said she would recruit a committee to plan the 2023 Home Garden Tour.
 - iii. Garage Sale. Sara stated that two members have asked whether we can have a garage or yard sale to raise money for the Club. Sara said she will look into the idea and if the Club members are enthusiastic, she will ask for a committee to be formed in the fall to plan the sale.
 - iv. Field Trip to Selby Gardens. Sara reported that we lost \$300 in advertising costs due to cancelling the February 1 Field Trip to Selby Gardens. We also have a deposit of \$300 on account with Marie Selby Gardens if we take a field trip there by February 2023. Board members suggested that the Club take a trip there with members driving, or perhaps we could rent small vans and use our own drivers. Board members were generally in favor of a trip at the end of October when Selby Gardens has its orchid show. No decision was made whether to try for another public-invited trip for the year 2022-2023.
 - v. Meeting Raffles. Meeting raffles yielded about \$700 for the Club in 2021-2022. Sara thanked Jenn Ferrier for organizing and conducting the raffles.
 - vi. Sale of CGC Embroidered Aprons. Sara asked Sharon Lewis to report on the possible sale of CGC Embroidered aprons. Sharon presented the costs of the embroidered aprons as about \$28 and suggested we charge \$38 for the aprons. The Board agreed by consensus to send out an Eblast to the membership asking (1) would they purchase an apron for \$38, and (2) what color do they favor—green or bright pink. Sharon agreed to send that Email to the members.
 - vii. Sale of T-shirts or blouses. Sara and Sharon discussed that members have asked about CGC selling members T-shirts or blouses with our logo. Board members stated their varied preferences for T-shirts, including sleeve length, neckline, type of shirts, and there was no consensus. Board members favored screen printing of t-shirts rather than embroidery due to the lower cost. Sara and Sharon agreed to price the T-shirts at Sunshine Stitchers and report back.
- 4. New Business.
 - a. Ad in FFGC Convention Program. Susan LaGrotta suggested that CGC place a full page ad in the 2023 FFGC Convention Program highlighting our Club's 40 years of affiliation with FFGC. The Board agreed by consensus.
 - b. Gadabouts. Monique Doyle suggested that Sue Oldershaw, Chairman of Gadabouts, put a suggestion in the *Smoke Signals* that she welcomes suggestions from members about what places they would like to visit in 2022-2023.
 - c. Fund-Raising Suggestion. Linda Colombo suggested that we highlight our charitable giving and civic activities when we do fundraising events. The Board discussed the requirements of a Section 501(c)3 organization – that it be formed for the purposes of education, civic or community benefit, or charity – in addition to qualifying under the

rules and regulations governing these organizations. Sara Wolf commented that we do not have to give 100% of the income we receive in excess of our expenses to a scholarship or to another charitable organization; our income can be devoted to community improvement and projects. The Board agreed by consensus that we highlight our community projects, our scholarships and our educational projects in our fundraising literature.

- d. Horticulture Chairman Vacancy. Susan Neustadt said that she will recruit a new chairman for horticulture due to Linda Schwoeppe's resignation. She said Donna Kay and Sue Oldershaw volunteered to mentor the new chairman. In addition, Sue Oldershaw suggested a horticulture program for the Club in which members will tour other members' yards to learn about plants growing in Marco Island.
- e. Amendment to Standing Rules. President Susan Neustadt suggested we amend the Standing Rules, Section DUTIES OF BOARD MEMBERS, item number 2, by changing the due date of all officer and committee chairmen reports from "at the March Board Meeting" to "no later than the May Board Meeting, or if there is no May Board meeting, no later than May 15."

Upon motion duly made, seconded and unanimously passed by the Board, the Standing Rules, Duties of Board Members, item number 2 was amended to read as follows:

2. All Committee Chairmen, Subcommittee Chairmen and Officers must file a written report at the end of the Club Year. This report is to be given to the President no later than the May Board meeting, or if there is no May Board meeting, no later than May 15.

- f. Member Birthdays. The Board discussed how to remember member birthdays. First Vice President and Membership Chairman Monique Doyle will collect member birthdays and we will put them in the yearbook or other member directory, and congratulate members for their birthdays during our meetings.
 - g. Yearbook. The Board discussed plans for the new website and plans for the 2022-2023 Yearbook. There was confusion about whether the Board had decided not to publish a Yearbook in 2022-2023 but to incorporate Yearbook elements into the website. After consulting the minutes of the February meeting, Susan Neustadt reported that a committee was appointed to evaluate the matter of whether we should publish a Yearbook, but the committee had not submitted a report. Susan agreed to follow up with Kimberly Porter who had agreed to chair that committee, but who had left the meeting prior to this discussion.
5. Announcements: The Budget and Financial Review committees will meet on May 20 at 10:00 a.m. at Susan Neustadt's house. Sharon Sutton and Kathy McNabb will do the financial review. Susan Neustadt, Sara Wolf, Annette Kuhn, and Margie Bramel will do the budget and they will solicit input from officers and committee chairs about their budget requests for 2022-2023.

The Board agree to have another Zoom meeting in July.

6. Adjournment. There being no additional business to come before the meeting, President Susan Neustadt adjourned the meeting at 12:45 p.m.

Approved: Susan Neustadt
Submitted by Sara Wolf, Acting Recording Secretary

Approved 8-16-22