

OGS Meeting Minutes - Approved
Meeting: November 7, 2020

Zoom attendees: Nelson Litzenberg, President; Judy Litzenberg, Treasurer; Vikkie Mustad, Secretary; Linda Rose, Membership; Lois Smith; Gordon Smith, Asst Treasurer; Celia Roberts, 1nd Vice President and Youth Program Coordinator; Norm Roberts; John Martin, Advisor.

1. Minutes from last zoom meeting (V. Mustad) were approved and will be posted on the OGS website.
2. Treasury and Show Budget was sent out (J. Litzenberg) prior to the meeting; however, based on recent feedback, another reformatted version will be sent out and a robust discussion was tabled until next meeting. A reminder to add \$300 expense for Family Day (previously approved for 2020 Show) was requested by Mustad. A proposal for reducing costs for Gourd Greetings newsletter and the Showbook was presented:
 - a. This year, costs of the Gourd Greetings was reduced by mailing a black and white newsletter to each member, with the color version accessible on the members only section on the website. The estimated cost each quarter is approx. \$140 (\$90 printing + \$50 postage) for a total estimated yearly cost of \$560. A proposal to move the newsletter to the website only was presented; we have email addressed for 70 members; no email for 17 members, so a postcard reminder to announce the availability of the online version can be sent. Various options were discussed (e.g., sending only to those with no email, sending only for the first quarter) were discussed and cost savings for these options will be presented for discussion at the next meeting (Mustad).
 - b. A similar proposal for the Show book was made to put online and send a postcard announcement. Cost savings options will be presented at the next meeting (Mustad).
3. Souvenirs (Nelson for Suzanne) - budget request is \$1000 for souvenirs at the 2021 Show.
4. Publicity – Per Nelson, Suzanne Rothhaar has many ideas for publicity, unfortunately she was not at the meeting. There was no discussion of the publicity proposal from SightInsite.
5. Nominating Committee – L. Rose and V Mustad created a spreadsheet to describe Board member roles and responsibilities to assist in identifying new members to fill open positions. Board members were asked to review and fill in any information he/she feels would be helpful to capture all position activities not otherwise described.
6. Spring Event – (N. Litzenberg) Franklin Park Conservatory will not host any activities until after mid-April so the Spring Event for 2020 is cancelled.
7. Spring Meeting – (N. Litzenberg) – Meeting is typically at Franklin Park, so a new location is tbd.
8. Other – Fundraiser – a need for fundraisers was discussed. Everyone was encouraged to come up with ideas.
9. Other - Ways and Means (V. Mustad, L Rose). A committee is being formed to work on a “Big Idea” Strategy to increase show attendance. Current members include: Mustad, Rose, Hutmacher and additional members are being sought. An update of the plan will be provided at the next meeting.
10. Other – 501(C)3. The OGS currently has a non-profit designation of 501(C)4 which does not allow for tax-deductible donations. Efforts by N. Litzenberg to change our designation to a 501(C)3 will

require someone else to fill out a 40 page application along with a \$600 fee. Although the rationale for the change was to provide a value and incentive for individuals to donate to the OGS, this benefit has been questioned based on current tax laws. Efforts to change the designation will be tabled unless we can determine a return on the investment for the OGS.

11. The next Zoom meeting will be scheduled for Saturday 7 pm, January 9, 2021.

Action Items:

1. Post Approved minutes on OGS website – Mustad
2. Send out a reformatted Excel spreadsheet and show budget – Litzenberg
3. Send budget options for postcard announcements of gourd greetings and showbook – Mustad
4. Fundraising ideas for 2021 - Everyone
5. Big-Idea Strategy to increase Show Attendance update - Mustad, Rose
6. Nominating Committee Excel Spreadsheet update - Everyone
7. Spring meeting location ideas – Everyone