

# Master Gardener Advisory Committee Meeting

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May 29<sup>th</sup> 2015 Hillsborough County Extension Office

*Attending: Wendy Wilber (WW), Lisa Hickey (recording), Gabrielle Milch, Sydney Park Brown, Jo-Leyte Vidal, Matt Orwat, Anita Neal, Lana Arnold, (polycom). Absent: Carolyn Saft and Donna Worthley.*

## **Agenda:**

State Master Gardener Conference Update  
Master Gardener Curriculum Update (in-service at EPAF)  
Plan of Work for the State MG Coordinator  
State MG Award revisions  
In-service for the Fall  
State Master Gardener Newsletter  
Turf field day  
Revisioning session  
Set date for next meeting  
WW would like to do quarterly meetings electronically or poly world.

## **Minutes:**

WW thanked everyone who helped with EPCOT arrangements. Debbie Mola placed our items in a festival box for storage so we do not have to haul items back and forth.

## **State MG Conference**

Handouts of the MG Conference are available. Look at the email from Jasmin at the conference center.

- \$240 without tours
- Still need sponsorships
- Maybe sponsor a keynote speaker could be possible

Sponsorships possibilities or available:

- FFGC (Don Murphy or Arlene Rand 1400 W. Denning Street)
- AAA - sponsored the McClay tour
- Sunniland - Sydney secured
- Proven Winners - not this year

There is still time to contact Bonnie Plants, Flowerwood, Black Cow, Wildflower Federation, Home Depot, Lowes.

Send WW sponsorship ideas!

Awards cost \$7500 in past years. We are going to get that cost down.

Brooke M. came up with a pin idea for recognition

5-20 years are flowers; 25 and 30 is the vase and clock.

Awards of Excellence will still get a plaque that goes to county offices for recognition

Thank you for speakers can be small and a card.

The speakers get complimentary registration if they are a team they have to split the fee. Speakers like Gary Knox: their room is paid for the night if they are traveling far.

Wednesday is the only day with plated lunch

Silent Auction is coming back (Tuesday night) each county bring basket, plant, or something that represents their county, artwork.

Door Prizes: Tom had a storage room of door prizes to give out; Sydney suggests posting silent auction items. WW visiting Embassy Suites in July to look at center. Look at bookstore for donation - \$5 coupons, giveaways. WW thinks conference is in good shape. Hotel is \$115 dollars per person.

Matt O. is giving complimentary \$ for his MG president for attendance at conference.

**MG Curriculum** - bookstore has it and is in printing stage - it will be online for teachers and hardcopy for participants

It will not be available until later this year or in the spring. Sharepoint has the old material, PowerPoints and scripts, quizzes, handouts, videos are not up. WW wants to hold on agents using it to prevent confusion with new curriculum.

**MG awards** forms are being revised. WW would like a teamwork award, limit the word count to 1000. Sydney suggested adding accomplishments or impacts of a program

**Inservice** for curriculum is at EPAF, one has not been scheduled for the year. What are some topics?

- How to deal with the public (radio, TV)

- How to market the MG program

- Utilizing social media as an educational tool

- How to deal with an emergency health issue that happens during a program?

- Unique situations/disabilities where new resident wants to be a volunteer but have a unique situation (e.g. deaf, blind); check into UF HR

- VMS for agents and volunteers

**State MG Newsletter** - readership of 8,000 (5,000 MG); we should target MG issues. WW will be sending newsletter to MGs directly from VMS. MGs can opt out if they do not want to receive it. We need to recruit success stories for newsletter. County newsletter articles for state newsletter. Sydney suggests looking through award submissions success stories for content.

**Turf Field day in Citra** - WW and Laurie are planning a fall training. They are working on a date. It is more than just turf (disease, pests, landscape items). Hoping to call the event "Turf and Landscape Field Day".

**Garden Club Short Course** – This is a partnership between FFGC and UF. It takes 2 weeks or more to pull together from Hort staff at Gainesville. They may not be able to keep the effort up. Lana said it is so worth the effort due to quality and CEUs available. Garden club does registration and helps with instructors; in Milton they use the Extension office. The question is what are we getting from the course? Can the FFGC sponsor MG program items? Lana and Matt gave points on the benefits of keeping the program going. Sydney suggested getting all region reps together with her and WW to discuss how to make it continue.

### **Emphases on Marketing (Goal 2 of visioning session)**

Good attendance at the regional conferences > 1000 MG.

### **Goal 3 - advanced training**

**New idea** - MG University. MG applies 9-12 hours of intense training. A practicum would be required for the certificate of a "major" or specialized degree. The MG could then go back to their county and do a follow up program with MG program.

Matt - Microfarming fruits and vegetables, canning. Maybe have this at the MG University.

Lana - have training for how to train adults, how they can build skills to take what they know and then turn around and teach adults.

Sydney – rename some regular trainings like palm school, turf day, poinsettia day as "Advanced MG Training" and list attendance in state newsletter.

### **Last goal - new partnerships**

Think outside the box - AAA, power companies, water districts, utilities, insurance agencies, airlines, kayak or canoe companies, tourist development entities

WW is looking for creative ideas for office funding - MG logo items, curriculum, conference tee shirts

Keep thinking of ideas and send to WW.

Button on web to "donate now"

Work with the UF foundation on "Remember us in your estate"

Matt's idea - The Northwest district has a "donate now" button for money coming in. That goes to Extension agents' travel; check with Marjorie Moore from Bay County.

National garden club website has buttons to donate funds too.

2 goals that WW came up with: Visiting state representative and provide mentoring and support to agents & MGs around the state (meet with district leaders for new MG Coordinators to be mentored from get go) Matt suggested - how to retain volunteers Sydney - could local MGs volunteer for the state office - WW is going to start using a volunteer next week.

WW would like advisory board to stay on for one year and then start a rotation basis (2-3 year rotation) to get more agents opportunities on the board.

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