

CCGA Coordinating Meeting
Monday, October 28, 2019, 6:30 PM - 8:00 PM
Center for Green Technology

Present at the meeting were: Julie Samuels, Pat Hart, Amy Olson, Mamie Gray, Angela Taylor, Gina Jamison, and JW Glass

1. Welcome & Call to Order

The meeting started at 6:39. We reviewed the agenda, and there were no changes. Amy took notes and Gina was the timekeeper.

2. Committee Updates

Communications

- Amy reported that the communications team has been busy with the upcoming newsletter.
- Lorraine has been managing the growing Facebook page, which is now at 1,500 likes.
- The team has been working on improvements to the website, including setting up a beta test of a "forum" where gardeners can collaborate and help one another. (Can this be a membership perk?)
- Mamie expressed interest in learning how to do Facebook posts and also how to update the website. Amy suggested the team meet in person soon to have a work session together.
- Angela wondered whether the events calendar on the website was working again and Amy confirmed that anyone can submit events to the calendar by filling the form on the events page. Then the communications team gets an email notification and needs to review and publish the event to the calendar.
- Mamie wondered if there we could track the number of visits to the CCGA website to get an idea of how many people actually look at it.
- We discussed the newsletter content. The fall issue stories are:
 - CEGA Awards
 - Resources perennial distribution recap / possible stay tuned for Holiday Plant Sale
 - Action alert from AUA: Livestock ordinance
 - Call for venue ideas for 2020 conference (by November 12)
 - Sponsorships available for our 2020 conference!
 - What you can do in the garden: gardening for birds and pollinators (Add a note about turning lights off at night to discourage birds from flying into windows.)
- Angela offered the dates for the upcoming Garfield Park Neighborhood Markets for the Events calendar. Amy will add them.
- It was decided that the communications team send the draft newsletter to the 5 working groups' emails for feedback. This means there will need to be added time in the production schedule for each issue.

Education

- Julie reported that the team will meet soon.
- She said that many gardeners have been asking about the Openlands gardening classes (some were eliminated). They've been talking with Danielle at Openlands and discussing rebooting the 'How to Start a Community Garden' course as a CCGA course. There is an opportunity for CCGA to help!

Resources

- Pat said that the houseplant giveaway on Oct. 26th went well.
- There will NOT be a bulb distribution this fall.
- There may be a Holiday Plant Sale. Pat should know this week and we can include something in the newsletter.
- Julie asked if there were ever native plants distributed at the plant giveaways. Pat confirmed that there were native plants in almost every distribution this year and some events even have plant lists with planting and care instructions. Plants usually come from Intrinsic and sometimes from Elite Growers.
- Julie suggested adding this to the newsletter story on gardening for birds and pollinators.

Finance

- Angela shared a revised 2019 conference financial report. Please reach out to her directly if you'd like a copy. The report shows a breakdown of income and expenses. (See note below about Angela meeting with Sally soon, so numbers may be adjusted once more.)
- She said that the current CCGA account balance is \$13,254 and with the final two conference reimbursement checks being deposited, the balance will be \$14,233.
- Angela suggested in budgeting for the 2020 conference that we cut checks for each committee again. Last year we saved about \$500 by 'prepaying' for the conference in 2018. In doing that, we avoided part of the fee taken by our fiscal agent at the years' end.
- Pat and Amy asked about the breakdown of the ticket sales (adults, kids, CCGA team, volunteers, etc.) Angela said she would sit with Sally to get those details and report back to us.
- This prompted a conversation about the fees taken by Public Good and Square. Perhaps there is a better way for us to structure the payment options for the 2020 conference. We will research possibilities that will minimize fees and streamline the experience for attendees.
- Angela reminded us that the goal is for the conference to be an income generating event. We will keep this in mind as we embark on planning at our next meeting.

Membership

- Julie emphasized that we need to focus on our membership structure so that it can be launched in 2020. Let's do this! She would like everyone to review the notes from the last CCGA retreat and for all of us to share ideas at the next coordinating meeting.

- Amy said she would locate the documents and send links in an email to the working groups.
- Julie will come up with some questions to help focus the discussion. These are things we can think about so we can come to the next meeting prepared.

3. 2020 Conference Planning

- Venue: Julie mentioned the Austin Town Hall. We decided to put a call for venues in the newsletter so readers will have an opportunity to get involved. We will review all venue ideas at the next meeting and then set up site visits.
- Conference chair: Will discuss at next meeting.
- Sponsorship: Include something in the newsletter about becoming a member. Contact Angela

4. Other Business

- Alert: AUA Livestock Ordinance: There is a proposal that will be presented to city council that will strictly limit the number of chickens and goats that people can keep in the city.
 - We discussed the materials provided by AUA and decided that we'd like CCGA to be a sponsor on the Livestock Joint Statement letter. We need to reach out to Nick to ask about this asap. We will include an alert in the newsletter. <https://auachicago.org/wp-content/uploads/2019/09/Livestock-Joint-Statement-9.26.19-1.pdf>
- Angela mentioned another proposal that would require urban farms to have a specific water permit. She said she was not sure which aldermen were sponsoring this proposal, and that Lorraine was the person who shared the info with her. Lorraine, can you help?

5. Meeting Summary & Assignments

We shared some garden stories in the final few minutes of the meeting!

Here are some assignments:

- All: Think of 2020 conference venues, Develop draft conference budgets, Review membership information (forthcoming from Julie)
- Lorraine: Provide more info about proposal requiring water permit for urban farms
- Communications: Complete newsletter, Have team meeting, Update events calendar, Share CCGA retreat docs, Reach out to AUA about being on Joint Livestock Statement letter
- Education: Have team meeting
- Resources: Confirm whether there will be a Holiday Plant Sale
- Finance: Revise conference financial report, Meet with Sally
- Membership: Determine focus of membership discussion at next meeting

The meeting was adjourned at 8:00pm.

6. Next Meeting

Tuesday, November 19, 6-8pm, at CCGT