

The Iowa Master Gardener program advisory committee met Friday, April 8, 2022 at the Iowa Arboretum near Madrid. The meeting was called to order at 10:08 am.

Members present include Sue Boettcher, Doug Brightman, Ann Carter, Steven Eilers, Sherry Ford, Sam Genson, Cindy Haynes, Alicia Herzog, Cindy Hutcheson, Donald Lewis, Chelsea Llewellyn, and RoxAnn Rhoads.

### **Committee Updates:**

Sherry moved to approve the minutes from our October meeting. Steven seconded. Motion carried.

The committee reviewed the current Advisory Committee by-laws and agreed to edits regarding the specific months for meetings, adding the State Coordinator to the list of Committee Leadership, 2-year terms for committee officers, specifying the co-chairs be elected in alternating years, eliminating the assistant coordinator and specific time frame for the meetings. The committee will meet twice a year, generally in the spring and the fall. We discussed adding a virtual option to join the meeting if unable to attend in person. Cindy Haynes moved to accept the changes. Sam seconded. Motion carried.

The committee discussed, in great detail, the Coordinator and Volunteer Guides. Clarifications were made about what constitutes an “inactive” volunteer, the class on campus piece of the core training, add an award certificate for completion of 100 volunteer hours, among other updates. Alicia also provided an update about the current Master Gardener logo. Advancement has made font changes. Current materials/signs/posters etc. may still be used. New purchases will exhibit the new logo.

The committee discussed the lone application for the open seat from the SW region. Sam moved, and Steven seconded that we accept the application. The motion carried. Chelsea will contact Linda Schreiber from Johnson County and invite her to join us at our next meeting.

The committee discussed the spring/summer session of the Master Gardener Core training. 78 applications were received, 5 for Pro-Hort. The demographic breakdown is as follows: 15 indicated age between 65 to 74, 35 are between age 54 and 64 and 38 indicated their age is under 54 years. There are 64 female applicants and 14 male applicants with 75 indicating their race as white and 3 as “other”.

The other discussions that centered around the general Master Gardener program were about marketing strategies – members of the committee thought different strategies should be used to target the program for families with children at home, empty nesters, and those that are retired. We also discussed removing the “Master Gardener” title from our webinars and other local programs. It seems to confuse our potential audience, who sees MG in the title and assumes it’s for current Master Gardeners. We proposed groups add “Hosted by the Master Gardeners” in place of calling it a “Master Gardener” program/workshop/etc.

We received two Search for Excellence applications. Alicia will send those to committee members for review and we will meet via Zoom on April 21 to vote.

Chelsea and RoxAnn asked members with expiring first terms if they were interested in renewing for their second term. Steven, Cindy Hutcheson, and Sherry will renew. Ann is completing her second term and is unable to renew.

Our next meeting will be in the fall, possibly in conjunction with some other hort/ag-related opportunity.

We enjoyed a presentation by the director, Mark Schneider, and curator, David McKinney, of the Iowa Arboretum.

With no further business, Steven moved for adjournment. Sam seconded. The meeting adjourned at 2:45 pm.

Respectfully submitted,

Ann Carter