

The Greenhouse Project Action Group Meeting Minutes

January 31, 2019

411 N Division St

2:30-4:15 pm

1. In Attendance—JoAnne Skelly, Jon Ruitter, Emma Steer, Vicki Crabb, Cheryl Rotter, Amanda Palmer, Arnold Carbone, Millie Karol, Cory King, Cat Allison, Teri Vance, Aly Lawson, Erin Meyering, Diane Rush, William Pierz, June James, Josh Bahn, Lucy Joyce, Karen Abowd, Steve Sanchez, Robin Graber
2. Vicki Crabb/Treasurer gave the report. In savings-\$42,130; CTH account--\$142,593; Checking--\$49,192.12. Karen mentioned that Jon Steele had submitted the 2019 budget for TGP.
3. Cheryl Rotter/VP submitted a spread sheet on flower baskets. Had commitments from 7 who had not yet paid. Karen suggested that they be invoiced so the 2019 campaign can be closed. Officially it goes to Feb 28 but there are only 3 baskets that need sponsors 2 of which are the control baskets to replace any that do not look healthy. Karen asked Cory for count on how many baskets are needed for ordering and she asked Cheryl to let her know how many brackets and new signs were needed. More sponsors this year than ever!
4. The 2019 Concert Under the Stars update covered many topics. Steve Sanchez and Robin Graber weighed in on the footprint layout of the event from a service standpoint. Robin would get 11 servers to do cocktail service for 22 tents. Steve would work forward on bars and staffing. Titos Vodka would again sponsor and Steve said the ask should be for 8 cases of vodka and 1 large or 2 smaller tents as the event was projected to grow by 1/3 to 1100 participants. Karen said the entertainment was Poco, Fire Fall and Pure Prairie League. The marketing team for which there was a \$2500 budget would be Nevada Momentum (Cat Allison, Teri Vance, Aly Lawson). Tara Burke (Computer Art NV) would do the posters and all would coordinate with Karel Ancona, board member, on her articles and the theme. The goal is to sell 1100 tickets. It was decided that Table on the Green seats would be \$175/person. Karen would confirm ticket pricing for Cat as John Procaccini was developing a revised budget. CTH/Diane Rush asked that all posts be shared with them so they can promote as well. Nevada Momentum would handle social media plus a laundry list of items as provided by ChiliBop Productions. Karen had emailed 80 sponsor packages as of 1/29/18 and received \$25,000 in commitments thus far. Karen would coordinate a meeting with Karel Ancona, Tara Burke and Nevada Momentum in the coming week. It was suggested that Fandango be contacted for parking shuttle service. Likely the BGC vans would be occupied with band transport. Karen would coordinate with Tara for the On the Wall theater posting through Darla Bayer and the Community Center posting and check on banner date for over the street. Karen was trying to get a Toyota for the raffle. Once poster was done by March 15 Millie would email the contact list. Karen had corresponded with the auctioneer and Ben Brady was on board along with Cal Lewis. Karen asked for higher end auction items that are about experiences from those present. She had secured a stay at an estate in Ireland.
5. Cory gave the Greenhouse Managers update which is submitted as an attachment to the minutes as is the donations of produce too date. It was discussed that AmeriCorps should each take on 1 task from the Exec Director job description since the Exec Dir hiring is postponed 'til the end of the year. Much discussion ensued on the Plant sale and it was decided that April 13

would be the cold crop sale and that May 10 from 11am-4pm and May 11 from 8:30am -1pm would be the big plant sale with more flowers available. The goal is to raise \$10,000 or more this year. Last year's proceeds for the 2 plant sales was \$7,850 with \$1750 in additional sales in June from Farmers Market and a few on-site sales. Amanda made the suggestion that the reader board at CHS advertise the plant sale and a banner on the TGP truck ahead of time to promote the sale also. Cory would check with Charlie Mann to promote through the schools email system. Karen would tell Karel to push on Carson Now and NV Appeal. Cory would contact mark Korinek about road access and parking. Other updates included Cory applying for a Nursery Stock license, attending the Dept of Ag Food Safety Rules class and that he and Will were interviewed for the CTH Here's t Your Health issue. Josh Bahn asked for an updated wish list for Amazon and Will said he would handle that.

6. Will Pierz gave the assistant manager's update. He would be taking on the seeding schedule for the Plant Sale. He commended Karen Brier's documentation of last year. The Leadership Class would be setting up a Bee Hotel at the CTH site with native plants donated by Old Stonehouse Nursery located north of the trailhead and hoop house. April is when construction would start and June 18 would be the dedication. Karen suggested a "Create the Buzz" promo for the event. Will's classes at the Foothill garden were have increased attendance and the pruning class had over 35 attendees.
7. Other issues discussed were the date for Cory and Wills annual review set for Feb 13 from 1-2:45 at 411 N Division St and Karen would notify Lisa Taylor. Arnold and Amanda would collaborate on Amanda taking over website duties. Karen again thanked Summer for her tremendous work on TGP video. Karen let Amanda know that Flipcause further research indicated higher merchant charges and fees for handling ticket sales so was abandoned as an option for TGP. Josh Bahn needed the info that Millie had handed off to Karen Brier so Cory would call Karen to get it back. Karen would email Josh the 2019 Budget.
8. Next meeting set for Thursday Feb 28,2019 at 2:30 PM at 411 N Division St.
9. Meeting adjourned at 4:15 PM.

TGP Action Group Report

1/31/19

- **Donations:** **Our best January on record!** Total of 183 lbs, including 1721.6 lbs from Green Central and 11.4 from Foothill
- **Community Garden:** I recently met with the two students still involved through their senior project. A third student decided to pursue a different project. It has been difficult keeping up with the students to make sure they are on track, and one student was out sick for a considerable amount of time. We'll be meeting on Monday to finalize the plan to present at the Parks Commission meeting on February 5th. After that meeting the students will make any necessary changes, and present to the Board of Supervisors in March. Work can begin as soon as that has been done. We also have laid the foundation for a CHS garden club and we'll schedule the first meeting soon.
- **Outdoor Classroom:** Karen, Mark Korinek, Josh, Mark Rotter, and I met at Green Central to take a closer look at the proposed site and discuss the details. Mark Rotter gathered enough details to get started on plans. Both Marks and Karen discussed specific contractors that can help with the work when the time comes. I also received a copy of the original site plan from Mark Rotter, so I will be able to map a few things out that need to change. Mark Lobsinger's engineering students are not currently involved with this project, but they are working on plans for one or two small sheds for Green Central that should give us adequate storage space and better access to tools where they are needed.
- **AmeriCorps:** I recently hired Eric DeSoto for our 4th 900-hour spot, so everything is filled for the time being. Our current crew consists of Amanda Palmer (her second term), Summer Grandy (the only 1700-hour position), Emma Steer, Taylor Durgan, and Eric Desoto. I'll recruit for the remaining 450-hour positions in April, but at least one of them might be filled by a CHS FFA/Ag student.
- **CHS News:** Despite the slow time of year, students are fully involved at Green Central. Plant/Horticulture Science is participating on a regular basis, and the Greenhouse Management students work in the greenhouse every week, up to 3 times per week. Comprehensive Life Skills (CLS) students have also begun weekly visits to the greenhouse. We have already started some seedlings with the students, including petunias and other flowers, herbs, and cool-season veggies.
- **Plant Sales:** My proposed change to our plant sale schedule this year is to hold one early sale on April 13 (start of Spring Break), skip April 20th, and include three more sales on April 27, May 4 and May 11. This should allow us to attract more interest and sell more of the inventory. Tomatoes and most other warm-season starts will only be available at the May sales. I have a sign-up sheet for any and all who want to be involved either to help prepare plants for sale, set up on the Friday before, work during the sales, or clean up after each sale. Any assistance with marketing would also be appreciated.
- **Nursery License:** We will again apply for a Nursery Stock License, in addition to our Producer's Certificate, in order to sell plants outside of our plant sales. We continue to

generate revenue into the summer when we sell plants at the Farmers Market, or by special order (we sold hundreds of plants to a local producer, and another 130 plants to an elementary teacher for an activity with 5th graders). We might fall into the gray area and not need to pay for the license, but applying keeps us on the good side of the NV Dept of Ag.

- **Food Safety Modernization Act (FSMA) Produce Safety Rule:** I attended a training on Tuesday from the Department of Agriculture about this recent law. We are currently exempt because we earn less than \$25,000 in produce sales, but the guidelines are good for us to follow. The purpose of FSMA is to reduce the risk of people getting sick from contaminated farm products, and we certainly want to comply! Especially considering the most vulnerable people to food-borne illness are those with compromised immune systems, generally children and seniors, who are common users of food banks and assistance programs like Meals on Wheels. We have changes to implement and new records to keep that will be better for everyone, recipients, volunteers, AmeriCorps, and students, and increase traceability if someone gets sick. Not only is it important that no one gets sick from our products, but it is important for students and AmeriCorps to learn about the precautions and the risks that we face as food producers.
- **Wish List and Newsletter:** We have previously discussed a wish list for specific items or sponsorships that can be provided by the community. I have a list and it continues to grow. As Millie suggested, we should publish this in our newsletter and on the website, and update as often as possible. How should we go about this, and have we determined who will coordinate this effort? One other note about the newsletter, is there a list of people to receive this electronically? I'm not aware of any current electronic distribution, but there are a few
- **Carson Tahoe Health "Here's to Your Health" publication:** Will and I were interviewed about gardening in Northern Nevada for an upcoming issue, possibly the March issue.

Agency	Total Donations by Weight	Percentage	Total Donations by Value	Percentage
Ron Wood	97.39	53%	\$309.57	57%
FISH	71.83	39%	\$214.78	39%
Circles	0.00	0%	\$0.00	0%
Salvation Army	0.00	0%	\$0.00	0%
Do Drop Inn	0.00	0%	\$0.00	0%
Food for Thought	0.00	0%	\$0.00	0%
MOW	11.40	6%	\$10.51	2%
CHS Culinary	2.39	1%	\$10.88	2%
Boys and Girls Club	0.00	0%	\$0.00	0%
EVCH	0.00	0%	\$0.00	0%
EVCH-GH	0.00			
MOW-GH	0.00			
Unknown	0.00			
Harvest Dinner	0.00	0%	\$0.00	0%
TOTAL DONATIONS	183.01	100%	\$545.74	100%

Carson Tahoe

Agency	Total Donations by Weight	Percentage	Total Donations by Value	Percentage
MOW	11.40	100%	\$10.51	100%
EVCH	0.00	0%	\$0.00	0%
TOTAL CARSON TAHOE	11.40	100%	\$10.51	100%

% OF TOTAL DONATIONS

6%

2%

Greenhouse Project

Agency	Total Donations by Weight	Percentage	Total Donations by Value	Percentage
Ron Wood	97.39	57%	\$309.57	58%
Fish	71.83	42%	\$214.78	40%
Circles	0.00	0%	\$0.00	0%
Salvation Army	0.00	0%		
Do Drop Inn	0.00	0%		
Food for Thought	0.00	0%		
CHS Culinary	2.39	1%	\$10.88	2%
Boys and Girls Club	0.00	0%		
MOW-GH	0.00	0%		
EVCH-GH	0.00	0%		
Salvation Army	0.00			

Harvest Dinner	0.00	0%		
TOTAL GREENHOUSE	171.61	100%	\$535.22	100%
% OF TOTAL DONATIONS	94%		98%	

Check	Delta
96.73	-0.66
70.80	-1.03
0.00	0.00
	0.00
	0.00
	0.00
2.81	-8.59
2.36	-0.03
	0.00
0.00	0.00
	0.00
172.70	-10.31

Check	Delta
2.81	-8.59
0.00	0.00
2.81	-8.59

Check	Delta
96.73	-0.66
70.80	-1.03
0.00	0.00
	0.00
	0.00
	0.00
2.36	-0.03
	0.00

	0.00
169.89	-1.72