Minutes
Collaborative Meeting
October 21, 2006

1. Welcome by Marcia Zientek, Pres., SEWMG

2. Introductions:
   Racine-Kenosha: Mike Iselin
   
   Ozaukee-Washington: Darlene Lochbihler, Susie Granzow
   
   SEWMG: Marcia Zientek, Bill Baumgarten, Eileen Rudnick, Ann Dougherty, Sandy Manning, Doris Fons, Marie McGinnis, Faouzi Kablaoui, Leila Leisch, Maria Susterich, Janet Wintersberger

3. Activities each group is actively engaged in:
   Ozaukee-Washington:
   1. Five gardens
   2. On-line newsletter published quarterly, 16-22 pages of articles, not day-to-day activities.
   3. Communications by e-mail. Problem: Need an alternative for persons not on line. Hard copies often come too late.
   4. Active website
   5. Calendar of events
   6. Yard and Garden line online. E-mail Q/A
   7. Community shows, flower & garden shows, County Fair
   8. Traveling road show
   9. Meetings held 4th Thursday of the month. Approximately 50-60% of members attend. Committees meet separately first, starting at 6 pm. Two vice-presidents get minutes from all committees and present them at business meeting which starts at 7 pm with a speaker, followed by the business meeting. Have 3 to 5 greeters at each meeting. They offer specials to attract people to meetings; for example, a discussion and sale of gardening books with proceeds to Yard and Garden Line. Raffles.
   10. Herb sale (in conjunction with herb Society of America)
   11. Education a big draw. Most popular is a program on giving Power Point presentations. Also very popular is a plant diagnostic program.
   12. 20 people involved in Yard and Garden Line program.
   13. They have 2 honorary members who are not master gardeners.

   Racine-Kenosha:
   1. Approximately 35 projects funded by outside groups. No core projects.
2. Produce from two gardens (Garden of Eatin’ and Field of Greens) donated to food pantries. They talk with the food pantries to identify needs. 7000# donated this year.

3. Meetings held once a month on the 4th Monday from 6:30 to 9 pm (no daytime meetings). Business meeting is preceded by a potluck, followed by an educational presentation, and the second hour by the business meeting.

4. They take 2 – 3 trips a year.

5. Their fundraiser is a 50/50 raffle

6. Have a quarterly newsletter.

7. Plant health advisor website; and e-mails to plant health advisors.

8. Each project committee prepares a report and meets one time a year.

9. Considering interviewing “recruits” before classes start to explain what the program expects of its members and to find out what the recruit hopes to get out of the program.

SEWMG:

1. Committee meeting first Wednesday; business meeting second Wednesday. Both held in AM

2. Program meetings on 3rd, 4th (and 5th) Wednesday; one in evening.


4. Online calendar

5. 2008 Upper Midwest Conference (Gardening Through the Continuum of Life).

6. Core and extra hour projects. Core projects require signage, educational component and must be open to the public. About 10 core gardens.

7. Produce donations from vegetable gardens to Food Pantry. Food grown includes requested ethnic varieties.

8. Newsletter is on website but find it is not often downloaded. Hard copies mailed to those without computers.

4. Future Objectives

Ozaukee-Washington:

1. Increase awareness of Extension & MG group.

2. Setting a goal to have 50 people at their training sessions.

3. Implement a recycling program for flower pots.

4. Will have professional artists decorate 10 birdbaths that will be on display throughout Ozaukee-Washington: counties at banks, garden centers and whatever additional venues as are determined. They will auctioned on e-bay and proceeds donated to charity. The artists will be paid a stipend and the MGs will be reimbursed the cost of the birdbaths.

5. Phenology program.

6. Use yard and garden staffers at events (more informed)
Racine-Kenosha:
1. Retention. Amended by-laws last year and added a Retention Committee and a Long-Range Planning Committee.
2. Fund raising. They would like to have a plant sale.

SEWMG:
1. 2008 conference.
2. Gardening in urban areas.
3. Hold an annual Long Range Planning meeting, a Strategic Planning meeting and an Annual meeting.

5. Most successful endeavors:
Racine-Kenosha:
1. The 2004 State Conference

SEWMG:
2. Participation in WI State Fair where a limited amount of printed material is available for the general public. Most successful is a bookmark containing Extension phone numbers and web sites.
3. Home and Garden shows
4. Plant sale

6. Open discussion

A. What factors determine success?
1. Strong leadership
2. Stick to your mission statement.
3. Get people interested
4. Keep everything running well
5. Constant and open communication
6. Be more welcoming at meetings
7. Develop personal relationship with volunteers
8. Introduce new members. Pole each person attending the meeting to see if they have anything they want to contribute.
9. Keep track of everyone. Reach out to those who do not attend very often.
10. Let people know they are valued.

B. What factors hinder success?
SEWMG:
1. Background chatter during meetings; lack of respect for person speaking.
2. Lack of follow through in mentoring program.
3. Perceived “cliques”
Racine-Kenosha:
1. No mentoring program.
2. About 80% dropout rate of people taking classes

Ozaukee-Washington:
1. New master gardeners seem fearful of volunteering
2. Mentoring not viewed as successful
3. Retention – 75% stay the first year
4. Volunteerism scares people away.
5. Committees with no one on them

C. **How do you attract and retain members:**
   1. Add new members to committees to get them involved.
   2. Consider hiring a professional to come in to talk about building attendance.
   3. Ask who is new at meetings and introduce them to the group.
   4. Racine-Kenosha: Plant health advisors receive a thank you note and a Tee shirt.
   5. To retain members, want to make MG program more than just education.

7. **Other Pertinent Issues:**

Racine-Kenosha:
1. Mike Iselin, who is on the WIMGA board, advises that WIMGA is in the process of preparing a brochure with retention strategies, which will be distributed statewide. If you have something that works for your group, send it to WIMGA.
2. Mike also reports that WIMGA is adding the word “volunteer” to the Master Gardener title.
3. It was suggested that Racine-Kenosha: contact John Hahn for information on how to conduct a plant sale as much information is available as a result of the SEWMG: plant sale.
4. Their meetings are held in Racine county building. They do not pay rent or fees, but do pay for printing and mailing, but not for the PHAs.
5. Less than 50% of their members work.

Ozaukee-Washington:
1. Their program is comprised of young professionals; most are working.
2. Meet in County Building. No fee charged.
3. They are looking for individuals interested in phenology to join their program. Participants would receive 5 plants to grow and report on.

SEWMG:
2. Meetings held at Extension office. A $1000 fee is paid annually to cover cost of copying and mailing.

8. Evaluation:
   A. Is this time of year good for a collaborative meeting? Yes.
   B. Is the time of day good? Yes.
   C. Is the length of the meeting appropriate? Yes. (9 to noon)
   D. Is a meeting of this sort worth repeating? Yes.

It was decided that the Milwaukee County Office, being centrally located, is a convenient site for future meetings.

Meeting adjourned. Thank you for attending.

Respectfully submitted,

Eileen Rudnick, Secretary
SEWMG:

Cc: Presidents of Racine-Kenosha: and Ozaukee-Washington MGs