

MINUTES
May 5, 2020
DUNWOODY COMMUNITY GARDEN BOARD MEETING

MEETING DATE: May 5, 2020

ATTENDEES: Ann Bone, Stasia Kelly, Mike Hayward, Art Simon, Shelia Wilder, Cindy McGill, Bill Grossman, Teresa Hennessee and Jeff Leech

Due to COVID-19 shelter in place orders, the BOD members meet via a Zoom webinar. Below are the meetings from this remote, electronic meeting.

Ann Bone called the meeting to order at 6:32 pm

Minutes from the last BOD meeting held March 3, 2020, were presented. After review by the BOD, a few corrections were made. Shelia Wilder made a motion to accept the Minutes as amended. Motion was seconded by Cyndi McGill and unanimously approved.

Majority of the meeting discussed the mock up presented by Cyndi McGill for changes, updates, improvements to our website as follows:

- Several new mailboxes will be created for garden manager, greenhouse manager, and harvest team. This will allow questions, comments to come directly to those respective departments directly for action to spread out the responsibility load among all the BOD members.
- Stasia requested an email for Public Relations or Community Outreach.
- We have set up several ways to access pay pal so we can use PayPal for other revenue lines besides renewal.
- Minutes will be uploaded to the website after approval at BOD meetings. Suggestion was made to have Minutes set up in folders by year. A question was raised as to how far back the Minutes should go. There is nothing specified in the By-Laws. Request made to have the Minutes posted as pdf files on the website and set up as view only so no one could go in and change the Minutes once they are posted.
- Map of the Garden – this area was left blank. Working with website consultants to figure out the best method to install a generic map of the main garden with plot numbers, but no member names.
- Join or Renew Membership header on the home page of the website – suggestion made to change the color of the header to make it stand out, be more noticeable to easily find for members to renew or for visitors to find and join.
- From the home page at the bottom of the photo is the phrase “Come grow with us!” – If someone clicks on the phrase, a link will take them to the “Join or Renew Membership” page.
- If someone were to click on the “membership@dcgo” link (from the “Joint or Renew Membership” page) it will transport the viewer to a screen to fill out contact information and renew membership.

- Separately, if you were to click on “Preview Membership Agreement”, the viewer will be transported to the Membership Agreement page (for new garden members). A suggestion was made to allow the Membership Agreement form to be filled out online and have a submit button at the bottom of the form.
- Currently the process is to have a new member fill out an application and mail in the completed form to the Membership Director. The Membership Director would respond to the potential new member and advise if there were any plots currently available or if there was a waiting list. If the new member wished to proceed, then payment would be sent. Once payment is received, a plot would be assigned to the new member.
- We would need to work with the web developers and get a recommendation based on our current work flow of the best process to allow transparency and add as much automation as possible for the new membership procedure including routing forms to the membership mail box if appropriate.
- A question arose regarding the by-laws and if someone could be an Affiliate Member (garden member without having a plot in the main garden). Due to time constraints (limited time available utilizing the zoom app for this electronic meeting), this idea was tabled. We will need to go back and address this item at a future BOD meeting
- The web designers could change our payment ability on our website as we deem appropriate.
- Suggestion was made to adjust one of the bullet points on the “Join or Renew Membership” page from 8’ x 4’ raised bed to reverse it to read, 4’x 8’ raised bed. The standard way to refer to sizes of wood at the home improvement store is 2 x 4 or 2 x 6 (width x depth and then length of wood).
- Suggestion made to have a separate site on the website for donations (separate from renewals or new membership)
- On the “Events and Classes section of the website
 - We need to add a calendaring software to this portion of the website to allow us to be able to in-put / edit any events.
 - Master Gardener classes would be listed separately from other events, i.e. rain barrel work shop, plant sale, etc.
 - Currently we are not planning on requesting payment for any event, but we will build this feature into the website for possible use in the future. If we do have fees for classes or events, we will have a link to our PayPal account.
 - Our PayPal account is driven by the number of email accounts we have associated with Pay Pal. We may need up to 3 PayPal accounts. This is all background, technical issues for the website. The viewer won’t see any of this background.
- On the “Volunteer” section of the website
 - If you click “At the Greenhouse” it will take you to another screen with a list of volunteer items to choose from. Suggestion made to have pre-formatted responses available for volunteers, thanking them and advising that someone would get back to them with info on volunteering. The Greenhouse Manager will have a separate email linked to them, Greenhouse@dcgo.org from the website.
- On the “Volunteer” section of the website
 - If you click “At the Garden” it will take you to another screen with a list of items that we need help with. Same set up as the Greenhouse. Suggestion made to have pre-formatted responses available for volunteers, thanking them and advising that

- someone would get back to them with info on volunteering. The Garden Manager will have a separate email linked to them, Garden@dcgo.org from the website.
- There will be link for charity bed volunteers, which goes to the Chairman, and there will be another screen for the Charity Garden Beds
 - The same arrangement for links and screens will be set up specifically for the greenhouse and the main garden for other volunteer options including Harvest Team, Butterfly Garden, Plant Sales, and DCGO Events
- On the “Resources” section of the website, access to all the Master Garden series PowerPoint presentations will be housed here along with helpful charts, diagrams.
 - Suggestion made to have all of the PowerPoint presentations to be in pdf format and view only
 - Suggestion was raised if garden members could put links on this page for other gardening info. A process would need to be put in place that any info that garden members would want to put on the website (reference or resource related) would need to be submitted to the BOD first to be vetted before it would be updated to the website.
 - On the “Contact Us” section of the website all of the individual email links would be listed there. If someone wanted to make a tax deductible donation, there will be a link set up donation to come to us via PayPal. We should also have a method set up for a pre-formatted response to go back the giver with a thank you note and receive a tax donation confirmation.
 - Once a month we will receive a report from PayPal that shows were all payments/donations were received.
 - After the presentation, Cyndi advised the cost for this website update. Pricing includes a not for profit discount. There were two options presented
 - (A) \$1,400 basically replicating what we currently have plus monthly maintenance
 - (B) \$2,850.00 for the new website as discussed above with editable features plus monthly maintenance fees
 - The monthly maintenance fees are web hosting at \$40/month or \$480 for the year
 - In addition, to add the software for the events calendar, the software cost would be \$89/year. This is a more sophisticated version of events calendar.
 - We would use Name Cheap for the domain for our website which auto renews at a monthly cost of \$54/month.
 - Training for BOD members as well as a training manual is also include in the package.

We would like to get the new website up and running by the time of our annual meeting this fall 2020.

Motion was made by Bill Grossman to approve the dollar amount of \$2,850 to KappKoncepts for a new website and to authorize the additional monthly fees for website maintenance (\$54/month) and calendar software (\$89/yearly). Motion was seconded by Art Simon and unanimously approved by the BOD.

Cyndi thanked Bill for recommending KappKoncepts.

Treasury Report – presented by Bill Grossman

- As of today, we have almost \$7,000.00 total in both our checking and savings accounts

- Of which, we have received about \$3,000 from sell of plants to individuals stopping by the greenhouse over the past couple of months. This is without the benefit of a formal Spring Plant sale.
- All plots in the main garden have been rented and paid
- There are no more expectations of revenue to DCGO until the Park opens up to allow large gatherings of people. Unclear if a Spring Plant sale will be possible. By the summer, too late for a sale of vegetables and flowers.
- There may be a rain barrel workshop in the Fall, but no guarantees
- BOD members were okay with the current state of our financial affairs

Garden Update – presented by Jeff Leech

- We have 6 to 7 plots that need to be cleaned out
- There are 10 plots with nothing in them. Jeff to compile a list of plot numbers that have not been planted. Need to check with those members to determine why they haven't been planted and if they propose to plant anytime soon. Jeff was going to share a list with Mike of those members whose plots were in question so Mike could follow-up with them.
- Jeff spoke with Gabe Epps from Parks & Rec. It appears that the Park is about a month away from completing the construction around the parking lot of the main garden to enable them to put back wood chips and compost.
- The Park itself is about a month away from reopening after all the construction work for park improvements. Actual opening of the Park will depend on what the state/county decide to do regarding COVID-19.

Other

- Master Gardener talks have been put on hold until COVID-19 is ended and the Park is formally reopened.
- Banners for the Spring Plant Sale. At this time, purchase of banners is on hold. Will look at purchasing banners next year for the Spring Plant sale. Banners not needed at this time.

With no further business, the meeting was adjourned at 7:42 pm est

Respectfully submitted

Teresa Hennessee
Recording Secretary