

**McCall Improvement Committee**  
**June 15, 2017**  
**Minutes**  
**McCall Real Estate Conference Room**  
**301 E. Lake Street, McCall**

The meeting was called to order at 4:30 PM. Carolyn Trino, Amy Dolberry, Julie Grove, Jean Odmark, Alexa Hersel, and Morgan Bessaw were present. The minutes of May 11, 2017 were reviewed.

*Carolyn Trino made a motion to approve the minutes. Julie Grove seconded the motion and the motion passed.*

No financial report was available.

**New Business:**

- **Parks and Recreation**  
The Committee discussed McCall Parks and Recreation Department's request to officially name Roosevelt Park. The committee has no concerns with the name and supports the City's decision. The Committee also discussed the Department's request for a letter of support in favor of cleaning up the marina area where old docks that have been cut loose by private owners are piling up. The Committee approved of the idea. Alexa Hersel suggested that the Committee wait until a written request was received so that it was clear what specifically the Committee was supporting.
- **New committee member**  
Sande Dingman expressed an interest in joining the Committee. Carolyn Trino reminded the committee the historic process of joining the committee was once an individual attended three meetings the Committee would extend an offer of membership.
- **Wildflower seeds**  
Last year's left over wildflower seeds from McCall in Bloom are not being used this year because the Committee decided to use garden bells as the donation gift. It was suggested that the seeds be donated to the McCall Parks and Recreation Department for use in city parks.

*Julie Grove made a motion to approve the donation. Jean Odmark seconded the motion and the motion carried.*

- **Chamber membership**  
The Committee decided to hold off on discussing this topic until more members were present
- **Project Advertising**  
The Committee discussed whether they were interested in advertising their McCall in Bloom (MIB) or Secret Garden Tour (SGT) programs in the Star News. It was decided that there was no need to advertise MIB in the paper because it is a well-established program and the deadline for payments was too near. The Committee decided that it would be worth advertising the SGT though because it is a new program and the Committee is interested in expanding the reach this year to recruit more attendees than last year.

The Committee discussed the need for multiple ads. It was suggested that one ad run in the paper before July 4th weekend to attract people who are vacationing for the holiday. It was also discussed that the paper immediately before the event was a necessity. Because those two papers were four weeks apart from each other, it was also suggested that another ad run half way between the two. Ad prices were discussed for a 5 inch ad.

*Carolyn Trino made a motion to approve three ads not to exceed \$800. Jean Odmark seconded the motion. All committee members voted aye and the motion carried.*

**Old Business:**

- Post Office Update

Julie Grove recapped what was discussed at the last meeting about the Post Office Landscape Improvement Project and said that it was on hold until after the 4<sup>th</sup> of July. Carolyn Suggested that the previously approved amount of \$2,000 for the project was likely too little. It was discussed that the Committee had approximately \$14,000 in the bank that was not being used for any project and no other projects are being proposed at this time.

*Amy Dolberry made a motion approve expenses up to but not to exceed \$5,000. Alexa Hersel seconded the motion. All Committee members voted aye and the motion carried.*

- McCall in Bloom

Very few people have signed up. Carolyn is actively recruiting; Alexa and Amy volunteered to recruit participants.

- Secret Garden Tour

Docents are needed. Carolyn, Jean, Julie, Alexa, and Amy all agreed to be docents. A few other members have also volunteered but additional docents are needed. Julie, Jean, and Alexa all volunteered to recruit docents, both from last year's event as well as from Master Gardeners. It was discussed the event needed to be put on Facebook. Alexa offered to create the event on Facebook because she has admin capabilities. Julie said that she was working with Carol on the brochure.

The meeting was adjourned at 5:30 PM. The next meeting will be July 13<sup>th</sup> at 4:30 PM.



Sadie Noah, Chair  
McCall Improvement Committee



Morgan Bessaw  
City of McCall