

The Greenhouse Project Action Group Meeting Minutes

7/25/19

2:30-4:15 pm

CTH Bristle Cone Rm

1. In attendance—Karen Abowd, Cheryl Rotter, Milie Karol, Cat Alison, JoAnne Skelly, Arnold Carbone, Will Pierz, Jon Ruitter, Steve Sanchez, Cory King, Emma Steer, Josh Bahn, Jo Kilpatrick, Charlie Abowd, Amanda Palmer
2. Vicki submitted the Treasurer's report in writing. \$69,502.49 in operating account; \$75,341.04 in CTH account; \$49,290.49 in savings account. Concert Under the Stars 2019 net \$50,916.87. Excellent considering a new venue with more infrastructure expenses. These proceeds are \$2,964 less than 2018. ***Karen said if 5 more tents had been sponsored that would realize \$10,000 more in profit beyond food costs and having the auction online ahead of time would boost auction returns.
3. Discussion followed on 2019 Concert Under the Stars wrap up:
 - Raffle made between \$3-4,000. Pricing perfect at \$5ea or 6 tickets for \$20.
 - 5 more tents needed sponsors to increase profits
 - auction online ahead of time would increase auction proceeds. Someone needs to take this on next year. Perhaps new Exec Director. Also volume was too low at back of venue by Table on the Green so must be addressed with sound crew. Cheryl suggested an auction booklet that she would be happy to work on and an opportunity for smaller sponsors to buy ads in to defray cost. Karen suggest she work with Tara Burke on layout. She suggested that servers hand out auction booklets to their tables so they do not blow away perhaps 3 booklets per 17 Chalets and 2 booklets per 4 table for TOG and other booklets could be handed out at the gate for other types of seating. Lighting crew needs to be more on top of lighting the crowd at auction time. Flaggers need flashlights and perhaps need to wear glow sticks so folks doing the cash out can see them. Also, for 10 auction items there needs to be one person /item to stand by the high bidder until cash out person can get there. Auctioneers too nervous and need our Aussie crew.
 - suggested that alcohol banding be by bars and auction displays. Jo would check on insurance requirements for ID check. Cat suggested that Partnership Carson City be asked to do banding at the event.
 - Adult Probation not ever to be asked back as they were no shows. Juvenile probation was outstanding. Harley Davidson Financial outstanding for next day take down and perhaps could be asked if some would help with night of event take down.
 - TGP bar needed to be better stocked as they ran out of wine and beer. The special brew from Fox Brew Pub was a hit. Bar made \$4100 but EVGC bar made \$2500. Efficiency and enough product are considerations. Steve Sanchez made a terrific suggestion that a Wine and Beer Garden be placed inside the venue to ease the burden at our other bars on mixed drinks and reduce lines and wait times. Pricing at \$5 and \$10 for drinks still the best way to go. Bars need more change and should have banks of \$400/drawer with \$300 in \$1 bills and \$100 in \$5 bills. Bite Me Food Truck ran out of food but their food was excellent. Scoops Ice Cream was terrific. EVGC sold 400 plus sandwiches. Depending on size of venue next year maybe more food options.

-Folks thought seating was too close together. It was also suggested that the section poles be removed after sections were seated. The seating chalk did not work. Perhaps a number on seat 1,10 and 20 would help.

-Jim Kepler said that having better marketing from Duncan Golf management would eliminated confusion on their Gold Circle golf club members and if their wrist bands are sent to them ahead of time they could have a seamless entry into event.

- Preferred parking for TOG, Chalet tent and Gold Circle ticket holders was terrific plus for handicap. Lyon County Search and Rescue was phenomenal for traffic and parking control.

-Check IN was a challenge and a fatal accident 1 hour prior to the event did not help. John thinks banding is the slow down. He suggests eliminate color banding ALL attendees. Limit banding to specialty seating areas. Color Banding is required who accesses Gold Circle, TOG, and Chalet tents but reserved and SRO do not need banding which eliminates 50% of banding. Also though 2 points of entry for Preferred Parking guests versus general parking guests have all wrist band colors at both gates to simplify the process. Drinking age banding can be done centrally once inside the property. Perhaps a tent centrally located manned by 4-6 people, perhaps run by Partnership Carson City which sends a good message and is elective as opposed to mandated. Maybe one entry gate but that defeats the purpose of Preferred Parking entry. Not scanning tickets saves time and handing folks their bands saves time and having volunteers walk the lines to check tickets and hand out bands saves time and moves the line. More bag checkers would help also. Open gate @ 5pm instead of 5:30pm?? More ticketholder lanes needed.

-Renting all chairs, tables etc. was the best way to go. We realized that with tents staked we had no place for water jugs so Cheryl rented bistro tables, 1 table for every 2 tents. Filling the water jugs and adding sliced lemons IS A 2 PERSON JOB. Jars are heavy and bulky once filled. The time spent was almost 2 hrs. filling and delivering to Chalet area and really 1 jug for every 2 tables is enough.

-Angling tents more so lattice does not block view for folks in tents is important.

-Signage—John says that due to the vast real estate we now cover, 1 person should be appointed responsible for signage and John needs to have input on signage ahead of the event. Creating a catalogue and map and a team of installers and removers. Perhaps a sponsor like Vital F Signs. Internal “Way Finding” signs need vast improvement.

-Designated smoking area needs to be established

-Water for sale in coolers by TOG would help those servers and Charlie Mann’s crew needs to plan on buying more water as they ran out.

-Sales and Promo was excellent. NV Momentum was superb and Arnold said videos of bands is critical for Facebook promo. He could tell boost in ticket sales when this was done. Needs permission ahead of time from John to make that happen. Kippy and Jeremy Spilkers drone photography was excellent.

-To address lighting bathroom area, Jo put lights in all bathrooms but Jim Kepler said he can move one of the large overhead lights to face the bathroom area and better light the pathway.

-Bus drivers from CCSD were terrific and Joe Childs did an exceptional job of orchestrating this. Gift cards for bus drivers for gas and food a good idea. What was amount finally determined??

-2 bands and not 3 as it dilutes the body of work bands can play.

-Waste Management was awesome and the 48 cans (24 of each type food waste and recycle) made garbage management a breeze and Brett Hansen was terrific from Waste Management

In making that happen. EVGC was so impressed with how that aspect was handled.

-Jim Kepler getting Public Works to provide a traffic control sign was terrific but need to make sure all signage has same verbiage,

4. Karen reported the Harvest Dinner would be Nov 11 at the Governor's Mansion.

5. The Greenhouse Manager's report from Cory King is attached.

6. Will gave the assistant manager's report for the Foothill Garden. Fall harvest planning is underway. More growth in raised beds than hoop house. JoAnne said maybe the issue is the need for the evaporative cooling wall and too much heat. Pest pressure has not been an issue.

7. Other Issues—Crowd Rise according to Amanda is the best platform. It allows donors to cover platform and transaction fees. There is also a peer to peer option. Crowd Rise and Fundly have best rates. Round Up as Arnold suggested is also a great option. Karen said that the new Exec Dir will be charged with implementing and managing this ASAP to help fund outdoor classroom and office addition. Karen suggested that the 5 tiers of giving be based on cost of the items to be given out plus mailing costs...TGP t-shirts, aprons, hats, gift cards to plant sale, combo dinner. Millie promoted continuing with Sign-Up as a recruiting tool for volunteers. Each venue can have access and would be a great tool for Exec Dir. Cory would use it for the gleaning program. It could be emailed out to all the board members...signup.com

JoAnne said Jenny Scanland wants to participate in grant writing for

TGP.....JScanland@charter.net 775-297-2061

8. Next meeting would be Aug 22, 2019 @ Cooperative extension, 2621 Northgate LN #15, CC @ 2:30 PM.

Action Group 7/25/19

Manager's Report

- **Thank yous:** All who helped with the concert, including AmeriCorps, students, Action Group. To our AmeriCorps crew (this is the last AG meeting for their terms). To Jon Ruitter for helping with site changes and logistics. To Karen and Cheryl for moving prep. To Mark Lobsinger (and his class), Dave Timmons and Mike Mortensen for the new shed.
- **July/YTD Donations** –We donated a total of 240 lbs. so far in July, with several days to go. Total for 2019 is 1766, valued at about \$4900. Foothill donations are at approximately 242 lbs., and Green Central is at 1514.
- **AmeriCorps** – Starting to recruit for new terms to start in September. Only one current member is interested in another term Kayla.
- **Farmers Market** – We are averaging \$220 per market, including the best day ever (for us) with \$314 in sales on 7/6. (6/8: \$173; 6/22: \$262; 7/6: \$314; 7/20 \$142). One more market for us on 8/3, though we can also continue our schedule into September if we have the volunteers. Fall seedlings and flowers....
- **Greenhouse and site** – Garlic is out, potatoes look good. Tomatoes and cucumbers are doing well in the greenhouse. Fall planting has begun. With most of our major events out of the way (plant sales, concert, etc.) I have been able to make lots of changes to the site in preparation for the loss of the Division St. office. The new shed was extremely important for things to work out.
- **Fruit Gleaning** – we have not had the opportunity to go out to pick fruit, but it is definitely time and we know of some cherry trees that are ready. I'm looking for a few good volunteers to help pick and sort fruit for donations. Includes some heavy lifting and use of a ladder. Please join us, and spread the word to anyone who has fruit they don't know what to do with.

Early Spring Plant Sale – April 13, 9:00-2:00
Volunteer Sign-up

Job list:

Plant labeling

Signage

transplanting

site clean-up

weeding

Sale set-up (Friday only)

Plant care and pest monitoring

Sale day jobs:

Inventory management (tracking)

Stocking

Assisting shoppers

cleanup (late shift)

parking/traffic management

Monday 1:00-4:00			
Tuesday 1:00-4:00			
Wednesday 9:00-Noon			
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Thursday 1:00-4:00			
Friday 9:00-Noon			
Friday 1:00-4:00			
Saturday 8:00-11:00			
Saturday 11:00-2:30			