

**Jensen-Olson Arboretum  
Advisory Board Meeting  
Wednesday, July 28, 2010, 5:15pm  
Jordan Creek Business Center 8800 Glacier Hwy**

**Call to Order: 5:18 p.m.**

**I. Roll call**

**Present:** Ed Buyarski, Peter Froehlich, Stella Fullam, Patricia Harris, Iris Korhonen-Penn, Natalee Rothaus, Kathy Thatcher

**Absent:** Bobby Lee Daniels, Deb Rudis

**Staff Liaison present:** Kevin Brady, Merrill Jensen

**PRAC Liaison:** Kate Walters

**JSD Liaison:** Position vacant

**Visitors:** None

**Public testimony on non-agenda items**

**II. Approval of Agenda**

Agenda approved. Mr. Brady asked that the Wedding Policy be added to the Discussion Items. Request approved.

**III. Approval of Meeting Minutes**

April Meeting Minutes shall be acted upon at the next meeting.

**IV. Chair Report: Pat Harris**

No report.

**V. Director's/Manager's Report: Merrill Jensen**

Mr. Jensen reported the following items:

- 4 loads of produce from the vegetable garden were delivered to the Glory Hole
- 27 high school students and 6 chaperones from the Washington DC area provided 198 hours of volunteer service. They pulled all the dame's rocket from the beach and hauled 2 yards of D-1 for the Point Caroline Trail. Received a noise complaint from our neighbor and former Board member at 3:15 pm on a Saturday afternoon.
- Invasives species taxon leader for the first Juneau BioBlitz in the Fish Creek watershed on Douglas Island. 16 species documented.
- Hosted UAS art class
- Assisted in conducting Out the Road knotweed survey
- Along with seasonal gardener, Mr. Ehlers, assisted the Juneau Invasive Plant Coordinator in sow thistle pull at Outer Point
- Work on Alaska Native Plants bed continued
- Re-oiled kiosk
- Summer garden maintenance; weeding, deadheading, edging, mowing, blowing, and selective pruning
- 4.5 gal of strawberries picked for Juneau Audubon Society fundraiser

- Sun room repairs evaluated
- Garage painting estimate
- 2 art works procured for silent auction
- 2 planters at the top of the lane were stolen; reported to JPD
- During reporting period, 870 visitors
- Two weeks' scheduled vacation during this reporting period

## **VI. Action Items**

No action items.

## **VII. Information/Discussion Items**

### **A. Wedding Policy:**

Mr. Brady would like the Board to reconsider the existing policy items: an increase in the maximum number of wedding participants, the inclusion of receptions, and champagne toasts. He would also like the Board to consider a sliding price scale based on number of participants. The rationale for these requests includes cost recovery and additional Arboretum revenue. Ms. Rothaus reminded the group that the current policy was drafted during the first season of operation. She suggested that other factors must be considered before a new policy can be considered. These include: the residential nature of the neighborhood, the necessity of additional portable toilets and the lack of parking. Mr. Froehlich recommended that the Board consider a preliminary review and consider ideas at the next board meeting while also researching other fee schedules in town.

### **B. Fall Garden Party and Wine Tasting:**

1. Planning Committee (PC): Ms. Harris, Ms. Korhonen-Penn, Ms. Rudis, Ms. Sakewitz, Ms. Thatcher
2. Tickets: \$30 each or 2 for \$50; by consensus, it was decided that this is not an opportune year for a price increase. Tickets need to be available as soon as possible with final details to be determined by the PC. Tickets should be numbered and sales locations should include JAHC, Harvest Fair, and Farmer's Market.
3. Event hours: 5 – 8 p.m.; PC will confirm this availability
4. Set up: Availability of board members to set up is limited as this event is being held on a week day. Mr. Brady and Mr. Jensen with the help of recruited volunteers will supervise set up.
5. Music: Ms. Rothaus will check availability of Salsa Borealis and Ms. Walters will check availability of Steve and Dale. Mr. Brady stated that CBJ would provide the sound system.
6. Food: Mr. Froehlich will be out of town and unable to secure food donations. Ms. Harris suggested that more protein items need to be offered this year.
7. Fliers: Ms. Korhonen-Penn has a list of locations throughout the city where fliers can be posted. Mr. Jensen will supply a photo for the flier which Mr. Brady will produce. Board members will canvas the list of posting sites.

General Comments:

- Lighting over the auction table needs to be improved this year as guests could not see items last year.
- Mr. Buyarski asked if funds are specifically available for advertising. There are no specific funds available and Board members are seeking donations for many of the advertising-related costs.
- Ms. Harris asked if the event could be advertised on the CBJ website. This is unlikely.
- It was suggested that seed packets of 'Caroline's Poppy' be offered as a gift with each ticket purchase. The Arboretum has already sold its supply of seeds.

- It was suggested that the Arboretum kiosk be used for ticket sales. The kiosk is not designed for secure monetary transactions and was erected for informational displays. A flier will be posted on two sides of the kiosk.

- The Board set itself of goal of 10-12 ticket sales and multiple flier postings for each member.

**C. Commemorative Brick Sales:**

1. 100 bricks must be sold for order to be free-shipping eligible

2. The next printing of forms needs to include detailed Arboretum and/or CBJ contact information

3. Ms. Harris asked if bricks could be sold via the Arboretum kiosk. The kiosk is not designed for secure monetary transactions and was erected for informational displays; however, Mr. Jensen will determine a way to make the brick sale information available on the kiosk.

**D. Friends of the Arboretum/Establishment of 501(c)3 status:**

Mr. Jensen has now received the state forms of incorporation and will deliver them to Ms. Harris. Filing of the federal forms is the only task remaining to complete the paperwork. Ms. Harris will file the forms. There is at least a 3 month waiting period after the forms have been received by the federal government. The 501c3 will not be in place prior to receipt of funds from the Garden Party, therefore all funds raised will be deposited into the account with Southeast Alaska Land Trust.

**VIII. Committee Reports**

**A. Endowment Subcommittee:** No report.

**B. Volunteer Committee:** No report.

**C. Fundraising Committee:** No report.

**D. Education/JSD Liaison:** No report.

**IX. Liaison Reports**

**A. Education JSD Liaison:** No report.

**B. PRAC Liaison:** Ms. Walters reported that the PRAC toured the Parks and Recreation projects around town.

**X. Correspondence**

There was no correspondence to report.

**XI. Board Comments**

Ms. Thatcher asked if the Arboretum has yet received the collection of Primula books. Mr. Jensen stated that Mr. Tonkin has been out of town and will be in contact when he returns.

Ms. Thatcher also inquired about the continuing parking lot conversations with DOT. Mr. Froehlich informed the Board that he has received no response to his inquiries to DOT.

Ms. Harris requested \$300 in reimbursement for expenses paid in association with 501c3 paperwork (\$250 federal, \$50 state). The Board approved reimbursement.

The next Board meeting date was not set.

**XII. Adjournment**

The meeting adjourned at 7:05 p.m.