

**GMGA 2012 Conference  
Committee Meeting  
September 29, 2011**

The GMGA 2012 Steering Committee met in the Extension classroom at 1:10 p.m. on September 29, 2011. Present were members Russell Brannon, Gerald Phillips, Diane Walton, Suzie Thomas, Pam Raines, Carol Mumaw, Linda Robbins, Dot Martin, Sue Allen, Ed Stumler, Clara Mae Van Brink and Joan McFather. [*For all handouts see secretary's book.*]

**Publicity:**

- Sue Allen and Dot Martin introduced the new four-fold brochure they intend to take to Macon. The initial run of 300 will need an address correction, and there was discussion about the clarity of the registration details, but the piece was greeted with much approval.
- Dot reported that the interviews for the video have been completed and editing is in process. She will have a CD to proof by October 14. Joan McFather found an inexpensive 19" monitor to use in Macon and thereafter.
- Dot has learned that since our booth will be beside GMGA's in Macon, we will have access to their credit card machine for use in preregistering for our conference. She expects our booth to be set up by noon on Friday ready for the conference registration at 2 p.m. Macon's tours start at 3:30; Dot believes our volunteers will be able to take them if desired. She is looking into security for our electronics.
- Our website will go live on November 1, the domain name: [www.GeorgiaMGAConference.com](http://www.GeorgiaMGAConference.com). Dot wants new material on line each week and will draw on Sue's print materials, interviews with sponsors, board members, nurseries, and so on, so viewers will return to the site.
- Sue is sending an article to the *Cherokee Tribune*, announcing the coming conference.

**Programs:**

- It was noted that both Gibbs Gardens and the Funk Heritage Museum will be open starting at 9:30 a.m. on Friday, April 20. Diane Walton stated that we will make every effort to have all attendees register first at the Bluffs for the sake of simplicity: they can pick up goodie bags and maps there. Registration will open at 8:30 a.m. It is hoped that we will thus be able to let both venues know the number of visitors they can expect to eat lunch. Pam Raines will check with Reinhardt to be sure lunch will be available at the campus cafeteria. We will continue registration at the Meet & Greet on Friday night at the museum.
- The Steering Committee plans to take the speakers to dinner after the Meet & Greet at our expense.
- Suzie Thomas announced that Paul Pugliese will be our MC.

- She has secured our fifth and last speaker, Rita Mercer, who is charging \$250. We will supply food but no travel expenses, and she will lodge with a local friend. The remaining speakers will have rooms at the Hampton Inn. Suzie has all contracts signed except Dr. Schoellhorn's.
- Mary Ann Szostak has secured a lady to do our exercise break.
- Suzie distributed her proposed schedule for the two days. Discussion ensued as to timing for door prizes, the method still under consideration. Linda Robbins received approval for asking speakers for copies of their books for door prizes. Further discussion covered our need for chairmen to specify how many volunteers they need per committee so that we can assign Master Gardener volunteers from other counties. It was also noted that there would be no appropriate time at the Meet & Greet for welcoming speeches by local political office holders. It would be nice to include these as letters in the program.

### **Facility Logistics:**

- Pam Raines announced that we will be able to use the entire upper level of the Bluffs on Friday after business hours and all day Saturday. Diane has designed space for more vendors as well as the holding area for door prizes. She, Pam and Linda will go over to the Bluffs to consider our options. Overnight security may have to be employed there for door prizes. Vendors would be able to set up at 7 a.m. on Saturday. Pam Raines moved and Linda Robbins seconded that we rent the upstairs for no more than \$630; the motion carried. Russell Brannon moved and Clara Mae Van Brink seconded that we charge a booth fee of \$75 (reduced from \$95, since vendors would have only one day). The motion carried. Diane then asked that everyone get all vendor information to her so that we don't over-commit available space.
- Sodexo will be our caterer for the Friday night Meet & Greet. They propose four different appetizers, coffee and peach tea at approximately \$5 per head. Pam expects to use them on Saturday at the Bluffs as well, pending their approval as a caterer there. They will provide a continental breakfast in a white bag having the conference logo on it, as well as a snack sack similarly packaged in the afternoon. A boxed lunch will include a choice of turkey & provolone cheese sandwich or a roasted vegetable sandwich, with chips, cookies and fruit. Our cost for all three offerings for 350 people will be \$7,400. We will provide the drinks separately.
- Four local hotels have offered reduced rates for conference attendees: Micro Hotel, Holiday Inn Express, Hampton Inn and Best Western. All include breakfast.
- Pam is considering tenting options for the patio area and has gotten several quotes, all quite divergent from one another. She is looking into a suggestion by Gerald that we simply tent the middle of the patio and let the outdoor vendors provide their own tents.

**Staffing Requirements:** Clara Mae asked Russell to send out an email to all Cherokee Master Gardeners explaining participation in the conference. All are expected to serve in some capacity. Steering Committee members will let Russell know their needs; his email will begin the process of matching members to committees. It was strongly urged that members be reminded that they are required to pay registration fees. After discussion Sue said she would tailor a members-only registration form for Russell to include. Russell Brannon moved and Clara Mae Van Brink seconded that Cherokee County Master Gardeners be offered the same early registration amount of \$60 if they paid by October 21. The motion carried, with Diane Walton and Ed Stumler opposed on the grounds that the motion might be contrary to GMGA rules. Registration rises to \$65 on October 22 and \$75 in March.

**Sponsors:** We have our first cash sponsor: First Cherokee State Bank at the Nickel Level. Jane Shelnett and Joan McFather have solicited 9 local banks and other establishments, but have not yet heard from any beyond First Cherokee State. We approaching them at the correct time, we are told: October through December is prime time for the setting of next year's budgets. It was suggested that we contact participating hotels as well. Ed has talked with Gibbs Gardens, John Deere and several local businesses but has heard nothing yet.

**Vendors:** Diane will call Shirley Pahl at Farm Bureau about available table space upstairs. Diane would appreciate an updated list of all contacts made, so we do not repeat solicitations to potential vendors. Monte Bores will be at Macon to recruit more vendors.

**Next Meeting:** Thursday, October 27, at 1 p.m. in the Extension classroom.

The meeting was adjourned at 3:17 p.m.