

CCGA Coordinating Meeting on January 18, 2022 • Notes

January 18, 2022 from 6 to 8 pm

Location: CCGA Zoom Room (Virtual Meeting)

Present: Mamie Gray, Barb Dennis, JW Glass, Lorraine Kells, Amy Olson, Mary Fran Riley, May Toy and Angela Taylor

Welcome and Call to Order

Everyone said hello and then JW read a dedication to Martin Luther King (see agenda). We also observed a moment of silence for lives lost and for Gina and her family.

We reviewed the agenda, which can be downloaded here:

http://chicagocommunitygardens.org/wp-content/uploads/2022/01/ccga_coord_mtg_agenda_1_18_22.pdf

Amy offered to take notes and JW volunteered to be the timekeeper.

Committee Reports

Advocacy & Outreach

We initially skipped this team and then May gave an update when she joined the meeting.

- We can reschedule the WeWill discussion. May will work with Amy to establish a new date and set up the Zoom registration.

Resources & Distributions

Barb reported that the team has started growing at Austin greenhouse. They received a nice donation of pansies.

Education: Skipped

Communications

- Garden List: JW reported that the team is working on gathering garden info and will be meeting soon. Barb has been actually visiting gardens to check whether they are active. JW will work out issues on the garden entry form. This list will be great to organize volunteers, workdays, garden tours and to create a new map.
- Website: Everyone agrees that we need to make revisions to the current CCGA website. We discussed the idea to launch the new website during our 10th year. The goal would be to have the work completed by the time we have the celebration in the late summer or early fall.
 - There is a desire by everyone to highlight the CCGA vision and mission statement more prominently on the website

- The group supported having Amy create a proposal for a work plan for the project. (She offered to do the design as a pro-bono project) This plan will include many opportunities for involvement by CCGA working group members so that everyone's feedback can be incorporated. There will also be opportunities to create new content and update existing content.

Finance

Angela did not have a report. She confirmed with JW that he received the reimbursement for his payment of the web hosting (this covers the website and all of our email lists)

2022 Conference Planning

This discussion focused on the RFP, the conference planning timeline and workflow, registration and the structure of the conference.

Status of RFP & Proposals

The RFP has been deployed:

- CCGA email subscribers (1,820 people).
- AUA list serv
- Lorraine has reached out to past presenters via email
- NEW – ACGA Forum
- NEW – CCGA Facebook and Instagram

- Angela reminded us that the focus of the conference is **for gardeners and by gardeners**. There's a desire to post the RFP on the ACGA website. Amy and Angela will follow up on this. (done!)
- Food Navigator Project in Garfield Park: Angela wants a copy of the RFP to share with her group for a potential presentation. This presentation would revolve around food security. It's a project called the Food Navigator that is developing a web resource. Angela is part of the steering committee of this project and she proposed a motion to represent CCGA on this committee:
 - Angela proposes, "*CCGA approves a representative, Angela, in the Food Navigator Steering Committee*" Lorraine seconds the motion; motion carries unanimously.
- U of I Crop & Soil Sciences: Lorraine reported that Andrew and George have confirmed that they will do a presentation on lead contamination/remediation once again this year.
- WeWill Chicago: Could be a part of the conference. Angela said that the GPCC works with WeWill. May is on an actual committee (and will be conducting a discussion with gardeners)
 - We need to look at the 7 pillars - does every pillar tie in to community gardening?

- May will reach out to the WeWill Advisory Council about the conference. Is the timing right for the conference and the WeWill timing for gathering feedback? May shared that there are arts groups that are doing the community outreach for WeWill and the “pillar” working groups that are gathering feedback are being led by Metropolitan Planning.
- Other big picture presenters: Eddie Jones – GreenCorps?

Education Committee's Conference timeline

- Jan 4 - Ed Committee Meeting to Draft RFP (complete)
- Jan 5 - Send draft RFP to all CCGA working groups for approval (complete)
- Jan 6, 5pm - deadline for comments/approval of RFP (complete)
- Jan 7 – 10 eblast of RFP with cover letter and “Save the Date” (complete)
- Feb 1, 5 pm - deadline to receive conference proposals
- Feb 2, Wednesday 6 pm - Special meeting of Education Committee to consider RFPs
- Feb 3, Thursday 6pm - Special Meeting of Co-ordinating committee to accept/approve Ed Committee’s recommendations for conference proposals
- Feb 3-5 - Any follow up email up with presenters.
 - Invitations sent to new presenters (from RFPs received by Feb 1) This is stated in bold type in the RFP
 - Communications may send “Save the Date”
- Feb. 9 - Commitments secured for all workshops. A grace period actually, hard date may be secured sooner
- Feb. 9-16 - Post on Facebook and social media Announcement of workshops, Keynote, Breakout Sessions, Music/art guests, Conference Kits
- Feb. 16 - Registration OPEN (one month to conference)

Registration/Structure

- Registration: We are looking at a way to create one registration form for all sessions. We are thinking that Zoom Events could work for this conference (versus Hopin) JW and Amy will explore options.
- Fees: There was discussion about fees and whether the fee for the conference should be linked to the celebration as a “golden ticket.” The ticket would be issued when someone registers for the conference.
- Ticketing: The celebration could have a QR code for admission “golden ticket.” We need something seamless and easy. We might want to look at Eventbrite or something similar. They create unique QR codes. From May: *SPAC uses EV for our larger special events.*

You can scan the QR code on people's phones and registrants can also print out a registration email.

Structure/General cont'd

- Linked Events: The conference and celebration can also be linked conceptually and with the marketing materials. We should develop a 10th anniversary branding package. A motion:

"CCGA approves having a 9th year conference and a 10th Year Celebration linked together." Angela motions Amy seconds the motion. JW dissents; the motion passes.

- Ad-hoc Team for Celebration planning: There was a desire to create an ad hoc committee for the celebration to start planning now. There was a motion:

"CCGA recognizes the creation of a 2022 Ad hoc Planning Committee for the 10th Anniversary Celebration Event with recommendations to the coordinating group to link the event to the conference." Motion made by Lorraine; seconded by Angela. The motion carried unanimously.

- Sponsorship: We need to seek sponsors for this event and the sponsorship should be in person at the celebration where sponsors and exhibitors can have tables. For the conference, we could have sponsor logos and links/info on the CCGA website/event platform.
- Exhibitors at virtual conference: We discussed having exhibitors at the virtual conference and decided against it because the conference is spread over so many days. There was a motion:

Motion made by JW: "CCGA will not have exhibitors at the 2022 Conference." Second by May; motion carries unanimously.

- Scholarships & Language Support: We need to discuss scholarships and language support. This was tabled until the next meeting and in the meantime Amy will research captioning and language support.

Motion proposed by Angela "The working group will table a conversation about scholarships and language." JW seconds; The motion carries unanimously

Motion to adjourn made by Amy 8:33; Lorraine seconds