

## NSAGC Board Meeting 2<sup>nd</sup> October 2021

Attendants: Kathy d'Entremont, Deb Bowes-Lyon, Ginny Blayney, Lisa Doucette, Lawrence Spencer, Sue Gilmour, Bibiane Lessard, Geoff MacDonald, Susan Hazelwood, Liz Hill, Allison Magee

Kathy welcomed all members and called meeting to order at 10.05am.

Deb mentioned housekeeping items.

Round table of introductions.

### 1. Review Minutes of Special Board of Directors Meeting July 5<sup>th</sup>, 2021

Motion to approve minutes of April 24<sup>th</sup> – moved by Deb, seconded by Bibiane. Approved.

Motion to approve minutes of July 5<sup>th</sup> - moved by Deb, seconded by Bibiane. Approved.

### 2 Old Business

#### a. NSAGC Logo Merchandise

Kathy discussed the matter with Pamela, but no further action taken.

#### b. Wilmot Garden Club Rejoining NSAGC

Deb spoke to Paul Depres and discovered that they had no members come forward to form the executive. Paul was intending to discuss with remaining members whether they could rebuild the club. Deb hasn't heard back since 2<sup>nd</sup> Sept and she will reconnect with him in October.

#### c. Halifax Garden Festival Left Over Plants

Pamela has sold some of the plants and forwarded monies to Allison.

#### d. Newsletter Distribution

Internet access is an issue for some people, and some will require a hard copy of the newsletter.

We will be leaving it up to the directors to supply copies to members who require it and expense it to the Association. Liz brought up the subject of a New Members' welcome package.

Deb mentioned the possibility of distributing the Newsletter outside our membership.

#### e. Web Site Renewal

Susan spoke of working with Tim Dittmer (of TRUE InSite webdesign) on the new website design.

She requires a bio and headshot from each board member. Launch is planned for January and Tim will have a demo available at the beginning of November.

#### f. Social Media Guidelines

Deb, in response to a previous issue, along with Emily and Kathy Harvie, have drafted (May 19<sup>th</sup>) some social media guidelines to cover our Website and FB.

FB page is working well, moderators (Cindy, Tracy and Laurie) are doing a great job.

Could we get a group together to monitor and approve website content coming from Susan Hazelwood? Geoff and Sue said they would be prepared to take part in such a group. Susan will get that rolling and will start to draft a privacy policy.

Up to 15 email addresses are included in the website package. A 'contact us' page on the website will go to either the Chair or the Secretary. Email addresses are required for: Directors, Plant Giveaway, Convention, Photo Competition, etc. Can we use 'Thunderbird' to set up email addresses? Susan suggested just using, for the current rollout, those 6 addresses for positions who will be processing forms. Susan is also working on cleaning up the old website access.

g. New Club and Affiliates

Digby Community Garden was considering coming into the NSAGC, but with a change of exec, they are looking to postpone until next year.

Lisa spoke about the Rooted in Clare club and asked how they could bring the University students (as they meet at the Uni) into the NSAGC. It was suggested that they come in as an affiliate (\$50 a year), or even as a sponsor.

h. Year of the Garden 2022

What can we do to promote this initiative within our province and our clubs? Kathy has a presentation from the Canadian Garden Council and will forward it to the Directors to forward it to all the clubs.

Forming a group to forward this initiative (Lisa, Kathy, Deb, so far)

### 3 New Business

a. Review Board Member Terms and Recruitment

Liz Hill is ready to step down next year. As yet, she hasn't found anyone to replace her. Several of her clubs have not met since the start of Covid and she wonders whether they will all survive the pandemic.

Bibiane mentioned how she phones her club presidents and that they appreciate it.

Sandi Carroll is thinking of stepping down as District 5 director, due to time constraints.

Kathy will make calls to potential executive members to motivate them.

b. Strategic Plan

Following the board survey earlier this year, and the discovery of the Australian version of same, Deb has drafted a strategic plan.

Brainstorming session to review the strategic plan. Deb will break the plan down into smaller parts for review and re-format the plan to include new information.

c. Visual Identity Plan

Is it possible to revamp our existing logo? This decision will come after the launch of the website.

d. Approve Photo Competition Classes

Lawrence presented the revised categories for the photo competition. He, along with two others, will be the judges. Prizes are for top three in each category, then top three overall (Cash prizes). Entries may be submitted either digitally by email or on a thumb drive, or as prints, which will then be scanned. At the AGM the entries will be shown on a screen running on a loop.

Deb motioned that we accept the new competition classes, seconded by Susan. Approved.

e. Approve Changes to Board Handbook 4a, 4c, 4d and 12d.

Susan updated the handbook.

f. Plant Giveaway 2022

Geoff is handling the plant giveaway solo, and wanted the consensus on whether to go ahead with the Jolly Farmer option. The board will approve the plant choice via email.

Geoff made a motion to continue the plant giveaway as it had been previously managed in 2019, seconded by Bibiane. Approved.

#### g. Convention 2022 Update

Liz – the theme is Canada’s Year of the Garden. 10<sup>th</sup> June and 11<sup>th</sup> June at Inn on Prince, Truro. Committee will be meeting with the Inn shortly to firm up details.

Speakers lined up and confirmed. Pam Ross, Cecil Dunlop, Diane LeBlanc, Savayda Jarone, Frank Cochrane, Lloyd Mapplebeck, Michael van Den Hoek.

Vendors – several arranged, with more to come.

Tours of the Ag college gardens and several private garden tours in the area.

Sept 18<sup>th</sup> the committee met to further discuss the convention. They will continue to meet every two weeks, weather permitting.

Covid restrictions will be in place. Door prizes will be plants, based on a number on the delegate’s badge.

#### h. Covid Vaccination Compliance by Clubs

Compliance has to be in line with current provincial requirements. Kathy will put together an email stating this and send it out.

#### 4 Reports Q and A (Reports Distributed Prior to Meeting)

##### Financial report

Presented by Allison. Approved in the Executive Meeting 1<sup>st</sup> October 2021

#### 5 Correspondence

None to report

#### 6 Next Face to Face Meeting - April 30, 2022

#### 7 Adjournment

Motion to adjourn by Geoff MacDonald.