

Meeting:
June 24, 2010
10:00am
Extension Office

Georgia Master Gardener Association 2010 Fall Conference

Venues - Callaway Conference Center and Hills & Dales Estate
LaGrange, Georgia
October 1st and 2nd 2010

Garden Stewards: In Tune With Nature

Conference Planning Team Meeting Agenda

Meeting called by: Jon Christenson, Chair

Facilitator: Gary Carter

Minutes: Fern Bergeron, Secretary

Meeting Attendees: *(Checked in by Secretary)*

- Jon Christenson**
- Gary Carter**
- Fern Bergeron**
- Susan Thomas**
- Marilyn Mayer**



Special Guests:

- Calvin Wingo**
- Sam Hornsby**
- Peggy Genova**

■ Registration

Gary Carter

Discussions: The fees for the conference are \$65 and \$6 for the Hills and Dales Estate afternoon events. All attendees are required to pay the fees. Currently we may invite a guest. The same fees apply to guest. Payment is to be mailed in to GMGA or payment can be made online. The deadlines and details are on the registration form. The form will be in the SCOOP and online at GMGA's website. Helen Philips has agreed to transform the registration entrance into a colorful fall flower garden.

Action Items:

Person Responsible:

Due Date:

➤ Registration Forms

Discuss revisions per GMGA Board

➤ Registration Confirmations

- (Name, Address, County, Phone, e-mail)
- Will email most
- Include note to bring Official MG Badge per state
- Include map, hotel info, agenda
- Possibly include list of "places to see in LaGrange"
- Will put link to GMGA website
- Fern gave Conference Registration form and conference info to Shirley for Troup Web site

➤ Sign In

Ann Fischer

- Tent Cards
- Signs
- Pens/Markers
- Blank Name Tags
- Nixed Possible Lanyard Lanyard Badge approved will include Reg #, County, Lunch- -Susan T
- Possible "At-A-Glance" Pocket Schedule
- Computer and printer? No Printer Gary will bring his computer

Mary Anne Williams

➤ Registration Spreadsheets

Gary Carter

Registration sheet needed for Friday check -in

➤ Day Registration

Gerald Becham

- Cash Box

➤ Meal ID Stamps No stamps will be printed on Badge

Carol Crews

➤ Giveaway Bags

Brenda Livingston

- Fern has WGTC Pencils
- List of Contributions
- Susan indicated that Celeste obtained a \$500 grant for plain woven nylon bags
- No grant—Celeste to check w/Mud Graphic or \$300 for bags w/logo for Main Street

Celeste Garrett

➤ Registration Folders/Packets

Beverly Thomas

- Agenda of the Day
- Lists of Vendors, Sponsors, Door Prizes
- Speaker Notes and Handouts

Fern

Jon, Susan, Gary

Susan Thomas

- **Door Prize Pick UP Tickets**
- **Evaluation Forms**
- **Other Recognition/Acknowledgements**
- **Promotional piece for next Conference**

Peggy Genova
Gary/Fern

Gary will make contact

Jon will purchase 60 65 Ribbons: 6 10 ASK ME; 5 5Committee; 49 50 Volunteer
Vendors will be Badges – No ribbons

➤ **Ask Me Team**

Loretta Beall & Joan Benz
Jean Edwards
Barbara Wesson
Mickey Norred
Linda Bailey

➤ **Ask Me ID Ribbons**

Joan Benz Jon Christenson to order

➤ **Entrance Decorations**

Helen Philips at Garden Solutions

➤ **Four Oblong Tables/6 chairs**

Set Up Team

➤ **Possible GMGA Dues Table & Chair**

Consider using the registration desk outside the small exhibit hall maybe use a stool rather than a chair need electric for their cash register need sign

Conclusions:

▪ **Friday Afternoon Activities:**
Sponsored by Hills and Dales Estate

Carleton Wood
Jo Phillips

Discussion:

Three seminars, garden tours and a wine and cheese meet and greet hour in the garden are planned. Carleton will take care of all the details for Hills and Dales Estate. Seminars start at 1:00pm and the meet and greet starts at 5:30 to 7:00pm. Jo Phillips, Helen Phillips and Kenny Manis are speaking at the seminars. Felder Rushing will provide stand up entertainment. Book signings with Dr. Allan Armitage and Felder Rushing. You must be a paid registrant to attend these events. The afternoon cost is an additional \$6.

Projected attendance 100

Trolleys will transport guests

Heavy Hd's, sweets, wine, beer and assorted soft beverages

Action Items:

Person Responsible:

Due Dates

- | | | |
|--|----------------------------------|--|
| ➤ Setting up at Hills and Dales Estates | Carleton Wood | |
| ➤ Contact Helen and Kenny | Carleton Wood | |
| ➤ Four Master Gardener Greeters | Brenda Livingston | |
| | Gerald Becham | |
| | Jon and Alice Christenson | |
| ➤ Estates Staff will be Available | Carlton Wood | |
| ➤ Parking Lot Help | Larry Flynn | |
| ➤ Registration and Sign In | Ann Fischer | |
| | Myrlene Murray | |
| ➤ Speaker Assistants | Susan | |

Conclusions: Brenda Livingston, Gerald Becham, Jon and Alice will be the welcome committee at Hills and Dales Estate. Registration table to be manned by Ann Fischer and Myrlene Murray? Larry Flynn to help with parking.

Verify book signings w/ Carlton at the August meeting

■ Program for Saturday

Susan Thomas

Discussion: All speaker agreements must be signed by the GMGA treasurer. The local financial representative will retain copies of all agreements as requested by GMGA. The state treasurer will make payment to the speakers as agreed by both parties.

Action Items:

<u>Action Items:</u>	<u>Person Responsible:</u>	<u>Due Dates:</u>
➤ Media Setup Team	Susan	
➤ Media Dry Run	Susan	
➤ Signage Requirements	Susan/Fern	
➤ Speaker Program Team Speaker Lodging Team needs to know where speakers are staying Team needs to have cell phone numbers of speakers	Susan Thomas Susan will provide to team	
➤ Master of Ceremonies	Bill Black (Susan will provide time chart)	
➤ Door Prize, Sponsor, Vendor Recognition	Peggy, Susan, Gary, Jon	
➤ Speaker Transportation	Susan	
➤ Speaker Assistants (4)	Susan	
➤ Stage Decorations (Also Door Prizes - 75 to 100 plants)	Mike Sikes	
➤ Speaker Name Badges Printed badge with Speaker Ribbon Speaker badges will be printed on Fall colored badge stock Consider colored badge stock	Susan	
➤ Follow Up Thank You Letters for speakers and sponsors	---Susan	

Have signed contracts with the exception of Dr. A

Received Dr A's signed contract

Conclusions:

Pictures and music for Breaks/Intermission –Gary will provide a CD

Logistics

Fern Bergeron

Discussion: The logistics coordinator will be reviewing each of the areas to ensure the flow of events is properly coordinated. The coordinator will work with the facility director at the conference center to ensure equipment, manning, and any other resource requirements are available as needed.

Everyone should get to enjoy the conference and not work all day. 2 or 3 hour work times?

Action Items:

Person Responsible:

Due Dates:

- **Conference Logistics Plan**
- **Speaker Book Signing Setup(2)**
 - 1. Eagle Eye Book Store (Dr. A) 2. Felder Rushing Fern
 - Two Tables- Four Chairs needed
- **Reserved speaker/Officer Table (Dining)** Fern
- **Print Reserved signs** Fern
- **Conference Set Up Team and Clean Up Team**
- Proposed Schedule & Volunteers**
- **Break (Food) Tables**
- Should be set in Registration/Vendor area
- **Door Prize Holding Area** Fern/ Peggy Genova, Cindy Jabaley
- Possible "Silent Auction" or Raffle Peggy/Fern
- Determine # of tables needed
- Door prize Options
- Ticket stapled in "X" number of folders only(they are winners) No
- Ticket stapled in each folder (drawing needed) No
- Pre-printed name ticket put in basket as registered (drawing needed)
- Ticket for each door prize donated put in separate basket
- Prize on Friday??? Hills and Dales is providing something on Friday
- Grand Prize??? Yes Jon is building a LARGE Birdhouse and Janet will paint Raffle? No per state
- Silent Auction Yes Painted Window(s)? Yes Becky Macleod Bird Seed Can? Fern to provide
- \$20 to Peggy Possibly check with Janet Shirah on painting a birdhouse
- **Parking Lot Team** Calvin Wingo, Richard & Brenda Phillips
- Information given to Calvin and Sam on 4/23
- **Directional Signage Placement & Retrieval**
- Inventory signs in Ag Bldg - - Fern
- **GMGA Merchandise Table/GMGA Dues Table (1)**
- Place table & chair in area close to Registration outside small exhibit hall
- GMGA will bring their own rack
- **Use of Coweta and Columbus** Muscogee 8 volunteers
- Possibly use for doorprizes, volunteers for parking perhaps provide a gift for each attendee NO

Hospitality

Marilyn Mayer

Discussion: The Catering contract must be signed by the GMGA treasurer. The caterer must be licensed as per the state request. Need the contract in place by the end of February. Brenda has contacted Carroll County about the table decoration. "Maybe a possible flower garden look?"

Action Items:

Person Responsible:

Due Dates:

- **Meet and Greet Friday**
Marilyn to meet w/ Carleton on Weds. Carleton Wood
- **Speaker Lodging**
Table for Chamber material at Wingate Susan
Marilyn
- **Speaker Welcome Baskets/Gifts**
"Taste of GA Baskets" @ \$30 for 4 Speakers Marilyn
Need Approval of cost \$50 approved
- **Dining Table Decorations** Brenda Livingston/ Carroll County MG Team
Colored overlays? Fern to check source
- **Caterer MG Assistant** Linda Scott October 2nd
- **Caterer Contract** Marilyn Mayer February 26th
(Include vegetarian dish)
Jeffrey Tucker/Ben Reid Catering
 - **Breakfast**
Coffee, Tea, OJ, Yogurt, muffins, sweet rolls, fruit
 - **Morning Break(10am)**
Coffee, Tea, Homemade Granola Bars, Choc Chip Cookies, Fruit
 - **Lunch**
Beef Stroganoff or Chicken a-la-King, Mac & Cheese,
Peas and Carrots, Squash Casserole
Fruit, Asst Desserts
 - **Afternoon Break**
Coffee, Tea, Sodas, Cookies & Brownies,
Chips & Pretzels and Fruit

Cost is \$25pp all inclusive
Includes white linens
Guaranteed Food Count is needed by: 7 days prior Sept 27

Menu revised slightly on contract

Concern was expressed that if attendance is 200+ there may not be enough room for double buffet lines
Considered changing menu to cold pre-set or box lunch. Vote taken to keep hot buffet

Conclusions:

▪ Vendors

Jon Christenson

Discussion: The vendor agreements must be mailed with payment to the GMGA treasurer. 48 agreements have been issued. Cost per booth \$75. Vendors must be licensed with a tax ID. (See Vendor Agreement, Finance and Budgeting for mailing addresses)
Jon will pick up cards of Vendors in Valdosta & at Hydrangea Festival

Action Items:

Person Responsible:

Due Date:

- **Vendor Agreements** Jon Christenson
 49 sent (expect 22-25)
 54 sent out (expect 25-30)
- **Vendor Follow Up During the Summer**
 Jon will send letter in June or July
- **Vendor Name Badges**
 Jon will check on ribbons for vendors/speakers No ribbons will use colored badge stock
- **Vendor Setup Team** Jon/Fern
 Fern to get names to Jon
- **Timing for Setup on Friday**
 CCC is available from 8am -6pm – Vendor Contract is from 3pm-6pm
 Jon to determine time for MG set up guys
- **Vendor Assistants Lunch Fees**
 One meal is provided for each Vendor Others will need to pay \$25
- **List of Vendors for Registration Packets** Jon Christenson
- **Clean Up after event**
- **Follow Up Letters**
 Letter of confirmation should request list of persons that will attend so as to prepare badges and know number for meals need to indicate cost for others

Conclusion:

▪ Sponsors

**Susan Thomas
Gary Carter**

Discussion: The sponsor agreements must be signed by the GMGA treasurer. All funds must be made payable to GMGA and mailed to state treasurer.

<u>Action Items:</u>	<u>Person Responsible:</u>	<u>Due Dates:</u>
<ul style="list-style-type: none"> ➤ Sponsor Selection Gary provided a list of potential sponsors List reviewed to determine “vendor” , “sponsor” and /or “doorprize Additional names added to list ➤ Contact Sponsors Sponsor Letter revised Included a vendor space & lunch for top three levels in the letter Susan—Made some calls for sponsorship Home Depot Gary contacted Scotts, Bayer and sent letters to all others Gary sent a letter to KIA and Community Bank & Trust, talked to bank Pres Gary sent letter & talked to Proven Winners Plants for Doorprizes & Materials for bags Scotts/Miracle Grow – Don Koon \$1,500 Gary will contact Fiskars & follow-up w/ Bayer ➤ Sponsor Agreements ➤ Sponsor Name Badges ➤ Obtain Company Logos ➤ Determine Gold, Bronze, Silver Donation Levels Magnolia, Azalea& Hydrangea Levels ➤ Follow Up During the Summer ➤ Sponsorship Acknowledgements for Registration Packets ➤ Follow Up Thank You Letters 	Susan and Gary	

Conclusions:

Finance and Budgeting

Gary Carter
Regina Lorenz

Discussion: All agreements must be signed by the GMGA treasurer and monies made payable to GMGA. Any funds collected from local vendors or sponsors must be mailed by the local financial representative to the GMGA treasurer. The local rep must bulk mail, email, or fax any contracts, agreements, and receipts to the GMGA treasurer. The state treasurer must approve and pay all invoices. The local rep will retain copies of all transactions.

The local rep must record and mail all invoices /receipts for reimbursement to Regina Lorenz, 1420 Northcliff Trace, Roswell, GA, 30076-3275. No receipt no payment.

Local payments received from Vendors, Sponsors, and Donations are mailed to: GMGA Conference, 1425 Market Blvd., Suite 330-204, Roswell, GA, 30076.

Action Items:

Person Responsible:
Gary Carter

- **All expenditures must be pre-approved by the local financial representative and the state treasurer.**
- **The state treasurer will send spreadsheets to the local financial representative as appropriate.**
- **The local financial representative will provide spreadsheets to the appropriate team members.**
- **County Agents pay for meal and not conference generally.**

Conclusions:

Advertising

Fern/ Jon Christenson

Discussions: Please send any advertising to the Troup County Master Gardener Association Board Secretary. The Troup County Master Gardener Board will approve all advertising prior to being issued, emailed, and distributed for the GMGA 2010 Fall Conference. This is required by the Troup County Master Gardener Association Board of Directors. The Board secretary will approve and issue all advertising as approved by the Board of Directors. The Board secretary will acquire help from other members as appropriate.

Action Items:

Person Responsible: Due Dates:

- **Information to the SCOOP.** Fern Bergeron
 June 14 deadline
 Information was provided to Fred for the SCOOP
- **Information to Griffin Office Website.**
 Gary/Fern provided a disk to Regina
- **Information to Troup County Extension Website.**
 Send info to Shirley
 Gary sent but Shirley unable to open
 Fern will take to her on April 29th on a memory stick copied to Shirley's computer
- **Other Websites as Approved by the Board.**
- **Alabama Newsletter**
 Edited by Committee and Joan ---Final emailed on 3/10/10
 Next Newsletters
 Summer(July-Aug)- Deadline June 15
 Fall Issue(Sept-Oct)- Deadline Aug 15
- **Provide Updates at monthly Master Gardener meetings building excitement about the Upcoming Fall Conference weekend.**
- **After Conference Article for the Scoop**

Discussion regarding meeting on August 26 Carleton, WH Smith, Jim Spivey, Jo Phillips, Helen Phillips at the Library at 1030 am Gary to invite and check availability at Library

Remember to establish the meeting schedule before adjournment.