

McCall Improvement Committee  
Meeting Minutes March 16, 2017  
McCall Real Estate Conference Room  
300 E. Park Street  
McCall, ID 83638

Present: Sadie Noah, Julie Grove, Alexa Hersel, Carolyn Trino, Carol Coyle (via phone)

Chairperson Noah called the meeting to order at 4:02 pm. A quorum was present. The minutes of the February 9, 2017 meeting were reviewed and approved.

No financial report was available; Sadie reported that there is approximately \$14,000 in the account.

### **2017 McCall in Bloom (MIB) program**

Members discussed the upcoming McCall in Bloom program. Carol let the membership know that City staff would be available to assist with registrations, taking payments, and distributing signs. Morgan Bessaw will be available to do those tasks. Carol indicated that if the MIC wishes to continue the “contestant” portion of MIB that at least one or two members will need to take on the responsibility for recruiting judges, establishing the judging itinerary, guiding the tour, and planning the awards ceremony. Members discussed that the Secret Garden Tour was the priority project for this summer, so the MIB program could be a “partner” program only and eliminate the contestant component. Carol mentioned that each year there are many more partners than contestants, and that there were only a few contestants in each contestant category last year. Members agreed to eliminate the contestant portion of the program this year.

Carol will revise the order forms and have those available at the next meeting for distribution. She will do a sign inventory of available “partner” signs and indicated that the MIC most likely will need to purchase additional signs this year since there will not be a contestant category. Carolyn recommended that at the end of the season, a thank you ad in the Star News recognizing all MIB partners should be purchased to show appreciation for community participation. Carol advised to eliminate the garden seeds as a premium for registration, and choose another option. Julie recommended a hummingbird themed garden bell. She will check the rice and provide that information at the next meeting.

Members discussed having a celebratory gathering with light snacks and beverages as has been held the last few years and invite all partners as well as Secret Garden Tour hosts. Alexa mentioned that a board with photos of the gardens could be used as a display at the event. Tentative dates for the event area August 7 or August 14.

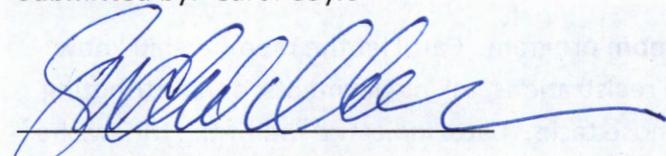
Registration for MIB will start May 1 with a target end date of June 30. Sadie recommended to establish July as "McCall in Bloom" month, with MIB street banners, as well as Facebook, website and newspaper promotion. "Hot gardening tips" could be added to the Facebook page to educate local gardeners. Alexa suggested that those with Facebook pages could help spread the MIB information and promote MIB month.

**2017 Secret Garden Tour**

Members updated progress on garden recruitment. Carolyn has secured one garden and Julie is working on another one. It was agreed that all gardens should be ones that were not on the tour last year. Members suggested that previous MIB contestants be contacted. Carol will contact those contestants and ask them to apply to be a garden tour host this year. The date is confirmed as July 29, 2017. Promotion of the event will be discussed at the next meeting. Sadie emphasized that the promotion/marketing needs to be consistent and identifiable.

The next meeting will be April 13, 2017 at 4 pm. The meeting was adjourned at 5:00 pm.

Submitted by: Carol Coyle



A handwritten signature in blue ink, appearing to read "Sadie Noah", is written over a horizontal line. The signature is fluid and cursive.

Sadie Noah, Chairperson