

**GMGA 2012 Conference  
Committee Meeting  
January 10, 2012**

As the meeting was called to order at 1:06, Co-Chairman Russell Brannon introduced Jo Ann Barre, a representative of the Bartow County Master Gardeners. That county will provide member assistance at the conference. Members present were Russell Brannen, Gerald Phillips, Diane Walton, Clara Mae Van Brink, Sue Allen, Dot Martin, Ed Stumler, Carol Mumaw, Suzie Thomas, Linda Robbins, Monte Bores, Pam Raines and Joan McFather.

**Previous Minutes:** Secretary Joan McFather thanked Suzie Thomas for the excellent notes she submitted for transcription, and clarified one point concerning the writing of checks to Reinhardt University. We must be sure to designate funds by noting our intended recipient on the memo line of all checks written to the university.

**Facility Logistics:**

- Pam Raines' committee met again with Lorrie Keener at the Bluffs on January 6<sup>th</sup> to have some questions answered. Pam now has Lorrie's revised rental quote. Lorrie still needs to have Sodexo approved as a caterer for the Bluffs before we can complete a contract with them.
- It was clarified that vendors may not begin packing up until 4 p.m. on Saturday.
- Discussion ensued regarding the rental of the upper lever patio to accommodate one vendor, but the committee decided the \$500 rental and \$250 cleanup fees were not warranted.

**Treasury:** Diane Walton reported that the working budget has not changed appreciably from November. She urged everyone to re-contact any potential vendors still uncommitted so we can finalize vendor booths. She still needs paperwork from in-kind sponsors. Other than patio booths, there is very little space at the Bluffs still available.

**Publicity:** Dot Martin remarked that we have 15 weeks to go.

- Beginning February 15, the website will feature a different vendor each week chosen to represent the variety of merchandisers we have on board. To date, the website has had 601 hits, and of those, 318 explored the site. She will be moving the Focus feature to the top where it will get more attention.
- Sue Allen displayed the new brochure that has the registration form on the back. This will go out on February 6 via in a mailing to all GMGA members listed for the years 2010, 2011 and 2012.
- We have also been promised a mention in "Snippets," a regular blast from UGA.

- Docent training for Gibbs Gardens will occur on March 8<sup>th</sup> in conjunction with that offered to garden club members taking it for the Garden Club Council's partnership event in May. There is still a question as to whether docents will be stationed in each venue of the gardens to explain what visitors are seeing or whether docent-guides will stay with their groups, explaining as they move through the grounds. Dot will be in touch with Barbara Schneider for discussion.
- Sue distributed the new bookmarks, which have the conference logo and details. (Later bookmarks will revert to the seminar series.) Steering committee members are urged to hand these out to anyone who might attend the conference.
- We will submit an article to appear on Walter Reeves' website.
- Dot hopes that Paypal will be added to our website by the end of this week. Apparently no one trying to register by going to GMGA's website is able to do so.
- The program for the conference will be an 8 ½ x 11 sized sheet folded. Final submissions to it must be in Sue's hands by March 15. The book will include the vendors with contact information and logos, sponsors and logos, individual donors, door prize donors, and the conference agenda and presenters. Sue would like to have a picture of the steering committee for the back.
- A map of off-site activities will be included with tickets given out at registration.

**Sponsors:** Ed Stumler asked that everyone who has contacted a potential sponsor to revisit this week those still on the fence. We should take anything offered, rather than adhering strictly to GMGA guidelines. The economy is too tight for the latter.

**Program:**

- After meeting with Lorrie, Suzie Thomas reported that the stage area is 8' x 20' and will be raised to 24" high for visibility.
- The green room for waiting speakers will be supplied with water only. There is no restroom attached: vendors will have to use the restrooms on the lower level. Further discussion is warranted concerning gift baskets for speakers.
- Signage needs within the conference center can be at least partially filled with the five moveable-type boards that the Bluffs will comp to us. They will also comp the use of the television monitors on both upper and lower levels. We must supply the rolling slides to technician Michael Haynes. Signage needs by anyone should be submitted to Russell. Outdoor signage is the responsibility of logistics, and indoor signage is hospitality's. Russell and Gerald will check with the county to be sure what we do outside is acceptable. They will also ask if we might use the blinking programmable signs the county owns.
- During the holidays Suzie did not get the form letters sent to the speakers to determine their individual needs. These she will send immediately.

- All working Master Gardeners (wearing the uniform and apron) should be able to answer guests' questions. Anything beyond the ordinary should be addressed to Russell Brannon, Gerald Phillips or Pam Raines.
- Russell is working out details on what restaurant we will take the speakers to on Friday night.
- Russell has provided an old time school bell for hand ringing to announce returns to the main conference space.

### **Hospitality:**

- Linda Robbins reported 54 door prizes promised by individuals as well as a myriad of plants to be provided by McCorkle Nursery, Proven Winners, Plant Introductions, Southern Living, Buck Jones, Lady Slipper and possibly Redbud Nursery.
- Pam plans to have plastic and duct tape available for protecting carpets and is considering plastic saucers for under pots. Jo Ann Barre suggested watering with ice cubes to avoid major run over.
- There will be 20 table centerpieces to be made by Betty Adams. There will also be 5 huge arrangements created by 5 participating garden clubs, hopefully designed in non-returnable containers. Both centerpieces and arrangements could possibly be for sale or used as door prizes.
- The silent auction display will be set against the staircase upstairs. We are in need of quality items.
- We also need a major item for the last door prize so that guests will stay until the end. The suggestion was made to ask Morgan Hardware in Woodstock.

### **Vendors:**

- The discussion concerning a holding area for purchases made by guests was tabled until we see how many vendors we will have. It might be possible to use patio space with our own tents erected in case of rain.

### **Merchandising**

- Gerald has secured volunteers Myra Young, Christi Davis and Felix Morales to assist him in the CCMG booth. We will have earth buckets, bug charts and Cobras for sale
- Carol Mumaw volunteered to spend \$100 at the annual Market, now going on until January 15. The steering committee agreed that she would purchase items she thought would sell and be reimbursed her outlay of \$100 as items sold.

**Next Meeting:** Tuesday, February 23, at 1 p.m. in the Extension classroom.

The meeting was adjourned at 2:50 p.m.