

**THE GREENHOUSE PROJECT ACTION GROUP MEETING MINUTES
FOR
THURSDAY JULY 25, 2013
411 N. DIVISION ST
12-1:00 PM**

1, IN ATTENDANCE—KAREN ABOWD, RAY SALIGA, DENISE CLODJEUX, PAM GRABER, CAMILLE JONES, BEN CONTINE, JO KILPATRICK, MARK LOPICCOLO, ARNOLD CARBONE, LISA HON

2. TREASURERS REPORT WAS GIVEN BY KAREN IN BRENDA'S ABSENCE. SHE REPORTED THAT \$35,000 WAS MADE NET FROM THE FIFTH ANNUAL BENEFIT "CONCERT UNDER THE STARS".

3. CSA AND FARMER'S MARKET UPDATE WAS MOVED TO ITEM 5 TO BE DISCUSSED WITH THE GREENHOUSE MANAGER'S UPDATE.

4. THE FIFTH ANNUAL CONCERT WRAP UP WAS DISCUSSED AT LENGTH AS TO WHAT WORKED AND WHAT DID NOT.

-WHAT WORKED-

-THE LAYOUT FOR THE CONCERT WAS THE BEST EVER.

-5 CORPORATE TENTS WORKED WELL FOR ADDED REVENUE.

-WRIST BANDS IN DIFFERENT COLORS AND POSTED ON SIGNAGE A BIG HELP.

-OPENING BANDS CW AND MR SPOONS AND NOTCH 8 WERE GREAT.

-TGP VIDEO WAS EXCELLENT AND WELL RECEIVED.

--PSA THAT SAM SHAD MADE POSSIBLE, NV NEWSMAKERS SEGMENT, BANNER AND READER BOARDS AT THE NUGGET AND FANDANGO AS WELL AS THE RADIO STATION DENISE CONTRACTED WITH AND ARTICLES KAREL HENRY WROTE FOR CARSON NOW AND NV APPEAL AND RGJ WERE A HUGE HELP. DENISE'S CONTACT WITH RENO NEWS AND REVIEW HELPED ALSO. IT WAS FELT MORE OUTREACH NEEDED TO HAPPEN AT THE LAKE TO CAPTURE THAT MARKET. KAREN WOULD MAKE SURE SHE CHECKS ON THE BANNER AND GETS A PROOF TO AVOID THE HASSLES THAT OCCURRED THIS YEAR WITH RIGHT DATE AND WRONG DAY.

-2 BARS ONE WITH ADELES STAFF AND ONE WITH JIM PHALAN'S STAFF.

-WHAT DID NOT WORK-

-JOHN PROCACINI SAID A MORE SOLID SUPPLY OF LABOR IS NEEDED. THOSE THAT DO WORK ARE GREAT, JUST NOT ENOUGH OF THEM. HE WILL CREATE A CATEGORY FOR STAGE (SKILLED LABOR) IN THE BUDGET AND LOOK FOR ADDITIONAL HELP FROM OTHER ORGANIZATIONS LIKE "RIGHT OF PASSAGE". MICHELE LEWIS AND HER FAMILY WERE A HUGE HELP.

-ADULT PROBATION WAS SUPPOSED TO SUPPLY 11 FOR CLEANUP AND ENDED UP WITH 5 AND 3 OF THOSE ONLY STAYED 2 HOURS. BETTER GUARANTEE OF WORK FORCE FOR CLEAN UP NEEDED. JANETTE SAID JOHN BUMGARDNER WOULD HAVE VOLUNTEERED. BEN CONTINE WAS A TROOPER AND JIM PHALAN AND MORRIE STAYED TO HELP BUT MORE BRAVN IS NEEDED. JOHN FELT WE SHOULD ASK CLAUDIA FOR 15 PEOPLE.

-TICKET SALES WERE DIFFICULT AND MOSTLY GENERATED OUT OF ADELES. IF EACH MEMBER OF TGP BOARD AND ACTION COMMITTEE SOLD 20 TICKETS IT WOULD GO ALONG WAY TO HELP SALES. 500 TICKETS WERE SOLD COUNTING THE VERANDA AND CORPORATE TENTS. 600 TICKETS SOLD NOT COUNTING THE 44 SEATS ON THE VERANDA AND THE 54 SEATS IN THE TENTS IS THE DESIRED RESULT.

-A MORE SOPHISTICATED TICKETING SYSTEM IS WHAT JOHN SUGGESTED. HE WILL HELP MAKE THAT HAPPEN. BR COHN OWNS A BONAFIDE INTEGRATED TICKETING SYSTEM WITH REAL TICKET STOCK, HIGH SPEED PRINTER AND GATE SCANNER ON IPODS. HE FEELS HE COULD LOAN IT TO TGP FOR THE EVENT AND HANDLE THE PROCESS ALONG THE WAY. HE COMMENTED THAT THE RELATIONSHIP OF MANAGING THE TICKETS COULD BE PART OF HIS CONCERT PACKAGE DONATION EACH YEAR.

-AUCTION WENT TOO LONG. LIVE AUCTION NEEDS TO BE FIRST. LET FOLKS KNOW RAFFLE WINNERS AND SILENT AUCTION WINNERS NAMES ARE POSTED IN THE AUCTION TENT.

-MORE HIGH END AUCTION ITEMS NEED TO BE SOUGHT OUT. JO KILPATRICK ASKED PAM GRABER IF SHE COULD CONDUCT A WORKSHOP ON HOW TO SECURE ITEMS LIKE THAT. STARTING SOONER THAN LATER IS THE BEST WAY TO GO.

-JOHN SUGGESTED A YEAR ROUND PUBLICIST WORKING THE DATE/EVENT SO THAT HOPEFULLY OUR PATRONS WILL 'ANTICIPATE" AND BE ANXIOUS FOR THE ANNOUNCEMENT. PHOTOS AND REVIEWS SHOULD HAVE BEEN ON THE WEBSITE THE FOLLOWING DAY WITH NEXT YEARS DATE ANNOUNCED. NO CONCERT ON A TUESDAY. NEXT YEARS DATE WILL BE WED JULY 9 OR THURSDAY JULY 10. KAREN GOT RENEE PLAIN TO AGREE TO VOLUNTEER AND GET TRAINING ON THE WEBSITE AND SHE WILL HANDLE THAT PR. KAREN WILL ASK JENNY IF GRANTS ARE AVAILABLE TO HIRE DENISE @ \$45/HR FOR A COUPLE OF HOURS /MO TO DO OUTSIDE PR FOR TGP.

-RAFFLE ITEMS NEED TO BE GROUPED COLLECTIVELY IN BASKETS.....TOO MANY LITTLE THINGS. LAST MINUTE IS IRRITATING FOR THOSE HANDLING THIS. A RAFFLE COMMITTEE NEEDS TO BE FORMED TO DEAL WITH THIS. SILENT AUCTION HAD TOO MANY DUPLICATE ITEMS WAS A COMMENT FROM A PATRON AND NOT NEARLY THE CALIBER OF YEARS PAST. KAREN POINTED OUT THAT HAVING A NEW MORE SUPPORTIVE AG TEACHER SHOULD HELP NEXT YEARS EFFORT AND THAT FFA AND MICHELE DID A GREAT JOB

CONSIDERING THE LACK OF SUPPORT FROM THE PREVIOUS AG TEACHER.

-BEN CONTINE FELT THAT THERE SHOULD HAVE BEEN FAR MORE REPRESENTATION FROM THE SCHOOL DISTRICT AT THE CONCERT AND WOULD HANDLE THAT ASPECT NEXT YEAR. HE SUGGESTED GIVING THE TEACHERS A TGP SITE TOUR AHEAD OF TIME. JOANNE SKELLY SUGGESTED ONLY 2 BANDS BUT THREE DID NOT IMPACT THE SCHEDULE AND MORE FOLKS COULD ENJOY. HAVE DONE A BAND IN THE TENT AND IT WAS UNSUCCESSFUL.

-FOR \$5-\$10 FOLKS CAN BUY A "THIS SEAT RESERVED SIGN" SO THEY CAN GET UP AND LOOK AT AUCTION ITEMS.

-CENTER AISLE THROUGH CHAIRS FOR SAFETY.

-50-50 AUCTION WAS SUGGESTED HOWEVER NO ONE KNEW WHAT THAT WAS.

-BAND MEMBERS AND GUEST NEED WRISTBANDS TOO HOWEVER THEY ALL HAD BADGES THOUGH NOT ALWAYS VISIBLE.

-TGP LITERATURE NEEDED TO BE AVAILABLE AND HANDED OUT TO THOSE WHO HANG OUT OUTSIDE THE VENUE WITHOUT PAYING TO RAISE AWARENESS THAT THIS IS A FUNDRAISER.

-JOANNE ONLY NEEDS 1 HELPER AT HER STATION NOT 2.

-MORE VOLUNTEERS ARE NEEDED AT THE TICKET GATE WHEN OTHER VOLUNTEERS HAVE TO BE PULLED AWAY FOR THE AUCTION. ALSO MORE SECURITY AT THE GATE IS NEEDED TO PREVENT CRASHERS.

-NO LAST MINUTE SET UP IN THE CORPORATE TENTS. LIQUOR, TABLECLOTHS AND EVERYTHING NEED TO BE IN PLACE NO LATER THAN 3:00. LOTS OF ICE NEEDED AND NO COOLER NEEDED. BUCKETS LINDA MARRONE LOANED US WORKED GREAT. THERE NEEDS TO BE LIGHTING IN THE TENTS ESPECIALLY FOR THE AUCTION AND TENT SERVERS NEED TO BE AUCTION FLAGGERS IN THEIR TENTS AS IT IS HARD TO SEE FROM THE STAGE WHO IS BIDDING.

-FOOD TRUCKS NEED TO BE MORE PREPARED WITH FOOD AS BURGER ME RAN OUT BEFORE WAR CAME ON. A THIRD TRUCK MAY BE GOOD NEXT YEAR. THIS YEARS TRUCKS WERE BURGER ME/SAM 813-1888, LENTINE'S/MARK 782-3777

AND MAMA SAKE'S /ELSA HAD TO BACK OUT FOR AN EMERGENCY 530-906-0479. FOOD WAS GREAT. MENUS FROM THE FOOD TRUCKS FOR THE CORPORATE TENTS PRINTED AHEAD OF TIME WOULD BE HELPFUL.

-ARNOLD SUGGESTED SIMPLIFYING BAR PRICING BUT CHARLIE SAID IT WAS TRIED BEFORE AND FOLKS COMPLAINED AND IT CREATED AN IMPACT ON THE BAR INSIDE SO PRICING WILL REMAIN AS IS. THERE WAS NO WAITING LINE THIS YEAR WITH 2 BARS.

-IT WAS ASKED IF THE CONCERT COULD START EARLIER BUT TIMING DOES NOT WORK WITH SET UP AND WITH NOT DOING RAFFLE AND SILENT AUCTION ON STAGE IT WILL SIGNIFICANTLY SPEED UP THE VENUE.

-EXTEND PERMIT TIME TO MIDNIGHT JUST SO THE SHERIFF IS NOT OBLIGATED TO RESPOND.

5. KAREN ADVISED THAT RAY HAD ACCEPTED A JOB WITH UNR AND THAT CAMILLE HAD AGREED TO TAKE OVER THE GREENHOUSE MGR POSITION. RAY WOULD BE PART TIME TIL NOV 1 AND WOULD BE MISSED BUT CAMILLE IS HIGHLY COMPETENT AND WILL DO A GREAT JOB. RAY WOULD GET THE TRUCK SIGNAGE DONE AND CAMILLE WOULD LAUNCH THE CONTEST FOR THE BOX WHEN SCHOOL STARTS WITH THE WINNER GETTING \$100. VITAL SIGNS WAS DONATING THE LABOR. CONTEST WOULD BEGIN AUG 19 AND BE OVER LAST WEEK OF SEPTEMBER. RAY SUGGESTED THAT HE CHECK WITH LAURA ON LICENSURE FOR THE DATABASE SOFTWARE HE CREATED FOR TGP AS WE COULD MARKET IT TO RAISE FUNDS. RAY WOULD EXPLORE WITH BRENDA AND JANETTE ON WHICH SOFTWARE SHOULD BE ON WHICH COMPUTER. 530#’S OF PRODUCE WAS HARVESTED IN THE LAST 10 DAYS AND 1250#’S FOR THE YEAR ALTHOUGH IT WAS POINTED OUT THAT RON WOOD’S SCALE WEIGHS IN HEAVIER THAN TGP SCALE. CAMILLE WILL PURCHASE FLOWERS FROM SMITH AND SMITH TO FINISH CSA’S AND FLOWER STEM LENGTH WAS DISCUSSED. AUG 8 CAMILLE WOULD CONDUCT A FAIRY GARDEN BUILDING WORKSHOP FROM 1-3:30 PM AT THE GREENHOUSE FOR A \$10 DONATION PER FAMILY. PARTICIPANTS NEEDED TO BRING THEIR OWN VESSEL TO PLANT. PARKING LOT WOULD GET SURFACED NEXT WEEK. RAY ASKED FOR THE PLANT SALE TO MOVE TO MID-MAY AND PERMISSION FOR JOHN BUMGARDNER TO DO PLANT SHELVING WHICH MARK LOPICCOLO APPROVED. RAY WOULD GET WITH BRENDA ON THE NEW PIN NUMBER FOR THE CREDIT CARD.

6. KAREN SAID RENEE PLAIN WOULD TAKE OVER TGP WEBSITE POSTINGS AND PR AS OF 8/7/13 AS A VOLUNTEER. THE FLOWER BASKET SPONSORSHIP CAMPAIGN WOULD START END OF SEPTEMBER AND NOT BE STUDENT RUN. THE HARVEST DINNER WOULD BE ON VETERAN’S DAY NOV 11 AND MARK ESTEE WOULD BE THE CELEBRITY CHEF WITH CHARLIE ABOWD.

7. NEXT ACTION GROUP MEETING WOULD BE THURSDAY AUGUST 29 @ NOON @ CHS.

8. MEETING ADJOURNED AT 1:00 PM.