

WWFRF Board Meeting Retreat
November 17, 2012 9:00 pm – 4:00 pm
Held at Sue Williams' home in Seattle.

Board members present: Sue Williams, Mike Ewanciw, Kim Siebert, Kristan Johnson, Christy Nieto, Hazel Sittner, Ira Collins, Bob Baines
Other WWFRF member present: Bill Davis
Special Guests: Carol Miles, Jim Gilbert

Planning for the next year – Carol talked about how WWFRF can give added value for NWFEF by helping to write fact sheets which will be formalized through WSU. Kim, Bill and Carol will work on making fact sheets including a template for fact sheets. We need to increase membership and volunteer participation. Ira spoke about marketing. Kristan mentioned that by the end of this year we will have paid our past debts and that will free up some future income that could be used for advertising. We will be advertising ourselves as “the” experts in fruit growing for the area. Sam has offered to put our events in his catalog if we get it ready in time. There needs to be consensus between the fruit garden volunteers and the BOD as we move forward. The Garden needs to be managed by the people who do the work (the volunteers). The Garden Committee will write a Garden Management Plan. Jim Gilbert is interested in working on a marketing plan. Bob suggested that we be involved in mini events at various locations to give more opportunity to contact the public. Carol needs someone to give a 10-15 minute presentation at the cultivation class about WWFRF and how to become a member.

Presentations – Carol suggested that we need to have members of our group prepared to make educational presentations to other groups to transfer our knowledge to new people. Bob said that there are horticulture lectures frequently in Seattle; we could prepare Powerpoint presentations that different people in WWFRF could give at these lectures. The target audience would be the home grower. There could be a once a month training even in the Garden during the work party.

Flower and Garden Show – We need to contact Marlene Falkenbury about the use of the church for the next Board Meeting.

Winter Field Day – Mike to coordinate. We may have Tom Thornton speak on local and organic. Tom Wake may speak on tent caterpillars. Soil amendments may be another topic. We can have pesticide training for volunteers as another session. We may simplify format to keep people together. Perhaps sell boxed lunches. We will have cider scionwood to well.

General events – We need to have feedback sheets at events with questions such as “How did you hear about the event?” etc. We can have an orientation to volunteering at some events. Should we be involved in the Festival of Farms in October? We need to decide which events to continue. We will discontinue the Summer Fruit Festival, continue the Cherry day. Bob Norton will be asked to speak at the next Cherry day. Carol wants to be involved in the planning. The apple and pear day will have identification. We need to have opportunities for people to contribute to specific research projects.

Website – We need to give feedback to Sarah on what the website should say and do. We need a process for updating and how to get the information on the website. We need to clarify what our goals and objectives for the website are for both members and for the public.

Student involvement in WWFRF – Bob suggested that we try to bring students into the organization through:

- Discount first year memberships for horticulture students for \$5 plus two work parties.

- Internships for Garden support and to mine research data into usable form.
- Carol writes grants for students and suggests that we write a proposal for an internship.

Fruit Garden management – The position of Garden manager is too big for one person so we need to divide the position into three parts so the responsibilities are easier to handle. Tom and De might be willing to take two of the positions if the job is divided in this way.

Budget – Mike presented the budget and went over each item with the board members responsible for the item and made changes accordingly.

	Action Items	Responsible Person	Timeline to complete	Notes
1	Make fact sheets and template for fact sheets	Kim, Bill and Carol	April	Kim will start this project.
2	Write Garden Management Plan	Garden Committee	?	
3	Find out about having NWFruit.org be a second name for WWFRE.	Christy	Before next board meeting	We may eventually change our name to NWFruit.org.
4	Contact Marlene Falkenbury about use of church for next Board Meeting.	?	?	
5	Article for propagating and rootstocks for Feb newsletter	Bill and Jim	January	
6	Research ways to encourage student membership and participation.	Ira?	Feb meeting?	We could put something in the newsletter about this.
7	Divide Fruit Garden management into 3 positions.	Kristan?	?	The job is too big for one volunteer.