

Cohorts' Board Minutes
April 14, 2010

Members present: Dean Sampson, Charles Yeager, Charlie Ricketts, Georganna Hinrichson, Doris Brown, Sara Mitchell, Carolyn Bolinger, Mary Lou Mumm, Joyce Krug, Jeanne Rieck, Jean Digmann, Darrell Neumann, Miriam Takle, Teresa McLaughlin, Jody Melcher

Minutes were approved with the change of April 23 to April 22 concerning the preview date in Teresa's report.

Treasurers' Report: no changes

Education: Mary Lou Mumm reported that the Brown Bag Luncheon went well last week. 82 attendees in April. 86 attendees in March. Suggestion from someone who attends—could we have name tags? Georganna offered to provide construction paper for people to make name tags that can be left here for each month. Mary Lou suggested that we sell the recipes for the food that is brought. May 20 is the next Brown Bag. Topic will be “I Never Planted a Dahlia I Didn't Want in My Backyard.” Speakers can sell their books and products.

Garden Guides—Dean Sampson—3 Youth Tours in March. April 5 tours with numbers ranging from 18-81 youth. Information not available for Adult Tours.

Horticulture—Charles Yoerger, Joyce Krug--Month—277.15 Indoor hours. Outdoor—43.85 Total—321.

Membership—1947 Active members. Down because cutoff date for renewing has past. 220 moved to inactive list because they missed the cutoff date. Hoping to be able to call people to renew monthly rather than all at once. 16 new households, 17 renewed in March.

Plant Sale—Darrell Neumann—no report

Historian—Sara Mitchell—make sure everyone on the Board has had their picture taken. It will be difficult to get copies of all of the articles that have been written about the gnome. It has been featured nationwide.

Marketing—Miriam Takle—new cards will be added to the gift shop. A discount card has been purchased to enable her to buy pictures cheaper.

Dave Austin—March 31 meeting. Rare plant sale August 27 6-9.

Auctions—silent and live. Need a name for the event. It will have a tropical theme.

Past President Charlie Ricketts—Rotary Exchange students from Australia wanted to see gardens so Charlie brought them to Reiman Gardens. They enjoyed it very much. 20-21 people will come from Australia as part of Friendship Force in August.

Arbor Day—Christie Vilsack will be here April 22 and will speak at the lunch. There will be a tree planting. Premier party will be 5-7. Gnome names to vote on will be revealed. Wood carvers will be here Saturday, May 1.

New Business: July 12 Sons of Norway would like to have a meeting here at noon. Could help bring in new members.

Teresa—Dueling Pianos event—6:30-10:30 Saturday June 19—Rose Festival earlier in day. \$30 per person—members. \$35—non-members, \$25 for new members who join that night.

Horticulture Dept. is getting new greenhouses and are giving some of their plants away. Reiman Gardens will get some.

Ames Arts Council—annual award—Laverna Larson will get Bill Pelz Spirit Award. Ceremony April 25 at the Octagon from 5-7.

Budget—still up in the air. Decrease by about \$200,000. Trying to see what that means for staffing and materials. Numbers look strong \$167,000 revenue from admissions so far with 3 months to go. Goal is \$180,000. Gift shop is going strong—ahead of last years total. Quilt show August 13-15. Many quilt artists coming from Central US. Juried show. Received about \$1000 so far towards new trees. Question asked about food being available here. Coffee shop in the gift area. Kitchen lost money. Not enough business on a daily basis. Have talked about using the small part of the gift shop as a coffee shop. Hard to get buy-in when it failed before. Possibly on weekends or during events. It could be staffed by volunteers. Cohorts will try it May 1 for the Wood Carvers weekend and Rose Festival. Garden Art—July 11, Quilt Show. Need to talk to Lynn first to see if she has already made plans for food at these events. Good response for name nominations for the big gnome. 2009 1099 tax form was signed by Charlie Ricketts.

Meeting adjourned at 10:35. Next meeting will be May 12.

Respectfully submitted,
Jody Melcher
Secretary