

2020 Leadership
(terms):

President (2020) and Board Member (2018-2020):
Rhonda Shoemaker
Glorious Gardens Inc.

President Elect (2020)
Douglas Wolter
St. Louis County Department of Parks & Recreation

Vice President (2020):
Rebecca Eisele
Quiet Village Landscaping Co.

Secretary (2020):
Lance Dauw
Tomasovic Greenhouses & Nursery, Inc.

Treasurer (2020)
Rita Diekemper
Gardens of Grace LLC

Immediate Past President (2020):
Brooke Renberg
Hummert International Inc.

Board Member (2019-21):
Cody Hayo
Pretty City Gardens & Landscapes LLC

Board Member (2018-20):
Sue Ortinau
WallflowerDesign

Board Member (2019-21):
Ashley Ritter
Ritter Perennials LLC

Board Member (2020-22):
Steve Hogenmiller
Tower Grove Park

Board Member (2020-22):
Ann Lakin
Gardens of Grace LLC

Honorary (Student) Board Member (2020):
Seat Vacant
St. Louis Community College Meramec Horticulture
Meramec Botanical Society at St. Louis Community College Meramec

LNAGSL August Board of Directors Meeting **7:00PM, Monday, August 3rd, 2020**

LOCATION: Virtual via Zoom Meeting

MEMBERS IN ATTENDANCE:

Rhonda Shoemaker, President and Board Member
Douglas Wolter, President Elect
Rebecca Eisele, Vice President
Lance Dauw, Secretary
Rita Diekemper, Treasurer
Brooke Renberg, Immediate Past President
Cody Hayo, Board Member
Sue Ortinau, Board Member
Ashley Ritter, Board Member
Steve Hogenmiller, Board Member

BUSINESS MEETING MINUTES

- 1) Call to order and roll call (Rhonda Shoemaker)** Meeting called to order at 7:10PM via Zoom conference call
- 2) Membership vote to suspend the "Robert's Rules of Order" requirement for this Meeting (Rhonda Shoemaker)** Voted passed.
- 3) Vote to waive the "Order of Business" outlined in Bylaws (Rhonda Shoemaker)** Vote passed.
- 4) President's opening comments (Rhonda Shoemaker)**
- 5) Treasurer's Report (summary of financial activity since previous meeting)**
 - a. Financial Report
 1. Summary of Income and Expense Report provided via email (see below – Appendix A.).
 2. Administrative expenses are higher than normal.
 3. Membership Renewals are lower than expected. Members of the Board were instructed to contact non-renewing members back in January.
 4. Deposit information for membership renewals will be requested from Bill.
- 6) Finance and Audit Committee Report (Rhonda Shoemaker)**
 - a. Administrative Position Proposal provided via email (see below – Appendix B.).
 1. Once the Board approves/modifies the proposal, the salary of this position can be investigated/discussed. This person should be able to support themselves in this position, as membership increases & content/communication improves in the Association.
 2. Rebecca brought up an example of a comparable adamant position in a similar organization.

Some points describing that position to be considered for our proposed position include:

 - monthly pay out depending on how much work is expected. Hours are kept track of. There is a max. limit of hours set, to help with their budget of the position. Rebecca is waiting for a reply to find out what this comparable position's salary currently is.
 - advertisement on "Indeed" website was not helpful. This person was found by word of mouth. It was hard to find time to interview someone. The person in the hired position was not someone that depended on this position as a sole source of income.
 - Rebecca will investigate MoGIA's comparable paid positions to help with creating our proposed position.
 - It was noted that the person fulfilling the adamant position in the similar organization would probably not be interested/able to fulfill the proposed position in our association too.
 3. Rita will run a summary of budgeted items we aren't expected to use for the upcoming year, to help decide how much we can contribute to this position. She feels this will be financially manageable for our group this year. Four to five hours a month might be realistic. Rita will send out the summary to the Board.
 4. It was recommended we get this position filled this year, before most of our board business is done in the winter.
 5. Proposed plan for when the person first starts this position would be to initially start their duties with membership (administrative), adding marketing and events duties later (as needed, depending on the time of year). We don't feel that the stronger social media presence has engaged the membership so far—so this might be the priority too.
 6. Given that we don't know if we will be having events the beginning of next year (due to being possibly all virtual), we don't know to what capacity we will need the person in the new position to focus on, as far as programs. We may solely rely on members (internally) to present programs, as well as share pre-recorded or live industry events on virtual format, such as YouTube.

7. Bill Ruppert was requested to share the main database used for our membership. Bill owns/manages the computer program that links this database to the website. Should he release his duties of maintaining the membership, this program will possibly need to be purchased by the association. It was recommended that we offer to take over the physical mailings of invoices—something the new proposed position could take care of in their job role. Another suggestion was we could use a simpler, less expensive computer program (i.e. Excel) to handle our membership database.
- b. A PayPal Account was suggested to be created/offered to the membership as an alternative way for members to pay for membership services. Ashley/Rita will investigate how this works for a non-profit organization, as well as for an organization that changes the person(s) in charge of the finances periodically. Cody shared the logistics of his PayPal account that he uses for his business. A 3% surcharge on transactions might be required. It was noted that members may be okay paying this additional fee. Rita suggested that someone other than the Treasurer should be in charge of the PayPal account, in terms of promoting the system of checks and balances within our association's finances. Ashley was asked to research the PayPal account, in terms of if we can establish the account without a designated person.

7) Program Committee Report (Doug Wolter)

- a. August program update (Steve)
 1. Tower Grove Park Tour
- b. September ideas (virtual):
 1. Cultivate 2020 highlights (Ashley)
 - a. Provide annual results from Mother/Daughter team's 2021 predictions
 - b. Discussion of what worked once a business was deemed "essential" this year.
 - c. Recordings from the show were on Zoom. Ashley pointed out that Zoom recordings might be more beneficial for our programs in the future, versus just providing YouTube videos, as members can interact during the presentations. Multiple hosts might be possible.
 2. Trends of 2021 and new plants/designs.
 3. How Covid has changed our industry
 4. Fall and Winter sales ideas
 5. Continuing discussions from any Roundtable discussions from March
 6. Sue recommended discussion about other trends, such as how weather affected the industry this year.
- c. October Program (Brooke/Ann/Cody)
 1. The ax/hatchet throwing at Faust Park would be possible (in-person).
 2. Doug will come up with an alternative program too, in case new restrictions occur.
 3. Hemp/Marijuana was a heavily requested program from both our member survey and from MoGIC feedback. Brooke will investigate if Hummert's can provide virtual content for the topic. Sue will check with her contact to see if she would be comfortable with the Zoom format. Rhonda recommended we ask members in the program notice to submit questions on this topic ahead of time.
- d. November Program and Business Meeting (Ashley)
 1. Virtual program on web sites and social media (Ashley)
 - a. Ashley has leads on a web site person and a social media person. She also wanted to do breakout sessions for members and a fundraiser.

8) Community Enhancement Committee Report (Cody Hayo)

- a. This committee has a meeting in February. The only money allotted for this committee is the tribute memorial.
- b. In June, John McPheeters of Bowood Farms passed away. His family requests that any donations in memory of John be made to one of his two favorite Missouri conservation organizations: the Missouri Chapter of The Nature Conservancy or Magnificent Missouri. Cody recommends we donate to Magnificent Missouri (non-profit that John co-founded).

We have \$200.00 set aside for tribute memorials in our budget (\$100 per memorial). The Board agreed to donate, and Rita will send a check for \$100.00.

- c. Cody asked Carrie Coyne, the Horticulture Program Facilitator at St. Louis Community College, about the status of the horticulture mentor program (designed to pair up students with business owners, first mentioned back in February). She said the program is in a holding pattern right now.
- d. Carrie asked Cody if we have a LNAGSL handout she can distribute to their students. Lance will research/modify any documents that can be provided. Carrie said the tentative date will be the last week in October. She also said she might be interested in having someone from LNAGSL speak on a panel discussion with students, providing a ten minute summary of our association. She will follow up with us on specifics. Carrie also brought up the student (honorary) board position---Cody thought this would also be a good time to speak about this position with the students directly. Steve mentioned that Tower Grove Park has a more open facility, that might work better to invite students there for this event. Steve will contact Carrie. Cody has been nominated to speak with the students at the proposed Career Day. Rhonda suggested proposing to Carrie, that the Meramec Botanical Society student president include, in their title, that they are an honorary student board member of the LNAGSL as well.
- e. Ann suggested the association make a donation to the St. Louis Community Foundation Covid-19 Regional Response Fund. We currently do not have any money budgeted for this kind of event. We could add this as a fundraiser, in addition to our scholarship fund fundraiser. Given our mission statement, we would need to discuss this topic further.

9) New Business (Rhonda Shoemaker)

- a. A member reported that they don't have access to a computer and was unaware of the cancellation of the August picnic. Rhonda recommended we research which members do not have email addresses listed and need to be mailed notices.

10) Announcement of Industry Events (Rhonda Shoemaker) – None.

11) Next Program/Meeting Announcement (Rhonda Shoemaker)

- a. A board meeting might be recommended for October/November. We will discuss later.

12) Adjournment (Rhonda Shoemaker) Meeting adjourned at 8:30PM.

APPENDIX A.

Landscape and Nursery Ass. Of Greater St. Louis Statement of Income and Expense (Budgeted and Actual)

FYE 12/31/20- as of 6/30/20

	BUDGET	CURRENT ACTUAL
REVENUE		
Budget Balance Carryover		1,573.03
Reserve Funding		
Member Dues Renewals (existing membership)	\$ 6,600	\$ 4,830.00
Member Dues (new member goal)	\$ 600	\$ 60.00
Contributions/Scholarship	\$ 500	\$ 20.00
Meals overage to scholarship	\$ 500	\$ 393.35
Sponsorships/Summer Tour		
Investment Income/General	\$ 3	\$
Investment Income/Education Fund	\$ 42	\$
TOTAL REVENUE:	\$ 8,245	\$ 6,876.38
EXPENSES		
Administrative		
Postage	\$ 600	\$ 429.57
Document Reproduction	\$ 250	\$ 524.93
Office Supplies	\$ 200	\$ 94.14
Board Business	\$ 150	\$ 131.44
Professional Services/Legal	\$ 50	
Professional Services/Accounting	\$ 200	
Professional Services/Computing	\$ 100	
Bank Fees/purchase checks & deposit	\$ 15	\$
Bank Fees/returned checks	\$ 72	\$ 30.00
Total Administrative EXPENSE:	\$ 1,637	\$ 1,210.08
Meetings/Programs		
Speaker/Honorariums; Meal	\$ 150	\$
Student Guest Support	\$ 200	\$
Other meal expenses	\$ 50	
Sponsorship/Other	\$ 850	\$
Facility	\$ 250	\$

	Summer Picnic	\$ 600	\$
	MoGIA Summer Tour and Conference	\$ -	
	MoGIA Fall Field Day Sponsorship	\$ 500	\$
	Holiday Gathering		
	Total Meeting/Program EXPENSE:	\$ 2,600	\$
Education Support			
	Scholarships	\$ 1,000	\$ 1,000.00
	MoGIA Membership	\$ 250	\$ 250.00
	Materials for SLCC Continuing Education		\$
			\$
	Total Education Support EXPENSE:	\$ 1,250	\$ 1,250.00
Community Enhancement			
		\$ -	\$
	Tribute Memorials	\$ 200	\$
	Total Community Enhance EXPENSE:	\$ 200	\$
Marketing			
	Website/Hosting/email	\$ 264	\$ 198.00
	Web Site/Development	\$ 375	\$
	Website/Management	\$ 100	
	Website Content Mgt Tools Licencing Fees	\$ 743	\$
	Website/Domain Registration	\$ 25	\$
	Graphic Design	\$ 150	
	Marketing	\$ 1,000	\$
	Total Marketing EXPENSE:	\$ 2,657	\$ 198.00
		\$ -	\$
			\$
	TOTAL EXPENSE:	\$ 8,344	2,658.08
	NET INCOME (LOSS):	\$ (99)	\$ 4,218.30

APPENDIX B.

LANDSCAPE NURSERY ASSOCIATION OF GREATER ST. LOUIS

APRIL 27,

2020

JOB DESCRIPTION FOR MARKETING/ADMIN. STAFF POSITION (preliminary)

Marketing: Social media coordination of content from members.

Coordinate and implement development of new web site

Develop member development strategies

Administrative: Bill membership for
dues

Maintain membership roster

Events: Obtain meeting details from assigned Board members and
produce post cards and emails for meeting notices

Facilitate the meeting coordination as may be requested