

CCGA Members' and Partners - Meeting of the Minds Notes
November 27, 2018– 6:00 PM - 8:00 PM
Center for Green Technology

Meeting notes transcribed by Amy Olson

Present at the meeting were: Julie Samuels, JW Glass, Pat and Robert Hart, LaVerne Morris, Cordia Pugh, Amy Olson, Mamie Gray, Angela and Sam Taylor, Lorraine Kells, Gina Jamison, Val Kehoe, and Erik Hernandez

After having dinner (from Carbon) the meeting was called to order at 6:20 PM.

It was noted that Val would keep the time from 6-7 and Erik from 7-8. Amy took notes from 6-7 and Cordia from 7-8.

We reviewed the agenda, which can be downloaded here:

https://www.dropbox.com/sh/ah56bqqd2ys0k3y/AADag_es7xhgOaHdHKpu3o6Ba?dl=0

Angela had a question about including the sponsorship conversation within the finance committee. Gina clarified that she intended to have the scholarship and sponsorship details worked out through the finance committee. Gina asked through email for someone to be a lead for the scholarship and sponsorship but no one volunteered as of the meeting this evening. Her vision was that the sponsorship and scholarships lead would collaborate with the finance committee and work closely with them to create a plan for 2019.

Lorraine said that there was a process last year she had a letter that was created for scholarships for the 2018 conference that we could share and look at together. Amy said she had it and would make a shared folder with all of the documents pertaining to sponsorship and scholarships.

Gina explained what she meant by 'recap monies collected to be deposited'. After the conference ends, a representative from the finance committee, the cashier from the registration team, and the conference chair should meet together before they leave the conference facility to review the registration fees taken in and confirm the deposits to be made for CCGA.

Gina asked if there were any further questions about the agenda which there were not. Lorraine motioned to accept the agenda. Julie seconded the motion.

Gina welcomed everybody to the meeting.

Notes are organized to follow the agenda

Finance Committee

Budget available for the conference:

Angela reported that CCGA has about \$17,000 in the account. She recommended that we spend no more than \$10,000 on the conference, and we should all discuss and agree on an amount for conference budget.

Nobody could recall what was spent last year. (Amy will locate the summary doc and share.)

LaVerne said the budget will be a bit different because resources does not have supplies and the connection for the donation of tools for 2019.

Angela suggested that we look at what the needs are, look at what we have available, and consider past practice. In the past, we spent on the high end \$8,000 and a portion of that has been recouped through registration fees and donations. if we consider a \$10,000 budget and also look at each committee's budgetary needs, we should fall in that \$8,000-\$10,000 range. this will give us a little room to play and give consideration to Resources given what LaVerne reported.

It was decided that we would review each committee's budget and weigh in by committee per the agenda.

Angela made some copies and Gina took a moment to remind the group that we can email files to Amy and she or someone from Communications will arrange for them to be available for projection during the meeting. Documents will also be available on a shared folder. Communications will set that up and share it with the group.

Reviewing the check request form and reimbursement form

Angela shared the 3 forms that we should use to request money from CCGA:

Credit Card Payment Request Form

To be completed BEFORE a purchase. Submit the form to Finance and they will share with Sally from NeighborSpace. Once approved, if the purchase is to be made during business hours, you can call Sally to make the purchase with the card. Alternatively, once the form is approved, you can communicate over the phone or via email to place the order through Sally. Once the purchase is made, the receipt must be sent to Finance and they will make sure Sally has what she needs for CCGA accounting.

What does that look like? A ledger is going to be started For whatever amount we decide the budget will be for the 2019 conference. All expenses will be itemized based on the disbursements. it's important that when working with Sally to pay for something with the credit card that all communication goes through and includes the finance committee so that Sally's records and the finance committee's records align.

Reimbursement Form

This form is completed after someone has stopped and paid for an item. Attach the receipt to the form and submit it to the finance committee and a check will be cut to reimburse you. A box will be added to the form to indicate whether you want your check mailed or to pick it up in person.

Check Request Form

This form is completed when a check is needed to pay for an item. Examples are to pay for a venue or catering. Complete and submit this form to the finance committee.

Angela noted that there is a desire to have as many checks cut as we can for the conference in advance of December 31. This is because after that date a percentage of our account will be credited to NeighborSpace as our fiscal agent. So we want to spend down the account as much as we can before the end of the year. The goal is to decide which items in each committee's budget can be ordered by mid-December and go ahead and order those items. The plan is to confirm as many items at the next coordinating meeting on December 5, 2018.

Sponsorship & Scholarships process

Gina clarified her earlier comments about this process and said that she wanted lead for sponsorship and scholarships to work with the finance committee closely. *(AO note: This includes sending letters, accepting funds, sending thank-you letters, sponsor recognition, documenting what is required for reporting to sponsors, and facilitating use of the funds.)*

Lorraine commented that we have not yet decided to offer scholarships for 2019. Gina replied that she hopes we do offer scholarships and Lorraine expressed the need for a discussion about it. It was agreed to discuss it.

Membership Committee

Budget

Julie said the original thought was that the committee would take in money through the exhibitors and vendors at the conference. Last year the fees totaled \$450. She anticipates that the income will be about the same for 2019.

She estimated expenses would be about \$150 for printing signage and support materials for the vendors. Amy mentioned that printing the signage for vendors and the tables has been included in the communications budget as part of the larger signage budget. She expressed that there is a cost savings by consolidating printing as much as possible so this item could be shifted to the communication budget. Last year the budget was \$50.

Julie asked us to consider whether we want to offer a membership token at the conference, some sort of giveaway item for becoming a member. She reminded us that last year, people filled out a postcard about becoming a member and nobody is officially a member yet.

Angela asked whether there was any follow-up after people submitted the cards. Julie replied that it was limited because we don't have an official membership structure yet. Cordia jumped in to say that every email address included on the cards was added to the main CCGA email list and subscribed to the newsletter. She said the same happened with cards that were filled out two of the distributions following the conference. Amy confirmed the names were added to the email list.

Cordia expressed the desire to have a discussion about how to introduce membership and she strongly believes that it should be included at the registration level because at last year's conference people were at the registration table and expressed that they thought they were already a member. She said she had a hundred people stop by the membership table (where the cards were) say that they thought they were a member of CCGA already and 'now you're asking me to become a member again?' She believes it's redundant that the process of membership is becoming very redundant. At some point, she said, you're already a member or you're not. She suggested that in our registration form it might be good to include a box to check 'I'd like to be a member of CCGA' to allow folks to give their authorization to officially become a CCGA member. This way we've clarified it.

Julie agreed and suggested that after the conference we could consolidate a list of everyone who checked the box and create a separate member list for when we have special events or things to offer for members only. It's really a matter of appreciating people for being a part of the organization.

Pat said she thought we were stuck on the idea of who is a member, will they pay fees, are fees paid for a single person or a garden? Cordia wondered if this has been a lost opportunity for us over the course of the last 2-3 conferences?

Angela expressed it was kind of like “I’ve been to 6 conferences, I’ve seen you 6 times. I just show up because I know it’s a meeting, everybody might not want to show it because it’s a meeting.” Does attending meetings determine if someone’s a member or not? We don’t yet know, but it’s something membership offers. She expressed that everyone in the room at the meeting would likely consider themselves a member because of the dedication of the group to keep CCGA going together. We are the active members. Folks that attends distributions, events, are FB followers etc. are still also considered members, just not active.

Cordia thinks having that at the registration level will help resolve that aspect of it. For the individuals who have not yet ‘checked the box’ and are paying on-site, the question will be asked ‘do you want to become a member of CCGA?’

Amy asked whether it should be free, like AUA, for example.

Lorraine agreed that it was a great approach but that we need to work on the wording of the question.

Mamie asked whether there should be different categories of members because there are some people that are community gardeners but others that are individual gardeners. Pat offered that it had been discussed in membership meetings but didn’t get very far. And everyone remembered that it was discussed at the retreat as well. Cordia reminded us that we could gain some momentum with this by having it couched in a registration form, in essence activating membership.

Julie inquired whether there could be a second box asking people whether they would be willing to volunteer or help CCGA. What is the purpose of being a member? To help grow the organization or to simply attend plant distributions in the conference?

Cordia expressed that she thought we put the cart before the horse with membership. We have a whole wad of stuff that we’ve been offering and now we need to move the process along about membership.

LaVerne and Gina and everyone agreed that the discussion should continue with the membership team and they will report to the coordinating committee with the recommendation of how to move forward. Julie confirmed that we will recommend that a box be added to the registration form at the next coordinating meeting to see if there’s other input.

Lorraine offered that we need to define what it is people are signing up for. We can’t just include a box. Everyone agreed that the membership team needed to meet to discuss and define everything and come up with a recommendation. JW agreed with Cordia and reminded everybody that the notes from the retreat are on the website and available for everyone to access.

Angela said she had a suggestion based on Julie’s idea of giving people some swag for becoming a member. She suggested when people register and say that they’re already a member, that they receive a button that says ‘CCGA member.’ At the end of the day, we’ve officially certified all of our attendees as members. Everyone really likes this idea. Lorraine asked how we would keep track of everybody who received a button. Amy offered that we have to think about this when we set up the registration form. We will be able to track who clicks the box and connect that to their name quite easily.

Julie confirmed there is \$200 budgeted for buttons.

Angela said having people check the box and become members gives the membership team something to work on over the course of the year. They can organize the new members' names and interests and figure out where they can help: are they going to help with plant distributions or participate on a committee? Membership would be activated around this. It's like a strategic plan. She was excited about it.

Mamie said she thought that little card was going to be superseded by a more comprehensive membership plan. Where we do outline the benefits of being a member? Here are your opportunities to participate. She remembered discussing the structure for membership at the retreat, including a discussion around voting privileges. She didn't see a great benefit to having people fill out the card.

Angela replied that it gives information to the membership committee to follow up on. Gina said she thought what we were agreeing on was just to get something started and create something to build on and gain momentum around defining CCGA membership.

Mamie expressed that we have a lot of those little cards she even has one she forgot to give the membership team (Dunlap).

Cordia reminded us that we could spend all our time discussing membership logistics and should move on.

Angela asked what we want to recommend at the coordinating committee. Lorraine pointed out that the membership team would need to meet before the coordinating meeting on December 5. Cordia, Julie, Amy, and Mamie raised their hands to meet on membership over the weekend.

Gina asked whether the vendor and exhibitor forms were ready and available. She also asked whether there would be a resource table for people to bring materials related to their community gardens or projects. Julie confirmed that everything is being included in the plan for the 2019 conference. She said one of the exhibit tables will be available for community members.

Education Committee

Budget

Lorraine said that the only budget that is being requested for the conference is for reimbursement of the presenters' printed materials. She said that they've had no one who's done heavy printing except for Julie last year. Generally the presenters come from an organization with Materials and a printer on hand and they haven't asked for reimbursement. she said they've been setting aside \$300 for this. They don't normally use that amount, but want to keep \$300 available just in case.

In addition to that, last year a small group of people in Resources were discussing something for kids at the resources table. It was not possible to do that last year. Lorraine is proposing that the education committee develop an item for kids. She thinks we would need to have 50 of them available for the estimated kids that will be at the conference. She is thinking about an egg carton grow kit. This is a regular egg carton and she will bring a sample to the coordinating meeting. soil will be placed in the cups of the egg carton and children are given seeds that are pre-sorted in coin envelopes to plant. They would also have little sticks to mark them. They can be put together at the conference and then somehow sealed so that they don't spill everywhere or they can take them home to assemble. This is in response to the people who brought the kids last year and expressed that the kids needed some hands-on activities.

Having the kids attend the workshops, even Huy's workshop with the music and dance, they weren't engaged. She estimates that the cost would be about \$100 for the kits.

Julie suggested toilet paper tubes instead of egg cartons and Lorraine said she has a pattern for a newspaper origami pot as well. Lorraine said this would be discussed at their education committee meeting on Saturday, December 1.

Lorraine said that they will need a table with a sign.

Presenters and Workshops

Lorraine said that the RSP will be presented at the December 5 coordinating meeting after the education team has a chance to look at it. She said there's room for five workshops to be presented in two morning sessions (10 workshops total) We still have an open afternoon to be planned.

Both Gina and LaVerne expressed that our attendees seem to really enjoy the networking time and have given feedback for more networking time. LaVerne said that in her observation, having afternoon workshops doesn't seem to work. She suggested lunch, networking and then allowing folks to enjoy the vendors and exhibitors in a leisurely way instead of having a planned formal schedule after lunch.

Amy expressed a different thought, why not have the morning workshops, then all of the networking, lunch, exhibitor session, and then have a later afternoon workshop so that people don't leave. Everyone agreed that people would leave anyway.

Cordia said maybe this is an opportunity to widen the window for each workshop and expand each to a full hour.

JW said that this would allow us to recover from problems we've had in the past with the window to get from one workshop to the next being so tight.

Angela reminded us that if we don't have scheduled programming for the afternoon we don't have to eat right at 12 o'clock. If we're giving people the breakfast. Some evaluations indicated that people wanted the sessions to last a little longer. Perhaps that hour could be an hour and 15 or an hour 20. We could really allow for a rich question and answer time.

Gina asked Lorraine to clarify the length of time of the 2018 workshops. Lorraine thought they were an hour. Val confirmed that the workshops, including the Q&A, we're 45 minutes with 15 minutes to go to the next workshop. They were scheduled on the hour.

Val thought that it would be comfortable for the presenters to do a 45 minute presentation with a 15 minute Q&A. Then folks would have 15 minutes to get to the next workshop. Lorraine liked this idea and said added that at Breakthrough, we won't need a lot of time to get between classrooms.

Everyone agreed that one hour for the workshops including the Q&A with a good plan. Lorraine said that some presenters like to do Q&A during the presentation and each presenter will have the flexibility to structure their presentation with Q&A during or at the end of their hourlong session.

Complimentary admission and meals

Lorraine said that this will be looked at when we review the RFP at the coordinating meeting. The RFP will define what the presenters receive.

Resources Committee

Budget

Pat said that The resources committee has never provided a budget because for the past six years materials have been donated. She said that they are out of stocking material for the centerpieces. LaVerne did some research online to get preliminary pricing. Pat said that they research tulip bulbs and 12 inch white planters. She said they usually create 24 centerpieces. \$800 for pots, soil and plants.

LaVerne interjected to express that she went online because they needed to submit a budget. She emphasized that the pricing obtained is retail pricing. She also priced around 110-120 tools for the giveaway items. she said that if someone has a contact to help us with the pricing please contact her or share with the group. Her pricing was from Lowes and Home Depot. In the past, LaVerne provided a budget to finance that included the value of the donations of tools and plant material. This budget was \$3,000. The retail estimates from Lowes for \$976 and Home Depot for \$1048 are for the door prizes (tools).

Cordia mentioned that in the past, we've had seeds to give away to people and asked if we could include that in this conversation. Val replied that master gardeners had a table of seeds in the past. She also mentioned that last year seeds were supposed to arrive from Chicago botanic garden. LaVerne clarified that the seats were given to JW and he gave them to the resources team and they were put inside of bags along with gardening books and were also included with some of the tools. NeighborSpace also had a table of seeds.

Erik confirmed that NeighborSpace will provide seeds at their vendor table at the 2019 conference.

Erik commented that he remembered an email request going from CCGA to suppliers of seeds and he asked if they were being requested for the conference or another purpose. LaVerne clarified that the seeds requested were for resources to actually grow plants in the greenhouse.

Erik expressed that This discussion did shine a light on into how much the members are spending not just in labor but also in items. This will help us develop to a budget that's a little truer to what's actually happening with CCGA. He said a lot of times they've received donations through an ask. He said he's not sure if that should happen through a committee or through a new committee responsible for donations. he agreed that budgeting with retail values is a good idea because if the hook ups and negotiations with retailers doesn't work, we have a value to base our asks on as CCGA.

Cordia asked where this will be couched. Pat offered that Mamie has a letter she's used to send to see companies to ask for seeds. Cordia emphasized that asking for seeds needs to happen now and used Renee's Seeds as an example. She said that she receives seeds from Renee's and now is the time to request them because Renee's is emptying a warehouse. She will follow up with Pat with more information.

Amy suggested making a spreadsheet of all items that we are asking for CCGA sharing it online so that we know who is following up and there isn't a duplication of effort. Also we have different contacts and can work collaboratively. Amy offered to create the spreadsheet and share it with everyone.

LaVerne reiterated that resources does not have a hook-up for materials or tools and that's why she brought it to the group for help and support. Cordia said we all have hook-ups and just need a format for the ask.

Gina asked if a letter exists to solicit sponsorships and donations. Amy offered that we started the process for the 2018 conference with Bea and we have draft documents to build off of. We have a boilerplate letter that can be adapted and customized. Lorraine added that she and JW drafted letters as well. We don't need to re-invent the wheel. We can share all of the documents and refine them based on our needs now. Mamie also has a letter she developed a couple of years ago that could be shared.

Amy said that she will gather the documents and will put them on the share drive and share the link with all.

Erik asked if we could commit to sharing all of the documents pertaining to sponsorship and donations in advance of the meeting on December 5. Documents should be emailed to communications or Amy. Everyone agreed.

We took a 5-minute break

Communications Committee

Budget

Amy reviewed the communications budget, a draft of which is linked below:

In-kind donations have included the design and printing of the programs and design and printing of the name tags. These have been provided by Amy, JW and NeighborSpace. It's possible JW won't be able to print at his office this year. We can reach out to NeighborSpace to ask if they'll donate the use of their printer. Erik seemed hopeful about this.

Wrist bands were purchased by Bea, cost is TBD.

Giveaway bags have been about \$600-700 through 4Imprint.

We've been using black, square, rewritable signs with the CCGA logo for the past few years. Each year, we need to buy chalk markers to actually write on the signs to create them. If we decide to use these as our directionals and workshop classroom signs, we will need to purchase chalk markers and possibly something to affix these to the walls. The cost will be about \$40.

We had feedback last year that these signs were quite small. They could be appropriate for Breakthrough because it's a smaller venue. If we need larger printed signs, to display the agenda and/or classroom signs/directionals, whether they are rewritable or printed (one-time use) the cost will be up to \$600. This is an item we could seek a donation for.

Parking signage: we've been using some blank horizontal black banners that neighbor space allowed us to borrow. We've used gaffers tape, which is waterproof, in case of rain, to create the lettering. We could also use a temporary paint. Estimated cost is \$30.

CCGA outdoor banner. Our banner for outdoor last year looked a bit ragged and needs to be replaced. The cost to replace it is about \$140

The printing of table signage for registration, exhibit vendors, and anything else will cost about \$50.

Lorraine asked about the parking signs that were used for the 2018 conference. Amy clarified that the signage used was a square plastic sign borrowed from NeighborSpace which we created parking signs using gaffers tape this was because we had multiple parking lots to sign at Kennedy King. Gina asked if the square or rectangular signs worked better and Amy said that it really depends on the location and that for breakthrough the rectangular signs could be more visible at the two parking locations.

Mamie recommended making sure we take pictures of the signage each year so that we can make a better assessment of what works and doesn't work. Lorraine thought we did take pictures of the signage and just didn't post them.

Amy asked if anyone had questions and Gina inquired made the comment that if we aren't able to have the printing donated that that will increase our cost. JW agreed that the printing is a hidden cost in our budget.

Amy offered that to print 250 programs could cost around \$500 or could be less based on the technique of printing and the number of pages. She thought that the name tags could be printed for about \$150. Gina said that she has a hook-up with FedEx Office because she's a former FedEx employee and get it a good discount. Amy said that is great to know that we have that as a fallback.

Lorraine mentioned that to alleviate stress that JW experienced last year we should reinstate the idea of a assembly party and to do that we would need to close the registration earlier than we did last year we all agreed that sharing that responsibility of assembly is the best approach.

She also expressed that the lack of printed programs last year, we only had about 100, was a problem and people were asking for information that was printed and we didn't have it. The communications team committed to reviewing what needs to go in a program and will make sure that we have at least an agenda available for people on site that's printed.

Applications

JW confirmed that we have 3 applications:

Volunteer

Exhibitor

Main registration

He said we could make one for Scholarship

Gina gave JW kudos for creating great applications. He said that we could make adjustments to the application for 2019.

The communications committee will develop all of the tools and technology needed for registration to run smoothly including the technology and anything that needs to be printed for registration the day of the conference.

Communications will handle the technology for the Education committee.

Communications will NOT handle the registration area on the day of the conference.

Erik confirmed that we will produce another slideshow of community garden pictures for the 2019 conference building off of the collection of photos we already have. We will need to include a plea for gardeners to send their photos in the newsletter that Amy said will be going out very soon. Erik said that he would personally spend an hour with Lorraine to download all the photos from her phone because she has been taking wonderful photos at all of the CCGA events and we're super grateful.

Angela asked whether we have pictures of our past conferences over the years since this is our 7th year. JW said there are photos from past conferences on the CCGA website, but they are hard to find. We did not post photos after the 2018 conference, however, and need to put them online.

Registration Committee

Gina asked Mamie to be in charge of the registration committee for 2019. In the past registration has fallen under the communications committee and she would rather have it separated as it's own committee. What she's referring to is the day-of registration and check-in at the conference and overseeing that process and the funds taken in etc.

Mamie asked some clarifying questions about her role as the lead of the registration committee and whether that includes volunteer registration. Gina said that what was on the projector was just the agenda and did not include all of the details of each category of registration. We will need to detail 2019 registration categories at a future meeting.

Catering

Angela gave an update on catering and said that she had 4 menus For us to consider: Breakthrough's cafe, Jimbos, Wishbone, and Inspiration Kitchen.

There was previous discussion about having a boxed lunch and she confirmed that both Breakthrough and Jimbo's offered a box lunch.

LaVerne made a suggestion that we don't to do a box lunch, and to go back to a more communal meal for the conference, the way we started. communities are centered around food. Since there is no push to hurry up with lunch, we should make the meal a communal meal. Julie offered that we originally went with the box lunch because of time constraints.

Angela said that she would review the menus and put together some proposals to bring to the coordinating meetings that were communal meals. She asked if anyone wanted to help her or if she should do it on her own. LaVerne asked if anyone liked Inspiration Kitchen, and Angela said she was being thorough in obtaining a variety of menus. Angela and LaVerne agreed that the catering from inspiration kitchen was not the best. We removed their menu from consideration.

Pat offered that in the past Robin was able to obtain a price break from Wishbone and Angela said she would follow up with robin.

LaVerne asked that we vote on having a full meal versus a boxed lunch. Everyone raised their hand in favor of a full meal, except Erik. Everyone agreed that we will have a full meal/buffet instead of a box lunch.

Angela read aloud the menus she has and everyone agreed to follow up with Wishbone, Breakthrough Bridge, and Jimbos.

Scholarships

Lorraine gave a background on the process of providing scholarships for the 2018 conference. She expressed that arose out of the fact that we had a low number of registrants for some of the workshops and needed to fill them. we opened the scholarship application to only those workshops with low registration numbers. She said we had no way of assessing need so it was based on registration numbers only. We waited until registration had been open for a while so that if someone asked for a scholarship registration and had previously registered we told them in the fact that they previously registered they proved they had the means to pay for the registration. She said that she told people that scholarships were being reserved for people who are not yet registered.

Cordia said this information gave a background that people weren't aware of previously, so for the 2019 conference, how would we know whether we will offer scholarships? We would need to wait until registration has been open for a while and we can see what our numbers are.

Lorraine replied that that's exactly what we need to talk about. LaVerne asked why we even need to have scholarships.

Lorraine mentioned that at the conference at the South Shore Cultural Center, she and JW both paid for people who came to the conference and said they could not pay the fee, and others commented that that was a personal decision and was appreciated. Angela reminded us that for the first conference, when we had to a lot more people planning the conference, there were scholarships offered.

Angela said that if we are looking at capping our expenses we may have to have a serious discussion about the ability to offer scholarships. Gina asked whether or not we should even offer scholarships.

Angela agreed with Lorraine that we should have a conversation about it. The conversation is not a yes or no, but if we have the funds available, what is the process?

LaVerne asked what the qualifications should be for receiving a scholarship. Cordia suggested that this is a case where approaching garden leaders could be helpful in determining need for scholarships. She used her garden, Hermitage Garden, as an example. She said they had about 15 people attend last year's conference. How would anyone know whether those individuals needed a scholarship without talking to the garden leader?

Lorraine asked to clarify. She reiterated that the impetus for offering scholarships at the 2018 conference was fully informed by the empty seats in a few of the workshops. To ask a presenter to prepare a presentation and only have 5 people registered is a consideration. When we decided to create the form and posted and send it out we heard from Garden leaders like Viviana and Maria. She agreed with Cordia and said that approaching Garden leaders was also her strategy. Because we had no way to determine need, garden leaders provided that information so that individuals could be provided with scholarships.

Mamie added that it was a factor in last year's conference planning. We had a very short window and knew we were at risk for low registration because of the short registration period.

Lorraine clarified that she is not in favor or against scholarships.

LaVerne asked Lorraine about the fact that some people who received scholarships last year did not show up at the conference. There was some confusion about money that was paid for those attendees and Lorraine clarified that the donation covering the scholarship was made to CCGA (through Public Good) and served as a donation to CCGA just like all other registration fees that were paid online.

Lorraine explained that even though some of the scholarship recipients didn't show up at the conference, there were a number of walk-ins at last year's conference who were able to take those seats. We assumed there would be walk-ins, but we didn't count on that.

Angela and LaVerne asked for clarification about the walk-in registrants and whether or not some of those registrants received on-site scholarships. Lorraine expressed that she would not have extended scholarships on-site, due to having people complete the application, and she did not extend any on-site scholarships herself. She expressed that it was a tiresome process where the application was filled out, went to a committee, and then the scholarship was granted.

There was still some confusion about walk-ins receiving scholarships. Erik said he didn't have any answers, but asked if we could figure out how much scholarship money was offered last year and if that amount makes sense for 2019.

LaVerne said that her understanding was that CCGA did not supply the funding for the scholarships, but that it was a couple of individuals that donated the funds. Amy stressed that these were donations made on behalf of CCGA anonymously. Lorraine clarified that if the money was not used at the conference itself that it was still already paid to CCGA.

Erik clarified that it was outside of the CCGA budget, a donation.

The question of the price for the 2019 conference was raised. Gina confirmed that the price will be \$25 for the basic registration. There will need to be further discussion about whether we will have different pricing for volunteers, kids, etc.

Gina mentioned that some people may not go to the conference workshops, but will just have lunch, like the volunteers. Last year volunteers received a reduced registration fee, Angela remembered.

LaVerne asked what the meaning of volunteering is. Angela replied that it means to do it for free. Both Gina and Lorraine said that volunteering means the person has committed to helping.

Amy had an idea that sponsoring a scholarship could be part of the registration form so that a registrant could pay for an additional fee as a scholarship. She also said that perhaps a donor could be found for a number of scholarships. She said that perhaps we could handle the information about scholarships in a different way, just a line on the form saying a number of scholarships are available.

We don't need to advertise it like we did last year unless we have a problem filling the workshops again. Then we could consider advertising it. We agreed that approaching garden leaders could be a way to determine need. Clearly, the criteria for how a person qualifies need to be discussed more if we seriously consider offering scholarships based on need.

Julie said that in the past, we didn't offer a scholarship publicly but if someone needed help they contacted us. If we advertise it, it's possible scholarships will not go to the people who really need them.

Lorraine gave an example of a person who took advantage of the situation last year and she ended up referring the person to Bea to resolve it. She reiterated the importance of clarifying the process and the criteria. There was some discussion about how specific an application should be and it was agreed that we need to have a plan in place before the form is created and we need to have a clear plan in case we decide to offer scholarships for whatever reason.

Review & confirm next steps and assignments from this meeting

Finance will create a draft budget to be presented at the coordinating meeting on December 5.

Angela also said that she would get together with others to create some options for the catering based on a full meal/buffet idea.

Membership will be meeting over the weekend to discuss what is needed and will bring a report to the meeting on December 5.

Education team will have a meeting on Saturday to review their RFP and will bring a draft to the coordinating meeting on December 5 along with samples of the proposed kids' planting activity.

Resources has nothing new to prepare.

Communications will create a shared folder for documents pertaining to the 2019 conference planning and will share the link soon. Amy will create a spreadsheet for us to consolidate our efforts for seeking donations. She will also share all existing draft documents pertaining to sponsorship solicitation.

Set next meeting: date & location

JW suggested doing this at the December 5 meeting. All agreed.

The meeting was adjourned at 8:11 PM.