

## **Development Committee Meeting Minutes**

**6/09/21 - 3:30-5:30 pm via Zoom**

Attendance: Jonathan Sudler, Mimi Bornhorst Gaddis, Joan Gossett, Jennie Peterson, Diane Harding, Winston Welch, Kathy Whitmire, Denise Soderholm, Jackie Wah

Minutes of April 14, 2021 meeting approved.

### **Member Survey**

Myles culled questions down to their essence. Melanie Kosaka added input. Has several open-ended questions in order to solicit thoughtful responses. Survey ready to go out electronically this week. Hardcopy version will follow to members with no email. Melanie suggested sending another survey to those in database who are lapsed or non-members to find out why they have not renewed or joined.

### **Greenleaf (GL)**

Melanie will take it over, reformat electronic version. Suggests making it a monthly email with highlights on TOC, branches, activities, etc. Sleeker look. Once we have template done, it will be easier to do each month. Something people look forward to receiving and reminds them TOC is still here. Limit number of articles per month, not more than 5, so not overwhelming to recipients.

Third of our mailing list with no email address will not receive electronic version. Do condensed paper version of electronic GL. Maybe mailed more frequently. Quarterly or semi-annually. This group has not received anything in a year and a half so need to connect with them.

For first electronic GL, ask Scott to compose letter from the President to introduce this as something new, sent every month with timely articles.

Ideas for articles:

- Diana Duff, former Kona Outdoor Circle Education Director and master gardener, graduate of UH, written over 100 articles on plants & trees for West Hawaii Today newspaper. Offered to repurpose articles for GL. Submitted article on benefits of Moringa for upcoming issue.
- Have her do something where next article in series leaves people hanging. Example, article on worm composting, next month learn what to do with it, etc. Encourage people to look forward to the next column.
- Do a plant or tree of the month, choosing something that is blooming when the email goes out.
- A “remember when” column, with series of stories about TOC’s history. Something that happened 20 years or 100 years ago this month, etc. Gives value to reading the GL and keeps people engaged. Good way to highlight huge list of historical events Diane Harding collected which is overwhelming to look at all at once but one at a time, easier to digest.

- Winston met with Puakea Nogelmeier, respected Hawaiian language scholar. Found earliest mention of TOC in Hawaiian language press. Story of people who vandalized trees TOC planted on Wilder or Ward. TOC offered reward for culprits.
- Winston started collection of articles for historical archive. Found interesting articles from first 5 years of TOC. Other stories from the 1950s includes stories of TOC on other islands, shows our rich history. Will expand on this so historical articles easily assessible.
- Articles highlighting each board member. People would like to hear your stories. Find out why you chose to be on the board, what's important to you.
- Jennie completing article on the 40-year anniversary of Hawai'i Nature Center which happens this month. Already written, just needs to be polished.
- Articles highlighting each branch.
- Calendar of TOC and branch events and activities.

### **Diana Duff**

Almost 80 years old, teaches at OSHER institute. Classes very popular. Offered to host a class for TOC members.

Examples from her tropical garden series: Tropical Gardening: The Basics; Plant Propagation with Seedlings, Cuttings, Layer and Graphs; Successful Plant Selection and Placement; Hawaiian Heritage Plants; to name a few. Requested the class only be live, no replay. Winston will send list of courses she teaches.

Winston made suggestion about remuneration, Diana did not request it. The idea of the tip jar for class presenter was not well received. Maybe an honorarium?

East Hawaii did event in Hilo with local author, Jane Hoff. Gave small honorarium. She sold her books at event. Was a positive experience. Maybe Diana could promote what she does as a benefit for giving classes, along with small honorarium.

TOC gets requests from people who want to give talks. Board needs to discuss and approve especially if she will benefit from this financially.

Let's begin with her Greenleaf articles. That will start relationship which may develop into something more, whether it be classes, etc. These articles will be built-in PR for anything in the future.

Zoom fatigue is rampant, better to hold off online classes and do in-person class when appropriate. Question on member survey asks if members would like us to present classes. Better to see if there is interest before moving ahead. TOC has done events but not classes. Classes were done at branch level.

Diana Duff's other suggestions:

Offered to do question of the week, starting with tropical plants, for our FB, website, Instagram page. She would decide which question to answer from those submitted. Could then be repurposed for GL.

Set up TOC presentation at Manoa Senior housing (where she lives). She feels there would be interest in what TOC does to encourage membership and participation. Maybe collaborate with Manoa Branch?

### **Events**

TOC did special events for Inner Circle members only, members who pledged certain amount on annual basis for 5 years. Did tour to Coconut Island, tour of mushroom garden. Events were worthwhile and interesting. Members would probably have donated to TOC anyway but gave reason to give more.

The Annual Gala was big fundraiser, another appeal to members to give more. In addition to tickets, we expected donations, did silent auction. Made a lot of money with that event. Everyone was invited, not just Inner Circle.

TOC put on other events like Shower Tree Festival. Jennie did a tour of the Walker Estate for TOC with lesson about the trees on that property. You cannot get into the estate which means it was valuable. LKOC did tree tour for their members at Schofield Barracks/Wheeler. Was well attended. Set up tour of Cooke house in Manoa?

Think about field trips. North Shore field trips very popular. Some become members just for the field trips. Fine for TOC to do activities like this for members.

### **Planned Giving**

Target September to send mailing out. Kathleen Bryan working on composing it. Kathy will contact her to get status update. Need to decide who will receive it.

Decision made not to send planned giving mailing to financial planners because of conflict of interest (according to Kathleen). They may have ethical concerns about making suggestions to clients. Would not be a problem for TOC but might be waste of time and money with little results.

Alternative plan, take ad out in Financial Planner's newsletter. Can also do article in Greenleaf. Have done prior articles in GL on Giving Beyond Your Years. Should be in every newsletter going forward.

### **Melanie Kosaka**

Suggested holiday campaigns and regular news releases on content, issues and events. She wants more info from branches so she can promote.

Suggested doing coffee table type magazine, annual or semi-annual, with stories and pictures. Something elegant that stays on coffee table. Hana Hou type publication. Cost analysis \$13,000 to produce for 2,500 or 5,000 copies.

Not sure if value is there for cost. Might be wiser to produce *Majesty III*, revisit Exceptional Tree volumes. More likely to sit on coffee table over a magazine. Don't have to print a lot of copies, can be printed as ordered. *Majesty I* and *Majesty II* are out of print.

### **Ballot Mailing**

Mimi will email slate of officers to the board. Jackie has letter and ballot ready. Will get updated bios from all board members. Ballots will be sent in July so members receive 30 days before the target date of when our Annual Meeting would have been held (August 28<sup>th</sup>).

### **Other Business**

Kona Branch received \$8,000 donation, can be used for any purpose. Like to hold money for Kona as we did for Hilo for many years until branch gets revived. Kona had \$5166.51. With \$8000 they now have \$13,166.51. There are people who are interested in reviving branch. Dot Seymour (Sadie Seymour's daughter-in-law) may be interested.

Membership mailing – do a 2<sup>nd</sup> mailing. Instead of doing one mailing, do them semi-annually.

100<sup>th</sup> anniversary of Shade Tree Commission is coming up. Need to start planning for that. Winston mentioned to Urban Forestry group so they are aware.

Sell a calendar with photos of plants of the month or notecards or calendars? Note cards from prints that TOC already owns. Covid created market for people writing cards again.

Questions about large donations. MacNaughton Group gave \$5,000 in January 2020 but nothing after that. Steve Mechler worked hard to get Duncan MacNaughton to pledge \$5,000 a year but only made one donation. His mother was one of the original TOC members, maybe do an article highlighting her in a future Greenleaf?

Bob Armstrong also committed to same donation. He has continued to give \$5,000 a year. Judith Flanders donated \$5,000 in December 2019. That year was an aberration. She is a consistent large donor but not at that amount.

Next agenda: planned giving, donor categories (Inner Circle, etc.), survey results.

Next Meeting: Wed. August 11, 2021 @ 3:30 pm

Submitted by Jackie Wah