

District IIB Steering Committee

May 18, 2022 3:30 – 4:30 PM Zoom

Attended: Carol Grainger, Ann Schoals, Lynn O'Shaughnessy, Terry Such, Jolanta Piecuch, Debbie Richards, Nita Campbell, Jolanta Piecuch, Nancy Ryan

Minutes

Past Meeting Minutes – Notes from April's meeting will be posted to the 2B website when they are done

Treasurer's Report – Ronnie P. (Update on Conference financials and Annual Report)

- Ronnie was not present, and reports were unavailable.
- MGC registrations are closed (some members were unhappy with the closing of the registration earlier than the planned extension).
- Registrations are up to

Tracking events and responsibilities:

- Awards and Flower Show news – Jolanta
 - Lynn O'Shaughnessy won two honorable mentions for the Coral Gables Photography Contest. (non-MGC award)
 - Williamston Red Cedar Garden Club received a 2nd award for Plant and Grow America. Nancy Ryan reported that the process for this Award is decided by Nancy Ryan, Gail Taggart, and D2B Director. Carol stated that she should have posted this to the District Steering Committee before sending her approval on. Nancy reiterated that the SC does not need to approve. They can support the Director, but their approval is not needed.
 - Jolanta gives her thanks for the award and has received the letter and payment.
- Next MGC Annual Conference Planning Date –
 - May 24, 1:00 Zoom (use Meeting ID 912-729-4983 with Passcode mgcmeets).
 - Nita reported that the program book was ordered (225 copies).
 - All conference plans are coming together. We are at 161 June 9th and 116 for the 8th. The call for delegates helped to bring in more registrations. The registration is full. There were a couple of club leaders that requested to register if we can allow any other people.
 - Lynn to assign numbers for vendors. She provided the table plan to the hotel.
- Conference Planning Meeting –Club Assignment list review
 - Carol is checking with Presidents on club assignments. We are going to discuss any final details.
 - Terry Such volunteered to fill in where help is needed.
 - Table hostesses are still needed. We will ask Presidents to help find hostesses.
 - Table hostesses will be assigned specific tasks (table centerpiece auction, conversation starters, collect things that are on the table at the end of conference)
 - Webberville Garden Club are not attending
- Newsletter – next deadline - Terry Such - mark our calendars for August 1. Feature Club suggestions.
 - "Crickets" (clubs that don't share their activity information) are Eaton Rapids Home and Garden Club, Webberville Garden Club, and Sherwood Garden Club
 - Eaton Rapids is very small (2 members), and Webberville rarely attend MGC conference or share their clubs activities.
 - Terry will contact Webberville and see if she can get something from them.
 - Terry is still finding it challenging to pull information on clubs from social media.

- D2B Clubs that entered Yearbook awards. Only 8 yearbooks this year. If we could get our hands on an e-file from the clubs so that Terry could have a copy to use as a guide to what Clubs are doing.
- The newsletter provides generic information, and the newsletter is not very dynamic without clubs submitting content.
- Carol to request a copy of Club yearbooks (doc file)
- Terry to send an email to explain the need for current information and the yearbooks will help. This is to include last year's copies and this coming year (clubs that are creating their program books now).
- Constant Contact analytics 673 successful deliveries. Some may have opened twice. Winter rate 337 opens. 68.2% open rate.
- MGC's Thru the Garden Gate is not programmed to get the analytics. So, we cannot compare our open rate percentage with theirs. To allow for the printed copies and the use of the Publisher program, MGC cannot do the same on programming for G-analytics.
- Website Updates. Are any clubs providing updates? –
 - Nita has not received club updates.
 - Interest Groups also need to continually post their activities.
- Facebook, Interest Groups status –
 - Lynn reported that the Interest Groups can re-establish their FB Group. Lynn will make Terry and DD as administrators of D2B Page. Groups need to have someone who will lead the Groups.
 - The MGC rule is to assign 2 admins to a FB Group.
 - The creation of the Group should be tied to the D2B Page
 - Carol asked to add Deb Plichta as an editor. Other Interest Groups could request to be added as editors until they have their FB Groups created. Lynn will add Deb P.
 - Quilters are not interested in managing their FB Group and Floral Design have not requested a new Group. Photographers need to work on who will manage their admins for FB Group and they can re-establish a FB presence. Groups are generally private unless you make it public.
 - The 2B FB page is public and it is the main tool that is bringing us new members.
 - Terry – if Interest Group wants to send content, Terry can post for on MGC momentum. Monica and Ryan will discuss and work with Terry.
 - MGC needs to think it through, and we can wait to sift through the protocols.
 - Content previously posted to the FB Groups, cannot be recovered. We have gone past the 30 days for recovery.
- Ann S. notes for Presidents related to the conference. We need help at the delegate table (Meridian can help at registration). We need a couple runners and hostesses. Meridian paid a vendor fee for Wednesday night, and they will sell dried flower items.
 - Ann and I will get together to outline any “gaps” for club assignments and tasks that need to be completed.
- Ronalee has agreed to stay on as Treasurer until we have a replacement (at least until after the conference). We are still looking for a replacement.

Steering Committee tasks/assignments notes:

- Future Meetings – discuss dates/times for 2022-2023.