

**Metro Blooms Board Meeting and  
Friends of CUE/Minneapolis Blooms Committee Meeting  
Minutes for May 9, 2007**

**Attendees (14):** Lori Anderson, Susan Diesel, Cheryllyne Vaz, Stephanie Boraas, Stephanie Brody, Ed Juda, Susan Nelson, Julie Ollila, Joyce Vincent, Pat Gill, Barbara Bliss, Pamela Silver, Ginny Coyle, Meleah Maynard.

**Excused Absences (3):** Gayle Gallagher, Linda Schultz, Lorrie Stromme

**Consulting Staff Attending:** Lynn Heglund, Program Manager; Kristen Denzer, Program Coordinator; Mike Mesch, Lead Landscape Design Assistant

**Attachments** to these Minutes include: *Blooms Day Income, A1-A8 Workshop Evals, Revenue Tracker, Comp Ticket Policy*

The joint Metro Blooms Board and Friends of CUE Minneapolis Blooms Committee meeting convened at 4:00 p.m. and closed at 6:30 p.m.

- 1) A Social Period was held.
- 2) April 11<sup>th</sup> Meeting Minutes were approved as amended. Stephanie Brody moved that the minutes be approved, Pat Gill seconded the motion. The motion passed.
- 3) There were no additions to the agenda.
- 4) Blooms Day Recap. We should have something else after the program, or end at noon after the program. Whoever is donating plants needs to be there at 9am or tell them to come between 8:30-10am. Someone suggested changing the date to the 3<sup>rd</sup> or 4<sup>th</sup> Saturday in April, the week after Earth Day, to avoid having so much competition for events. The exhibitors were happy. We should have more of them. We should find a place that doesn't want a cut of revenue and is a better location. Barb Bliss is going to call business exhibitors and ask for feedback. We need to brainstorm a purpose for the event, a marketing goal. Possibly have breakout meetings with small group seminars on Blue Thumb and other topics. We should better capture and inform people when they walk in. Have a candy bowl? We should label jars for donations with locations. Have starter cash. Have more advertising. If we do autographing again, have a more central location. Get a bigger celebrity. Possibly use a professional event planner. Have a rain barrel distributor that can sell and give us a cut.
- 5) Workshop C Explanation. Metro/Minneapolis Blooms will have one A and two B workshops this summer at Lynnhurst Rec Center. This will be a test run to determine whether there is demand for summer rain garden workshops, and for selling A and B workshops as a pair. The A workshop will take place on July 10<sup>th</sup> and the two B workshops will take place on July 24<sup>th</sup> and July 31<sup>st</sup>. This offer will be on 100,000 Minneapolis water bill inserts in June.
- 6) Register Your Rain Garden Website Report. Lynn Heglund is working with BWSR and Mosquito Control on this project. Metro/Minneapolis Blooms will be the host website, and the other entities will pay for the web design and GIS tracking. Joyce Vincent moved to limit Lynn Heglund's time to four hours a month on this project. Lori Anderson seconded the motion. The motion passed.
- 7) Comp Ticket Policy. The comp ticket policy was reviewed. The policy outlines appropriate use of complimentary tickets to workshops.
- 8) Strategic Planning Session Proposal from Leadership Team. A strategic planning session for the Board will take place on Saturday, July 28<sup>th</sup> from 10am-4pm at Joyce Vincent's house. All board members and consulting staff will attend. Lynn Heglund invited all board members to attend the May 15<sup>th</sup> strategic planning training at Hope Church in Richfield.

- 9) Blue Thumb Contribution. Metro/Minneapolis Blooms will contribute \$300 towards the Blue Thumb website as part of being a Blue Thumb partner. Stephanie Brody moved to approve the contribution, Pat Gill seconded the motion. The motion passed.
- 10) Meeting Time Change. The Blooms Board approved changing the Board meeting time from 4-6pm to 5-7pm, on the second Wednesday of each month.

***The joint Metro Blooms Board and Friends of CUE Minneapolis Blooms Committee meeting was adjourned at 6:30 p.m.***

Respectfully submitted,

Kristen Denzer, Program Coordinator