



Wellington Garden Club *Wellington, Florida*

Minutes of Garden Tour 2019 Meeting January 10, 2019

Held at Carol Coleman's home.

Time: 10:30am

Attendees were: Carol Coleman, Doreen Baxter, Mary Drexler, Kimberly Helms, Kathy HERNICZ, Caroline Kessman, Linda DeSanti, Carol Ralph, Stormi Bivin, Joan Kaplan, Beverly Gardner

- Carol Coleman distributed copies of the aerial photo of the Deeridge Gardens, and went over the route through the gardens that the tour will take.

We then went over the list of Committees as follows:

- Artwork, Posters and Fliers – It is necessary to order more fliers. We are going back to Chris B to get a breakdown in price to include a quantity of 1000. It was also suggested that we include our name and a direct link to the website to the front of the flier.
- It was suggested and the decision was made to combine the following committees --- Donations, Sponsors, Advertisers and Raffle; Jan Seagrave and Kimberly Helms will co-chair. Carol R will email copies of the letter and rate sheets for the sponsors and to all of the garden tour volunteers and to Doreen to post on the website.
- Publicity/Ads: Carol Coleman stated that based on Claire Falik's report all is going forward with the advertising campaign and distribution of the fliers. Paige will be calling nurseries about publicity. Kathy Siena has posted the event on Facebook.
- Signage – Lisa Ferrano reported that by the next meeting that she plans to contact the village to let them know the date and that we will be putting up some signage.
- Budget – One adjustment was made to Vendor income. It was suggested that \$80.00 was too much to charge, so it was reduced to \$50.00 for the total income of \$500.00 with 10 vendors .
- Golf Carts –No change to this item. Rate is \$100 per cart. At this time, we are guaranteed 3 carts and are awaiting word for an additional 3. Doreen will amend her Golf Cart spreadsheet to calculate the additional ½ hour in the length of the tour. Golf Cart Drivers – it has been decided to have the drivers of the carts also give a short talk on the various sections of the gardens as the tour proceeds. Carol Coleman will contact Peggy Jacobs to ask if she would like to write these "talks". We also discussed placing a "greeter" at the 3 stops on the tour.
- Garden Art Sale– Carol Lazzarino has forwarded a list of items that she and Dee Rolfe have created for the Garden Tour.
- Raffle – There is no change at this point. Kimberly Helms, Chair. Carol C. showed us a beautiful bracelet which was donated for a silent auction. The planter that Kimberly is filling will also be used for the silent auction. Tickets will be \$5.00 for one or 3 for \$10.00.
- Ticket Sales – Joan Kaplan and Jayne Keisewetter, Co-Chairs. Joan stated she wants to have specific time frames to be included on Tickettailor. Doreen will work on placing this on Tickettailor.

- Maria Wolfe has volunteered to be the money collector for the items that will require this.
- Caroline Kessman volunteered to chair the committee to direct the guests to specific golf carts at the entry gate.
- Next meeting is not scheduled. We have requested by Chairs of each of the committees submit a status report to Carol Coleman and me.

Respectfully submitted
Carol Ralph

1/11/2019

Gmail - PUBLICITY FOR GARDEN TOUR APRIL 13, 2019



Carol Ralph <caroltaylorralph@gmail.com>

PUBLICITY FOR GARDEN TOUR APRIL 13, 2019

1 message

Claire Falik <clafal@icloud.com>

Wed, Jan 2, 2019 at 8:47 AM

PUBLICITY FOR GARDEN TOUR APRIL 13, 2019 Claire Falik
Sidelines January p 56 and February with different photo
Posters. From Doreen. Will donate cost.
Likely visitors will be Equestrians here in Wellington who know of Deeridge Farms , Garden Club people, and those
enjoying experiences and a certain level of philanthropy.
Saturate the Equestrian community with posters in frequented venues: Woodys, nut n fits, Whole Foods, Trader Joe's,
van dell, library, kaluz, Ollis, some realtors, fresh market, tackeria, Wanderers. Club, White horse tavern , Dover Saddle,
etc. other suggestions? Need Equestrian gardeners to place these. That's best. Carol Lazzarino? Others?
Sticky labels on small flyers too. Good deal at FedEx.
Small flyers to district x,xi,XII, and after speaking to Barbara Hadsell. Include district ix.
FACEBOOK for those without addresses or website.
Compiled a list of all Bromeliad Societies and Botanical Gardens. Including Fairchild and st lucie botanical garden where
we're going on Around and Abouts
Tv calendar Paige Griffin Waiting to hear. possible interview w CC or P Jacobs
Nurseries in surrounding counties 2 each. Paige Waiting to hear.
Ad for town crier
Send Press Release to usual places including Around Wellington-online
Sending to shiny sheet. Pb news
Contact 3 reporters. Wellington Wednesday and Matt Morgan- JFF story how they give back to community. Helen Green
from Lake Worth Herald/Coastal Living did story on Tim and Barbara Hadsell before Flower Show. Interview w Twig.
Tropical short course. Bobbi Ziegler take some flyers? Who else is going?
Mounts newsletter Petra Russell others to take flyers. ?
Blooming Tales Jan 15 deadline
Facebook from WGC. Then share out to the world. Kathy Siena
ESP. Equestrian Sport Productions an announcement ?

Sent from my iPad

Garden Arts and Crafts

Designed by Dee Rolfe and Carol Lazzarino

2019 Garden Tour

Items we have created with no cost to the Wellington Garden Club. All profits will go to the club, however, any unsold items will be returned to the artists who created them

- 6 Birdhouses (some hand painted and the others have a mixed media of glass, and other objects)
\$20.00 per bird house
- 6 sets of drink coasters made with corks and hand painted tiles
\$10 per set
- 1 Set of clay pots for herbs with decorations and hand painting. If we add the herbs price will go up
\$18.00
- 2 Fan Blade Chalk Message Boards with hand painted design
\$20.00 each
- 2 Hand painted wind chimes with silverware
\$20.00 each
- 1 Large hand painted antique window with a seascape and lighthouse
\$100.00
- 1 Black treasure box with hand painted flowers
\$25.00
- 2 Hand crafted Necklace and Earring Sets made with Polymer Clay
\$30.00 each
- 1 Decorative Box with Humming Bird Design
\$26.00
- 2 Unframed hand painted canvases
\$35.00 each
- 1 window pane framed glass painting with trees and flowers
\$35.00

C&C&M here is my calculation for what we need to accomplish our goal based on 6 of the 5 passenger golf carts. If we are using 5 Guest passenger carts leaving at 10 minute intervals we will need 9 of the 6 passenger carts. The tour ends at 3pm but runs until 4 to give us 230 total guests.

Please review. If you go with the larger golf carts these numbers will change.

9am to 3pm = 6 hours

# Carts	people/cart	Cost per ticket	Trip time	people/hr
9	5	\$100	1.5 hr	30



	Cart 1	Cart 2	Cart 3	Cart 4	Cart 5	Cart 6	Cart 7	Cart 8	Cart 9
First trip	9:00 AM	9:10	9:20	9:30	9:40	9:50	10:00 AM	10:10	10:20
Tot Guests	5	10	15	20	25	30	35	40	45
2nd trip	10:30	10:40	10:50	11:00	11:10	11:20	11:30	11:40	11:50
Tot Guests	50	55	60	65	70	75	80	85	90
3rd trip	NOON	12:10	12:20	12:30	12:40	12:50	1:00 PM	1:10	1:20
Tot Guests	95	100	105	110	115	120	125	130	135
4th trip	1:30	1:40	1:50	2:00 PM	2:10	2:20	2:30	2:40	2:50
Tot Guests	140	145	150	155	160	165	170	175	180
5th trip	3:00 PM	3:10	3:20	3:30	3:40	3:50	4:00PM		
Tot Guests	185	190	200	210	220	230			