

## **WWFRF Board Meeting**

**November 23 , 2013 9:00am – 3:00pm**

**Held at NWREC**

Board members present: Sue Williams, Bob Baines, Kim Siebert, Kristan Johnson, Mike Ewanciw, Ira Collins, Christy Nieto, John Valentine, JoeAnne Hilgart, Hazel Sittner, Jay Scott, Darlene Granberg

Members present: Tom Wake, Bill Pierce

WSU Advisor present : Carol Miles

**Treasurer's Report** – Mike – Our balance as of October 31<sup>st</sup>, 2013 was \$42,392. We have a net income so far for this year of \$5,080. Each board member needs to send information about their particular areas for the budget for next year.

**Membership** - Christy – September newsletter was sent to 200 members. Soon after the newsletter was sent out we had our Apple and Pear Harvest Day which was more successful than in years past due to wide publicity. The event was publicized to other fruit groups from King County up to Whatcom County, the Master Gardeners, Facebook, newspapers and our membership newsletter.

**Field Days** - We are setting a yearly theme to help with planning events. The theme for 2014 will be Waste not, Want not, Preserving the Harvest. We will have educational talks about how to best use fruit and which varieties are best for storing, and which ones are best for preserving with an additional emphasis on nutritional value and cultivating techniques for the most nutritional fruit. We also plan to have a presentation on the uses of Apple Juices and have a panel on fruit value. Cherry Day will have information of preserving stone fruit and training cherry trees. The Apple and Pear Day will have information about identification and how to store apples and pears. *Orchard to Plate*. We will try to have culinary students make presentations at events.

The proposed theme for 2015 is Revitalizing Old Trees.

**Newsletter** – The February newsletter will have a summary of 10 of the varieties that will be available as scionwood at the Winter Field Day and which are also good keepers. The purpose is to give people some information about some of the less well known varieties. It will also have pictures of the BOD. The June newsletter will have recipes for stone fruit and information about pitting cherries and bird netting.

**Research on Keeper Varieties** – Kristan suggested that we plant more keeper varieties in the Fruit Garden to gather information on which ones do well in Western Washington.

**Kiosks** – We have 3 empty spaces still to fill. An issue has come up with the longevity of the irrigation kiosk and it will need to be replaced in addition to the need to have a long lasting media for the new panels when they are ready to be made. Kristan is gathering information on various types of media and the costs for each. The next kiosk will be the Apple and Pear.

**Publicity Points** – In order to have effective publicity we need to define who our target audience is and what differentiates us from other groups.

What we have to offer to our membership and the public:

1. We have a Fruit Garden which gives unique opportunities for hands on experience in pruning, grafting and pest control.

2. We have a large collection of fruit with many unique varieties in our Fruit Garden.
3. We have weekly work parties for learning.
4. We have education vetted by WSU.
5. We have a premier espalier.
6. We have opportunities to sample many varieties of fruit.

**Target Audiences:**

1. Fruit tree owners.
2. Potential volunteers.
3. Related businesses.
4. Agricultural students.

**Publicity** – We need to try to have publicity every month. Sam can put notices on Raintree’s Facebook page 2 weeks before events. We can get Facebook advertising for \$1-2 a day. We will revise our business cards and make a small handout with our publicity points. Nurseries could put us on their websites.

**Publicity – Power Point presentation and Fruit Garden tour template.** In order to be able to have members who are able to give garden tours and speak about our organization to groups at other locations we will make a Power Point presentation and garden tour template that will include our publicity point and expand on them.

	Action Items	Responsible Person	Timeline to complete	Notes
1	Find culinary students to make presentations at events.	Bob and Sam?		
2	Revise business card and make a small handout which promotes our publicity points and get them printed.	Kim/ Christy	Feb meeting	
3	Send out baseline budget by 11/25	Mike	11/25	
4	Send information to Mike so that he can create the budget for 2014	Everyone	December 15	