

Tuesday June 4, 2019

Plant Sale Debriefing, Extension Office

Present: Susan Kosenka, Lynda Pollock, Linda Bolton, William Smith, Lucy Smith, Becky Wolary, Jessica Miller, Margaret Molyson, Gail Holliman, Tom Holliman, Jack Bolton
Email from Virginia with points to consider and from Wes.

Susan Kosenka: pricing and plant lists. Wind created issues while pricing this year. Consider pricing committee (3) to meet a week ahead then assign a person to each plant type that is in charge of making a decision on final price. Susan can't be everywhere and some helpers afraid to lower a price from the listed price despite being told that if the plant is smaller or not as great looking as expected - mark it lower initially.

Consider limiting amounts of certain plants. Last year it was an excess of irises, this year hellebores and daylilies. The cheap daylilies overshadowed the really special named varieties we received. These may have been over priced to start. Maybe suggest that plants of unknown colors need to be kept until following year when color can be determined??? Always a balancing act but fewer at better quality preferred..

General discussion: advantages for continuing the use of the Lilburn Library parking lot for the sale. City and library are both very supportive. Recognition, building a customer base, etc. Lots going on that weekend but avoids Earth Day, Mother's Day, plus its prime planting season. Consider a soft poster for Library/City Hall lobby since city scrolling sign seems to get filled up with city business. Continue to use last Saturday of April. In 2020 that will be Saturday April 25 with set up April 24. Repeat MG pre-sale Friday evening after set up. MG's need to be aware they cannot hold plants for reduced pricing on Saturday.

Special thank you to Gene Wallace for keeping plants watered Friday and Saturday. He did yeoman's work!!! Made the plants look so much better!!!

Plant Digs: **Margaret Molyson** - will do again next year. Rain or shine worked out - no complete rain outs. Get in early for dig requests. Plant tour homes probably will want fall if they have any plants to thin and relocate. Suggested we find a co-chair to take some of the load and to learn the ropes for whenever Margaret wishes to step aside. Next year have GCMGA President send out mini emails to members announcing plant digs so more folks are aware and can participate.

Cashiers /Advertising: **Jessica Miller** - Will be glad to do again next year or step aside if someone else wishes to take over. Again would like to find a co-chair to learn the ropes from Jessica and help out.

Color coding *in color* on sale slips is helpful - look at reinstating next year, check into getting some printing donated. Maybe get printing company to include a "printing courtesy of" type of thing on the slips for a discount/donation.

Avoid general 1/2 price announcement - some people wanted their money back, MG's may not hold plants from AM to get 1/2 price at end of sale. MG's already get first pick Friday night - not on Saturday unless they pay full price when plants are picked. Consider BOGO near end of day but only post specifically at plant tables, not a general announcement.

Go ahead and update book mark design such as larger logo - Jessica can get printed earlier. Also consider more 8.5 x 11 color mini posters for sights such as the farmers' markets, libraries, other businesses, etc. Color sheets in plastic stands.

Jack Bolton: Treasurer - Final net profit for the sale was \$5,225. Plants = \$5,334 - \$886 expenses, Garden Art = \$822 - \$45 expenses.

Set Up Committee: **Bill and Lucy Smith** - On board for doing again next year. Bill had done an updated layout map of the plant sale area and how areas were used as well as lists of what plants were located where and will be very useful for next year. Discussed possibly printing a few for some of the 'sale floor' volunteers to help guide customers. Also discussed having a dedicated volunteer in each area who is responsible for answering tally person's questions and keep tabs on when items in that area can/ should be marked down. Just put up signs that all "plant name" are BOGO. This would simplify the ticketing by not having to halve prices.

Discount table worked well this year. Maybe a better sign for this table next year... Also do BOGO to simplify pricing. Maybe add BOGO line on sales slip?

Set up of "Poster Island" was very successful and visible - many stopped to check out what MG projects were happening around Gwinnett. Consider including thank you signs for businesses who contributed supplies. Check with **Martha Whitman**.

Becky Wolary - signs. Will gladly continue or step aside - again, would like to find Becky a co-chair who can learn the ropes from Becky. Suggested we have more 8.5 x 11 signs for major plant groups.

Linda Bolton: Garden Art - smaller items sold well, big ticket items didn't sell as well. Some sold when price reduced or plan to hold until next year. The fancier birdhouses could be stored. Hated marking them down. Fewer of each type of item that were more expensive. Garden Art did their own pricing and mark downs. Limit number of fancier items, nice pots sold well, decorated wreaths sold better than undecorated wreaths.

Other suggestions in no particular order:

- Do mini posters for display at Farmer's Market Extension tents. General Infor so reusable every year: Last Friday in April, GCMGA Plant Sale, at Lilburn Library parking lot. 8-2, Rain or Shine, Cash or Checks only, etc.
- Have GCMGA trifold brochure printed with general GCMGA information (instead of 1/2 sheet) - more professional, answers lots of general questions. [Board approved at one point but hasn't been completed. Bring up at next board meeting. Linda Bolton will work on design/lay out.] The cashiers handed out lots of informational 1/2 sheets.
- Write up descriptions of Plant Sale Committee positions and expectations. Advertise these jobs soon!!! Encourage co-chairs so knowledge is passed on and not lost when someone steps down from a position. Also having co-chairs shares the responsibility - stuff happens and having co-chairs means less stress for both persons.