



Wellington Garden Club *Wellington, Florida*

Minutes of Garden Tour 2019 Meeting November 8, 2018

Held at Carol Coleman's home.

Time: 10:30am

Attendees were: Barbara Rickson, Jan Seagrave, Lisa Ferrano, Danese Sloan-Kendall, JoAnne Akins, Karin Teston, Tom Romah, Caren Griffin, Beverly Gardner, Doreen Baxter, Barbara Hadsell, Carol Coleman, Rebecca Bolivar, Mary Drexler, TerriAnne Tuskes, Paige Griffin, Diane Rice, Kimberly Helms

Items discussed:

- Barbara Hadsell added to the agenda. We will set a budget for as many items as possible.
- Golf Carts – Deever flat rate for 6 six-passenger carts is \$300 - \$350 per cart, insurance is included. This item will be listed in the budget as \$2,180.00.
- Bathrooms – A 3-stall bathroom trailer will be in place from a previous event. Our budget for this item will be \$1,750.00.
- Barbara Hadsell asked if we could get a prior drive through of the grounds. Carol Coleman will ask Peggy Jacobs.
- A suggestion was made to place a club volunteer at each of the various gardens to insure that anyone who has left the cart to walk around a garden gets back onto the cart before it continues on the tour. After discussion, it was determined that there are only two gardens where we may need a volunteer; the Japanese Garden and the Bromeliad Trail.
- Danese Sloan-Kendall asked how long the tour will be. Carol Coleman advised that it will take 45 minutes to an hour.
- Peggy Jacobs has not finished the map of the gardens as yet.
- Insurance – we will have a rider on the Jacob's insurance policy, with a minimal cost to WGC. The question asked was whether we would need insurance for the club volunteers driving the carts. The budget for insurance will be \$800.00. Danese Kendall-Sloan will check with our insurance coverage to see what they would require, if any additions.
- Mrs. Jacobs' card boxes will be for sale, as well as her book, (possibility of a % of sales).
- Vendors – What to charge the vendors was discussed. The space fee for the vendors is set for \$80.00. This may change after we have had a chance to see the tent. The budget for this income will be set at \$800.00. Barbara Hadsell stated we must get a contract with the vendors. Kimberly Helms is the chair of this committee.
- Garden Art Sale– The budget for garden arts is set at \$500.00. Paige Griffin offered to donate some of her photos for this item, which was gratefully accepted. Carol Lazzarino is the chair for this committee.

- Raffle – Kimberly Helms will fill the large planter owned by the WGC to include in the raffle. After discussion, 1) raffle sales will be cut off after 3:00pm, 2) we will have to print the raffle tickets to include the buyer information, and 3) the budget amount for the raffle is set at a net of \$2,000.00. A question was raised if we should have a silent auction. Decision was made not to do this. Kimberly Helms is the chair for this committee.
- Sponsors – Jan Seagrave has volunteered to chair this committee. Carol R is working on the documents to submit to possible sponsors and advertisers. We are going to try to reduce the pages from 3 pages to 2. It was agreed that for any sponsor donating \$600 or more will receive one ticket to the GardenTour.
- Publicity – It was suggested that we get small cards printed with info on the Garden Tour and our club and a contact. It was agreed to investigate the cost of this. This was not addressed at this meeting. Discussion about placing ads in local interest newspapers is agreed as a good idea. Paige Griffin and Claire Falik will work together on the following: 1. *Paige will be contacting tv stations to get some interest and possibly arrange an on-air spot with Carol Coleman and Peggy Jacob's.* 2. *As a committee, they will market to the top nurseries (maybe 2 in each) in surrounding counties to send our fliers to so they can help market to their customers.* 3. *Check out Mounts botanical newsletter to possibly advertise.* 4. *We need to prep an ad for potential placement in local newspapers so we don't have to do it last minute.* 5. *Consider advertising in big events like the upcoming Tropical Short Course and others.* The budget for publicity is set at \$2300.
- Posters and fliers – there are many fliers available for distribution. Contact Carol Coleman if you need any. We have one beautiful poster which was made by Dennis Lipp. Doreen Baxter checked on the cost of having more printed and reported that Vista Print can print 18 x 24 for \$6.00 each. Budget for this item was not determined at this meeting.
- Parking – Diane Rice and Phil Macnak are chairs of this committee. It was discussed and agreed that they will need at least two additional volunteers to cover 4 shifts on the day of the tour.
- Street Signage – Lisa Ferrano has volunteered to chair this committee.
- Program Printing – Rebecca Bolivar is chair this committee. We need more volunteers. The budget for this item is set at \$800.00
- Ticket Sales – to date, 6 tickets have been sold. Doreen Baxter had set up the website, Paypal and Ticket Tailor to link together. Doreen explained that when a ticket is sold, Ticket Tailor will process the ticket, making it possible for the purchaser to print it, the monies will be processed through Paypal. Doreen can print a ticket for any sales where cash or check is used. Jayne Kiesewetter and Joan Kaplan are the co-chairs of this committee. They will have the responsibility to keep track of the sales and processing the list. This list is required by the Jacob's security personnel to track the persons on the property. Tom Romah asked if we could consider giving members who haven't volunteered for the tour a reduction in the ticket price an opportunity to see the garden on Friday with the volunteers. Carol Coleman will discuss this with Peggy Jacobs. It was also questioned whether we want to put am or pm option on the website for the ticket sales. I don't know if that was decided. Also, it was decided that anyone selling 6 tickets will get a free ticket. The budget for this item is set at \$20,000.00
- How we are going to get the large items to the winners of the raffle was not discussed.
- Next meeting will be Thursday, November 29, at 10:30am, at Carol Coleman's home.

Respectfully submitted

Carol Ralph

11/11/18