

Cohorts' Board Meeting  
May 12, 2010

Members present: Jean Digmann, Darrell Neumann, Jeanne Rieck, Joyce Krug, Dean Sampson, Carolyn Bolinger, Mary Lou Mumm, Georganna Hinrichsen, Sara Mitchell, Doris Brown, Teresa McLaughlin, Charles Yoerger, Jody Melcher.

Jean called the meeting to order at 9:35.

It was decided to give Pat Kunz a Borders gift card when she has hip surgery.

Minutes of previous meeting were approved.

Treasurer's Report—boxes of old materials were taken to the Archives at ISU. They will decide what to keep. New item on report will be concessions. We made \$315.80 for two weekends. There were expenses for small items that we won't need to buy again. The bread came from Panera and got a lot of compliments. Darrell is working on buying bread from them a little cheaper. Cub Food won't give us a break on cookies in small quantities. Hy-Vee will be approached also. Ken Dunn could be contacted about bread also from America's Best Pies. We have some meat and cheese left. A sign-up sheet went around for June. We have been offered concessions during the Garden Art Fair. The previous vendor has been cancelled. Do we let non-Board members come in to help? We will discuss this idea further next month. A question was asked about the \$102.44 miscellaneous. \$10.69 for Clete. Miriam Takle received the rest of that which should go under cards. Treasurer's report was accepted as is.

Jeanne Rieck suggested that we get a cart to use for concessions in transporting items back and forth. Doris will be chair of the committee to name our café. Do we need a name that can be used year after year or something specific to the year? Teresa cautioned us on marketing a name that's different than Reiman Gardens because it can be confusing. A simple sign could be made that would be inexpensive if we decide to have the name coincide with the theme. Carolyn asked that advertising for the Garden Art Fair include a statement about CoHorts' having food available.

Education: Georganna Hinrichsen—May 20, Brown Bag, I Never Met a Dahlia I Didn't Want to Plant in my Backyard. Nametags were discussed. What type of nametags should we use? We want a quality product. We

could use our nametags and have an ice breaker at the tables. We will try that. Recipes for the Brown Bag treats were discussed. Hostesses will be asked to bring a printed copy of their recipe. People can ask if they want the recipe. If we want to put together a cookbook, we need to do some research first.

Garden Guides—Dean Samson—In April there was one adult tour with 32 guests and 2 guides. May had one adult tour with 12 guests and 2 guides. In February there was one youth tour with 17 guests and 2 guides. March had three youth tours with 35 guests and 3 guides. In April there were 5 youth tours with 268 guests and 22 guides.

Horticulture—Joyce Krug—256.5 volunteer hours. 2 facilities project volunteers, 46 indoor, and 6 outdoor.

Membership—Jeanne Rieck—May 7—2014 active households. 8 reinstated in April and 34 new members. Memberships are up considerably. Another call-a-thon has not been organized yet. Doris asked if Jeanne needed help. Joan has been doing a lot of the work in the office and front desk. It would be good to have someone helping to work into the position for the future. Jeanne is open to help with outreach to get new members. She thinks the email and access to the website has helped. A new membership brochure has been developed.

Plant Sale—Darrell Neumann—trying to line up people with various gardening organizations to see if they can be present during the sale to answer questions. We could promote the idea that experts would be present. We could do a pot exchange. People could bring pots to leave and take some. We could have a yard sale of garden related items. Teresa is worried about the organization of it. We can talk about it later. The deadline is June 15 for getting it in the newsletter. We could also send it in the volunteer newsletter.

Historian—Sara Mitchell—notebook has been bought. They will meet to put it together. Pictures are requested of the gnomes. Sara said it is easy to transport pictures on a flashdrive. We received a thank you from Tanya in the Archives Dept. for donation of our records.

Doris Brown--Cyclone megaphones will be used during Alumni Days tours. We were given five and Teresa has one. Doris would like to put a gnome on them with Reiman Gardens. We have not kept up with our past officers and board members. We don't see them around after their term is over. We need to get them involved in activities like concessions and other CoHort activities.

Publicity and Marketing—written report from Miriam Takle. 120 butterfly cards and 20 note card packets were delivered to the gift shop on April 21. The amount of the sale to the gift shop was \$267.20. She has received information about the photo contest from Dave Austin.

President Elect Dave Austin—staff and intern lunch will be July 14 at 11:30 following the Board Meeting. A sign up sheet will be passed around for salads and desserts. It is hoped that we will all attend to thank them for all the help they give us through the year. The Plant & Garden Art Auction committee met April 29. It will be held August 27. Cost of admission will be \$20 for CoHort members and \$25 for non-members. Sara and Ed will get plants for the auction and help that night. A food vendor has not been decided on yet. Beverages will be included in the ticket price. Only certified bartenders will serve beverages. Melanie Wright will be the entertainment again this year. The #32 Fred Hoiberg Gnome will be raffled. Raffle tickets will be sold before the auction. Board members will be asked to help with the sale of the tickets and the night of the event.

Teresa—met admissions goal for year last week with 6 weeks to go. 50% more gross revenue. The gardens are spending more on rentals than we make. Hoping the gnome show will continue bringing in new members. Mr. Reiman wants us to get more gnomes. There is a gnome coordinator working on getting 75 more. They will be placed in the south gardens and will be called Gnome Mountain. An article will be written for “Our Iowa.” Posters with all of the gnomes will be offered for sale. Other projects like hiding a gnome and giving the finder 10% off in the gift shop have been discussed. The public can vote for their favorite small gnome for \$1 per vote. The revenue is critical with cuts at the University. It isn’t known how these cuts will affect the Gardens. We appreciate Teresa’s advocacy for us. Mr. Madden is also a voice for us at budget meetings.

Update on June 19 social event—Jeanne Rieck—postcards are done. They were given out to send out to friends who are not CoHort members. Roxi Copeland’s CD was available. She is one of the members of Dueling Pianos that will be the entertainment for that event. We listened to a little of it while coming in.

Respectfully submitted,  
Jody Melcher  
Secretary