

Chapel Hill Garden Club
Spring Tour Committee Minutes
October 20, 2015

Present: Mary Arnold, Christine Ellestad, Ty Elliott, Beth Haskell, Susan Hausmann, Liliane Komlos, Sarah Laish, Jame Lamm, Louise Law, Mary Jean Lowrie, Daphne Little, Ruth Little, Anne Montgomery, Gail Norwood, Peggy Pratt, Gill Roberts, Char Thomann, Debbie West, Donna Worcester

Committee members gathered outside for the Tour Committee photograph taken by Beth Haskell.

Minutes of the September meeting were approved as distributed.

Gail gave an overview of the Coker/Burns garden, where she recently secured agreement to be on the tour. She was gratefully acknowledged for her success with this important garden. Gail explained that this garden will be a showpiece of the tour, mainly for its historical significance, trees and statuary. Ty will attempt to identify a club member who would be interested in researching the history of the property with an eye to sharing it to publicize the tour.

Gill has been in touch with administrators at the Horace Williams House with regard to using their parking lot during the tour. Gail suggested asking Town of Chapel Hill officials for help in developing parking plans.

There was lengthy discussion about the "order" in which gardens will be listed and numbered in the ticket book. The following order agreement was reached:

- 1 - NC Botanical Garden
- 2 - Fitch-Sweet
- 3 - Coker/Burns
- 4 - Nesbitt
- 5 - Warshaw
- 6 - Dwornik/Gervais
- 7 - Edgewood Hill

8 - Torrey-Dean

Vouchers purchased on line can be exchanged for ticket books at any garden.

Ruth reported that social media is going quite well, with a good following. She asked when new photos can be used; thus far she has used only historical photos. Photos will be available beginning in December and will be rolled out one garden at a time. Ruth's efforts with social media have been gratifying.

Website: Susan needs content information. The site needs to be up and going as ad sales begin when buyers will be invited to look.

The issue of a repository for photos was discussed as there are many photos being taken by different people. They can be stored on Google Photos. Appropriate credit should be shown with each photo. Other documents need to be shared as well. Char and Ty will identify a task force to determine the club materials that need to be stored and procedures for the storage.

Christine, Char and Liliane have secured Town of Chapel Hill agreement to place posters in all buses at the town's expense. They can also be placed in kiosks and parks, and yard signs similar to political signs, can be used in parks, athletic fields, and at all town properties. We are investigating whether a QR code can be placed on signs and posters. The Town will be listed as a community partner along with **I Must Garden**. Neighboring towns will be sent tour information on email blasts that go out to schools. With help from town, we hope to reach CH-Carrboro students through school email lists. Neighboring towns will be reached some other ways. The Town of CH **cannot** sponsor field trips for seniors nor sell tickets at community centers. We can set up a sales table on our own.

Christine has talked to PTAs about selling tour tickets as their fund raiser; we would receive \$20 per ticket, and they would get \$5. This idea will be discussed at an upcoming meeting and they will get back to Christine.

Liliane went to the Chamber of Commerce and found considerable interest.

They will accept post cards for display when they are ready this week.

Gail noted that garden hosts have been invited to give credit to those businesses that have provided significant help with their gardens. It was agreed that if those businesses buy ads, they will get a live link.

The meeting adjourned at 4:56.

Anne Montgomery
Tour Committee Secretary