

THE MICHIGAN FARM & GARDEN FOUNDATION, INC. AKA
MICHIGAN DIVISION OF THE WOMAN'S NATIONAL FARM AND GARDEN
ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
CONFERENCE CALL MEETING
NOVEMBER 17, 2020

LOCATION: ZOOM Call

Welcome

Present: Sheila Kneeshaw, Marcia Mandell, Lenore Treba, Pat Brown, Vicki Guntenaar, Charlotte Westbrook, Jo Sillanpaa, Mary Lynne Moellering, Cheryl Malin, Mary Schwark

Meeting called to order at 2:06 PM. A quorum was determined.

Pledge of Allegiance to the Flag of the United States of America

Approval of Minutes of 10/20/2020 board meeting - Approved and will be filed as submitted.

OFFICER & COMMITTEE REPORTS

Sheila Kneeshaw, President

No report. All visits to branches have been cancelled due to the Coronavirus.

Pat Brown, MI Division Treasurer

Pat presented MI Division report. Report will be filed as submitted.

Lenore Treba, Charitable Foundation Treasurer

Lenore presented Charitable Reports. Reports will be filed as submitted.

Marcia Mandell, 1st Vice President

1. 2021 Spring Council Meeting Discussion - Sheila asked Marcia if she had reached out to anyone and if there was an interest in having a Spring Council meeting. Mary Schwark suggested that meeting could be held as a webinar. It would require an additional \$40.00 be added to her ZOOM account for the webinar. She asked if the cost could be split between National, MI DIV and Troy branch? It was determined that the additional \$40.00 would be paid by MI DIV as we do not have a ZOOM account.

If Webinar is done for spring it should be offered at no charge to the membership.

Michigan Division to host webinar. It should happen in May sometime. Suggestions were for Thursday, May 6, 2021 at 10:00AM. Book 2 hours, 3 if we offer a speaker. Suggestions for speakers were Bree Arthur, Janet Macunovich, Diedre Hope, Meijer & Dow Gardens, "Witches, Healing Herbs".

2. 2021 Fall Council Meeting - Cheryl Malin commented that Waterford was showing interest in hosting this meeting unless we are still virtual in the fall.

Jo Sillanpaa, 2nd Vice President

- No report from Jo.
- Cheryl Malin provided the Registrar's report. Current member count is 1240.
- There was no update from Joette Kunse for the Speaker's Bureau.

National Delegates, Cheryl Malin and Charlotte Westbrook - No report at this time.

Advisor, National Magazine, Events Manager Report - Mary Schwark

NATIONAL BUSINESS:

- Mary advised that we are out of contract with the hotel for National Meeting. A deposit of \$940.00 has been paid to the hotel. Damages we were responsible for to break the contract were \$7490. Mary offered the \$7490 less the \$940 deposit = \$6550.00 less \$1990 negotiated reduction = \$4560.00. The hotel agreed to this revised figure.
- Mary has heard some membership chatter on why are we paying for something we are getting nothing out of? Her response and ours should be that we are paying to support an institution, not just a free lunch.
- The National magazine will be a full issue and should be out in early March.

NEW BUSINESS

A motion is on the table for eliminating the 2nd Vice President position for Michigan Division. National eliminated the President Elect position. Soliciting new board members has been a challenge at best.

A motion was made by Marcia Mandell. "I move to remove the position of 2nd Vice President from the Michigan Division Board of Directors slate of officers." Charlotte Westbrook seconded. Discussion ensued. Vote was unanimous. Motion carried.

UNFINISHED BUSINESS

2021 Strategic Planning Process Update

A separate meeting will be held to work on this process but these are some talking points to think about when meeting is scheduled:

- Do branches hear anything about MI DIV? Mary S. provides information to branches via newsletters, flyers, emails to branch presidents to share with their membership
- Mary Lynne says Rochester does receive information about MI DIV at the Branch level at their meetings. They need a bigger reason to be part of Division. What we need is COMMUNICATION!
- Presidents' meeting every few months
- Mary S. said Sheila reached out to branch presidents to join our board meetings.
- Have a monthly meeting to continue to work on Strategic Planning
- Most don't care about MI DIV & National. How do we turn around the perception
- Regional garden clubs
- Members don't go to website for info
- Education at branch level, need more on what MI DIV does
- Even going above and beyond isn't enough for branches talking about dropping out

ANNOUNCEMENTS

"A CUP OF CHRISTMAS TEA"

Strategic Planning meeting set via ZOOM on December 3, 2020 at 10:30AM. Bring all your ideas. Jo will facilitate this meeting. Watch for your ZOOM invite. Dress festively and have your holiday drink of choice ready!

Adjourned at 4:22PM

Submitted by Vicki Guntenaar
Michigan Division Secretary

"The reports which were submitted by officers and other board members were edited only for the purpose of correct spelling, correct punctuation and/or clarification of meaning. There was no correction of substance."