CCGA Membership Meeting, Saturday January 21st, 10am at Breakthrough FamilyPlex

About 17 people attended the CCGA coordinating meeting.

In attendance:

Bea Jasper, Get Gardening in Englewood

Erik Hernandez, CCGA & NeighborSpace

LaVerne Morris, Grandma's Garden, CCGA Resources Comm.

Gina Jamison, Kuumba Tre Am

Angela Taylor, Garfield Park Garden Network/Fulton Flower & Vegetable Garden

Val Kahoe, Univ. of Illinois Extension Svc – Community Garden Coordinator

Mamie Gray, North Lawndale Greening Committee

Julie Samuels, CCGA Membership Comm.

JW Glass, Greenhouse Garden, CCGA Communications Comm.

Cordia Pugh, Hermitage Garden, (Englewood)

Carolyn Johnson, Brickyard Garden, Washington Park

Sam Taylor, Fulton Flower & Vegetable Garden

Breanne Heath, Northside Community Garden

Barb Dennis, Cottage Place Garden (*Chatham-Burnham Neighborhood)*

Irma Anthony, North Lawndale Greening Committee

Josan Breyer, Tree of Life Garden

John Herman, European American Assn.

Handouts:

- meeting agenda;

NOTE: All CCGA coordinating meeting minutes are available for you to review on the website. Look under the menu tree at 'Who We Are' and then 'CCGA Organization' and you will see links here for the coordinating committee documents.

1. - Call to Order & Welcome

Meeting started around a few minutes after 10am with a call for **introductions** by Julie Samuels, who facilitated the meeting.

- everyone was asked to introduce themselves and after going around the table Gina J. was enrolled as time-keeper and JW Glass as note-taker;
- Julie S. then reviewed **the agenda** and it was decided that the conference planning committee would go first as this was our most important point of business
- there were no comments or review of the 12-10-2016 coordinating meeting minutes;

2 - Conference Planning Committee Report

Angela T. reported for the planning committee overseeing this year's CCGA conference. The venue is: **Breakthrough FamilyPlex,** 3219 W Carroll Ave, Chicago, IL 60624, where this meeting is being held today.

Angela reported that **Education** had made specific requests for:
- needed approx. $600 for printed material;
- **needed approx. 6-12 volunteers** for workshop hosting;: will assist presenters, crowd control, at classroom level;
- Education still needed a mediator for a planned panel discussion;
- it was requested by Education that lunch would be a gift from CCGA to the workshop presenters per the CCGA;
- Angela said no workshop specific were discussed yet but we expect to hear more about that later this meeting from Education;

Angela reported that **Membership** had made specific requests for:
- approx. $250 was requested for printed material;
- Membership requested approx. **6 volunteers** for registration of new members;

Angela reported that **Communications** had made specific requests for:
- approx. $150 was requested for name-tags and the conference program;

Angela reported that **Resources** had only made a specific request for 3 tables and 6 chairs and would be providing **centerpieces** for the tables as well as **door prizes**.

Angela then reported on the overall budget for the conference and presented some preliminary figures but stated that the budget was incomplete due mostly to catering and food decisions.
- Angela stated that **10 volunteers are needed for registration tables**, monitor grand room floor for clean-up, collect evaluation forms, etc..;
- there was a general discussion of signage and we have 12 dry-board signs we can write on for the workshops as well as a larger banner, nothing further was decided as to whether any more signs were needed;
- Carolyn J. asked how do we ask for volunteers and where she could refer volunteers, it was stated that email requests to the 5 working groups and a newsletter solicitation would suffice and we need to coordinate how to collect the volunteer names;
- Angela T. stated that some sponsorship letters have gone out and that we have a $1,125 sponsorship from the **MacArthur Foundation**;

TO_DO:

- determine total number of volunteers (22-28) and how to coordinate their sign-up;
- provide copy for newsletter for call for conference volunteers;

3. - Working Group Reports

A. **Finance Committee Report**

- Angela T. reported for the Finance Committee, they last met on 1/18/2017 and considered committee budgets in working to establish an annual budget framework
- No committee reported budgets in writing Angela reported, each committee is asked to itemize the rough numbers they provided;
- annual preliminary budgets are as follows: Education $200, Resources $3,000, Communications $750, Membership $1,200;
- e;
- Angela T. further stated that Finance is focusing on a.) book-keeping; b.) and establishing a clear process to collect money in all forms in keeping with our current fiscal agent requirements, c.) work with all committees, d.) continue to develop sponsorships;
- the next Finance committee meeting is on 2/15/2017 at 11:30am at Green Tomato;

TO-DO
a.) committees are to continue to report their respective budget needs to the Finance committee which is working to establish a consolidated CCGA budget and estimate of our annual needs;

B. Communication Committee Report

- JW Glass reported that the Communications group had a in-person meeting on 1-12-2017 and that our 2017 goals were reviewed and in summary they are:
- Ongoing Projects: a.) monthly newsletter support, b.) manage email vendor software for emails to members, c.) website support, d.) oversight of subscriber database, e.) support for spring conference (branding, program design & registration);
- New Projects: a.) support for initial membership drive, b.) updated newsletter schedule and mailing vendor, c.) refresh website design, d.) support for social media strategy;
- JW then provided a brief overview of the Communications team budget and stated we would continue to advise Finance if our needs change;
- JW outlined what support for registration that we provide: online registration pages and lists for registration teams;
- Carolyn J. asked about a one-page flyer she could use to distribute either to potential sponsors or potential garden attendees, LaVerne asked if it could be in Spanish, JW said we could ask Amy O. our design person to see if she could create one as she works on the actual conference program;

- JW reviewed the existing 5 email lists used for committee communications and stated that we have had some issues sending mail to Yahoo accounts and were working to resolve this issue;
- JW reminded everyone that all CCGA coordinating meeting minutes are available on the website, look under the menu tree at 'Who We Are' and then 'CCGA Organization' where the links for the coordinating committee documents are located;

TO-DO:

a.) set-up conference registration on website;
b.) create conference program;
c.) send February newsletter;

NOTE: The last CCGA email was the January newsletter which was emailed on 1-12-2017.

C. Education Committee Report

- Breanne H. presented and reported that Education last met on 1/10/17 where they reviewed the committee's portfolio and made some language changes since made on the website and then the Education group discussed the workshop proposals that were received;
- Breanne then listed briefly each proposed workshop, including some that were rejected for various reasons which she explained, keeping in mind the conference theme and some ground rules the committee established (no sales pitches, no political agenda, etc..);
- Breanne explained that they would make their final decisions soon on which workshops would be presented;
- Breanne stated that they had 6 class rooms available for workshops but that she has not seen the actual rooms yet and does not know the available capacity;
- Carolyn J. asked asked about a session on the finalized compost rules from the City of Chicago and some attendees responded that several sessions covered those rules last year;
- Julie S. asked about the panel and how community gardeners can participate around the conference theme: 'Gardeners Grow Communities';

TO-DO:

a.) coordinate with the Planning committee for workshop room usage;

b.) finalize workshops for conference;

D. Membership Committee Report

- Julie S. reported that several formal meetings that have been held to discuss what being a member of CCGA means, drafting a membership application and asked what all present thought about providing a special bag or button to denote membership or as a membership 'gift' or incentive;
- Julie S. asked if we could inquire of Amy O. if she would have any insight into creation of either a button or bag and we agreed to ask Amy about this;
- Julie stated that the agreed member fee for an individual gardener was planned for $30 and a membership application is close to being finalized;
- Julie noted that affiliate category member fee range from $50 to $1,000 and that this type of member is a private company, non-profit or philanthropic organization, municipal entity, etc....;
- Bea J. asked what for more clarification of an affiliate member and Julie and JW re-stated the types of entities expected to join as affiliate members but pointed out that certain closely affiliated organizations like **NeighborSpace** were NOT thought of as potential CCGA members but rather sister organizations in league with our mission and goals;
- Julie asked whether conference exhibitors have to provide their own tables, she was told YES and that we have room to accommodate about 20 exhibitor tables;
- Julie stated that for the 1st time we will be **charging an exhibitor fee** and it is set at $30;
- Angela T. stated that this is different that a potential sponsor fee and that she is thinking of a $500 amount and higher for potential sponsorships;
- Carolyn J. pointed out that this new exhibitor fee might price-out certain garden organizations that may not be able to afford the new fee;
- LaVerne M. also pointed out that some potential attendees won't be able to afford the $20 registration fee, which led to a long discussion about sponsorships and what those dollars are used for and what types of businesses or organizations could be sponsors, Carolyn suggested her local coffee shop might even be a candidate and Angela said she is working to incorporate any kind of potential sponsor and we need to work on how to properly acknowledge sponsors;

E. Resources Committee Report

- LaVerne M. reported for Resources that their group was again providing the table centerpieces and this year there will be door prizes but no raffle;
- LaVerne stated that Resources will be holding a seed-starting workshop on March 4th, 2017 from 10am-12noon;
- JW asked for copy of the proposed workshop for the website and email;
- LaVerne stated further that Resources is thinking about other potential workshops and planning on cleaning up the courtyard at the CCGT with volunteer help in the spring;

- Breanne asked why Resources was putting on a workshop and noted that Education could potentially help create these and some general discussion ensued around the fact that Resources has always held workshops that are hands-on in conjunction with their distributions;

TO-DO

    a.) follow-up on planned seed starting workshop on 3/4/2017 and include in next email;

4 - Tour of Facility

Next we all took a tour of the classrooms upstairs and reviewed seating layouts, as well as the two large spaces on the first floor used by us.

5 - Adjournment & Next CCGA Coordinating Meeting

The *next CCGA coordinating meeting* is planned for Saturday February 18th 2017 at 10am at the **CCGT.**

The CCGA coordinating meeting adjourned at around 12:00 noon

Notes submitted by JW Glass.

NOTE: You can reach any of the 5 CCGA committees via these email addresses:

resources@chicagocommunitygardens.org

education@chicagocommunitygardens.org

membership@chicagocommunitygardens.org

communications@chicagocommunitygardens.org

finance@chicagocommunitygardens.org