

## The Greenhouse Project Action Group Meeting Minutes

Thursday March 26, 2020

Phone Conference Meeting 2:30-4:00 PM

Participants dialed (425)436-6326; Access Code 299827

1. In Attendance—Karen Abowd, Jon Ruitter, Cheryl Rotter, Millie Karol, Will Pierz, Arnold Carbone, JoAnne Skelly, Steve Sanchez, June James, Vicki Crabb, Jo Kilpatrick, Lydia Pearson, Cory King, Josh Bahn, Lisa Taylor, Charlie Mann, Robin Graber, Lucy Joyce, Karel Ancona, John Procaccini, Mark Korinek
2. Vicki provided the Treasurer's Report. Totals in accounts...Operations--\$71,367.95; CTH---\$88,536.10; Building--\$51,410.87; Savings---\$49,374.95. From Gather event \$200 in donations plus % of proceeds from that evenings event. Auto insurance went up so Wanetta at Bibee Ins got a quote from Progressive for \$1362 which is a savings from what TGP had been paying so it was agreed to go with the new auto carrier by the Executive Committee present at this meeting. Karel had a check from CGI for \$250 toward the building fund.
3. On flower basket 2020 program, Casinelli paid for watering, signage in closet at GC to be installed in closet at GC and Karen reminded Arnold that 2020 flower basket sponsors needed to be thanked on website and social media. Jon would provide list to Arnold.
4. Concert Under the Stars Karen announced was cancelled per Exec Committee decision and due to the fact that the logistics of putting the event together under Covid-19 issues was impossible. John Procaccini said the state of the entertainment industry is in turmoil. Getting a commitment almost impossible. John felt TGP should rethink our fundraising endeavors via concert to turn a profit. We have had only 3-4 sell outs over the last 12 years. He discussed how Kitty obtains all sponsors ahead and does a free event at hospital open to the public with special VIP experience for sponsors at 1/3 the cost of our event. Karen said that she had spent all of Tuesday undoing all that had been put into place for this year's concert including contacting the sponsors. So far TGP had retained commitments from sponsors in the amount of \$53,500. She only had 2 other \$2500 sponsors to hear from. The proforma for the event projected \$65,000 profit to TGP with a sell out so at this juncture until the other 2 sponsors respond TGP was \$11,500 from its goal. Strategizing on how to reach the goal was under discussion. Jo suggested thanking sponsors on banner over Carson St. but unfortunately does not comply with city banner restrictions. Karen said that she wanted a succinct template by Monday afternoon poster style so Tara at ComputerArt NV could put graphics to it and it could go out on our On the Wall slot, Facebook, KOLO Pillar Partners, Instagram, Twitter etc. Dana Whaley at Toyota also was working with Channel 2 to highlight our partnership with them and to glean more donations for TGP. JoAnne volunteered to spearhead getting the poster verbiage done, Karel would work on press release, Karen would work with Tara on graphics, Arnold would work with Len on website post and on Ruitter and Cory would get it out on other social media. John thought Event Brite could be used to reach all past supporters for tickets so needed our poster graphics once done. Jon Ruitter would get finalized doc to Denise Wong of KOLO.
5. Upcoming Plant Sale discussion was lengthy. First sale in April cancelled due to Covid virus quarantine. A consistent message and careful logistics planning is needed for Mother's Day Plant Sale. Discussion on folks ordering ahead and paying ahead of time. Charlie Mann mentioned

Google forms that could tabulate inventory. Cheryl mentioned a phone-a-thon where phones are manned, orders and payment taken could be taken and Will said those participating must have access to Google inventory to prevent overselling. Orders could be pre-boxed, and Steve suggested text or calling folks and giving time slots for pick up. Cory and mark suggested using the ROTC parking lot so folks could turn around. TGP truck and other vehicles could be used to shuttle plant orders. Steve Sanchez volunteered to organize pickup logistics because of his Burning Man experience at entry gate. Will said Google sheets will allow live editing access. Cheryl said phone in allows capture of email and phone for TGP data base. It was suggested make and model of customer pick up vehicle be included for easier car delivery.\* A better suggestion was assigning each order a number and have customer show their number from their car. JoAnne emphasized all volunteers wear gloves and masks.\* Arnold suggested we give folks the opportunity to round up or donate.\* It was agreed that a phone-a-thon with shared access to an online google inventory doc would be a universal opportunity call to self-sustainability.

6. Jon gave the Executive Director update and said that 2 weeks ago he and Karen did a live interview with Denise Wong/KOLO and that was followed by Denise coming to the site for promo filming. Karen asked Jon to contact her and change direction to highlighting sponsors and what they do for TGP and community. On the Pennington grant it was submitted to CCSD March 12. Pennington Board will not meet 'til April and if approved monies awarded in May. A board member from Pennington Foundation would visit site next week. Karen said SUP would be submitted end of April at Planning Commission meeting so timing would work for May groundbreaking. Jon pointed out not construction should start 'til after Mother's Day Plant Sale although if to be held in ROTC parking lot it may not matter. Jon also reminded all to submit their volunteer hours.
7. Cory gave the Greenhouse Manager's update. He highlighted how he would work with AmeriCorps on shelter at home projects 'til weather got better then take shift turns in greenhouse vs working outside. Cory said he and Will looking at a You-Tube format to do educational classes for growing in NV tough growing environment. He said early plant sale plants would go into greenhouse production. Social distancing important in the greenhouse. He had posted ramped up protocols as approved by CC epidemiologist. Plenty for AmeriCorps to do shift work on outside with good weather. Transplanting would be done outside with Ez Ups to protect plants. Cory had 2 rows of greenhouse tomatoes in; petunias almost all transplanted and only slightly behind schedule. Cory thanked Cheryl for helping with produce deliveries.
8. Will provided the Foothill garden update. AmeriCorps Jessica has only been at site once due to public transport issues. Can ride a bike and one was offered once Will verifies her ability and need for proper protective attire. Will asked if AmeriCorps can grow own food in a small space and Cheryl did mention that it needed to be on their own time with no chemicals and to TGP standards. Karen mentioned that TGP has always said that if a student is in food need they can bring some produce home from the greenhouse. Will is putting his classes online as a Facebook livestream or curriculum posted on You-Tube and will let Diane Rush of CTH know so she can publicize.
9. Arnold gave the website update and said 9 restaurants who have supported TGP would be highlighted in these tough times regarding their to-go ordering option. He and Len would add the revised board approved concert messaging. He emphasized that Cory and Will need photos

of produce donations 2x's /week so Facebook not so content heavy. Arnold would post that over \$3,000 made on restaurant events.

10. No other issues were discussed.

11. Next meeting Thursday April, 30 at 2:30 either at Cooperative Extension on Northgate Lane or per same phone in protocol depending on virus circumstances. T.B.D.

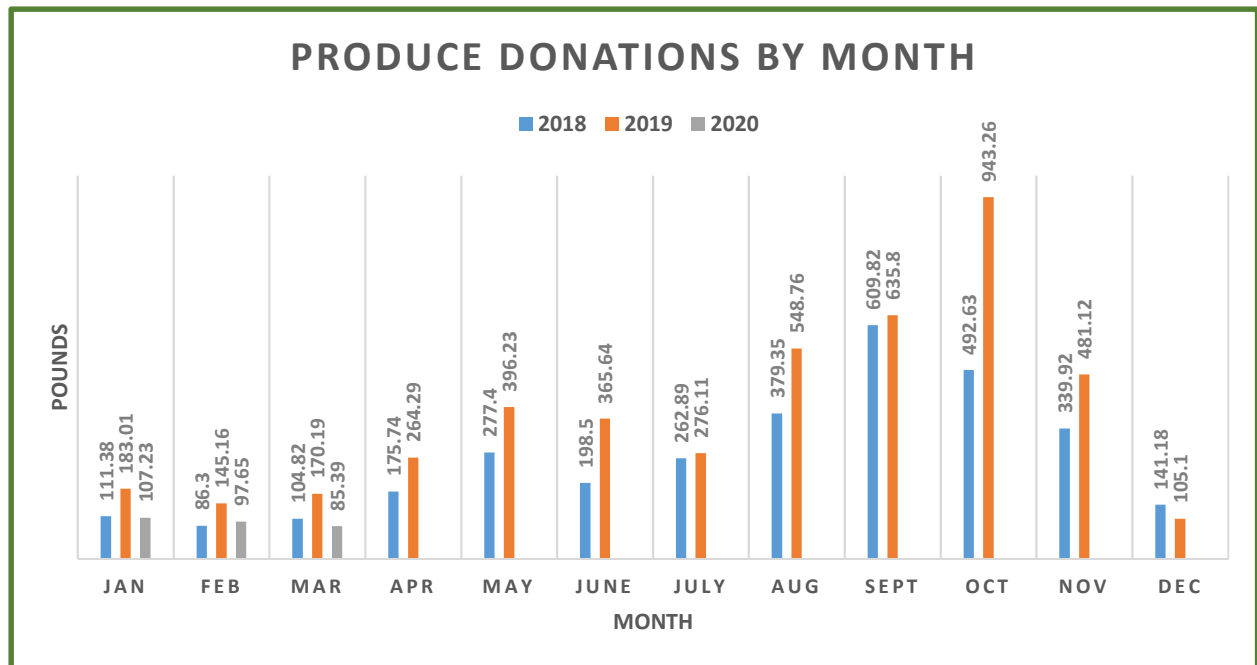
12. Meeting adjourned at 4PM.

# The Greenhouse Project

## 2020 Produce Donations

### 2020 Donations by Agency

Agency	Donations by Weight (lbs)	Percent	Value
<b>FISH</b> (Green Central 126.75 lbs) (Foothill Garden 0 lbs)	126.75	43.7%	\$416.72
<b>Ron Wood Family Resource Center</b>	92.87	32.0%	\$283.29
<b>Meals on Wheels</b>	13.43	4.6%	\$39.69
<b>CIRCLES</b>	50.36	17.3%	\$146.62
<b>Do Drop In</b>	0.00	0.0%	\$0.00
<b>CHS Culinary</b>	6.86	2.4%	\$23.36
<b>Eagle Valley Childrens Home</b>	0.00	0.0%	\$0.00
<b>Food for Thought</b>	0.00	0.0%	\$0.00
<b>Harvest Dinner</b>	0.00	0.0%	\$0.00
<b>Total (through March 2020)</b>	<b>290.27</b>	<b>100.0%</b>	<b>\$909.68</b>



### Total Pounds Produced by Location / Source

Year / Location		Green Central	Foothill Garden	Donated/ Gleaned	Total
2018	Weight	2,462.19	717.74	575.61	<b>3,755.54</b>
	Percent	65.6%	19.1%	15.3%	<b>100.0%</b>
2019	Weight	2,891.39	921.64	701.64	<b>4,514.67</b>
	Percent	64.0%	20.4%	15.5%	<b>100.0%</b>
2020	Weight	281.44	8.83	0.00	<b>290.27</b>
	Percent	97.0%	3.0%	0.0%	<b>100.0%</b>