

McCall Improvement Committee
Meeting Minutes 02/09/2017

Present: Morgan Bessaw, Carolyn Trino, Sadie Noah, Amy Dolberry, Tish Bulkley, Jean Odmark, Pavla Clouser, Alexa Hersel

Chairperson Noah call the meeting to order at 4:07 PM. A quorum was present. The minutes of 10/20 were reviewed.

Alexa Hersel moved to approve the minutes with a revision to the date of the previous meeting minutes. Carolyn Trino seconded the motion and the motion passed.

Financial Report: Sadie Noah reported that there had been one expenditure since October, a reimbursement to Carolyn Trino. The report was not present but Sadie will provide a report at a later date.

America in Bloom (AIB)

MIC has participated in America in Bloom five times and has been lately every other year. The cost is one factor and is approximately \$1,200. MIC is responsible for the fees, but the City has traditionally administered the judges' visit and tour. The judging is based on six criteria: floral displays, landscaped areas, urban forestry, environmental efforts, heritage preservation, and overall impression. In the past the judges have suggested that MIC improve on working with other groups and actively doing projects.

Without as much City involvement this year as in the past due to staff limitations, participation will be much more time consuming. Members discussed that McCall in Bloom is more impactful for the local community and has great community engagement. It was mentioned that the benefits of AIB include National recognition, as AIB is nationwide and can increase tourism and bring in money to the community. MIC could start working on the issues that it has been critiqued on such as collaboration so that when McCall enters next year it could demonstrate a whole year of collaboration and projects. One collaboration to consider would be with the Cabin Fever Series. Pavla is already hosting a series on garden design April 25th & 26th, and members discussed if that was one way that MIC could help. Another option is to offer Cabin fever ideas for next year, and also work with the Historical Society. Discussion concluded with members choosing to focus on the garden tour this year and reconsider AIB next year.

2017 McCall in Bloom (MIB)

Dates for the 2017 McCall in Bloom program were discussed. Members are needed to recruit participants and collect registration fees. Number of participants this last year was down from previous years. It was discussed that this project will need a lot of members volunteering this year and there should be a specific sub-committee for this specific project. It was recommended that new members could team up with longer term members to be trained for the coming years.

2017 Secret Garden Tour

Garden Tour is the big fundraiser for the year and can be a lot of work. MIC should space out the MIB and Garden Tour programs as much as possible so as not to overbook volunteers. It was discussed that it

could be scheduled the same weekend as the Boat Show when there is already a large number of people in town. Last year MIC sold approximately 40-50 tickets, and should try to sell more this year. Advertising for the garden tour earlier this year would help. Options for advertising include contacting the Idaho garden tour group next month and advertising on the Boise Botanical garden page. Golf tournaments are all summer long and bring in a lot of people as well, so promoting the event at those events could generate interest.

Carolyn Trino moved to approve Saturday July 29th as the date of the Secret Garden Tour. Tish Bulkley seconded the motion; the motion passed.

Items to be discussed further next month: McCall in Bloom dates will be selected next month as well as selection of gardens for the Secret Garden Tour.

The meeting was adjourned at 5:05 PM. The next meeting will be March 9th at 4 PM.



Sadie Noah, Chair
McCall Improvement Committee



Morgan Bessaw
City of McCall