




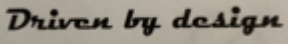
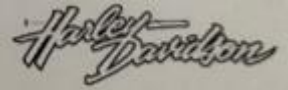
Tacoma Garden Club – Flower Show 2023

Meeting Notes, November 8, 2021

| Topic | Detail |
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| Conservation Committee | <ul style="list-style-type: none">Welcome to Pat Fetterly, new Chair of the Conservation Committee. Pat is replacing Cassie Phillips who has stepped down as Chair. |
| Pre-show timeline | <ul style="list-style-type: none">Overall consensus: the team is comfortable with the pre-show timeline, with the following considerations:<ul style="list-style-type: none">The schedule is very tight for Photography; most other photography lead-times are longer. Neel Parikh will come back with research.The current exhibitor timetable allows for 4.5 hours for Floral Design placing on May 11. Do some Floral Design exhibitors need time for placing at the show on Wednesday, May 10 2023?The Car Museum is not currently open on Wednesdays.Biz Lund and Sybil Hunter will look into the fairness and feasibility of allowing Flora Design placing on May 10.Suggestions:<ul style="list-style-type: none">Add a line item on the pre-show timetable for May 10, 2023 for accepting/passing Botanical Arts at the show (in other words, eliminate the asterisk on the current version).On the March 1, 2023 line time, Revise “Federation Clubs” to “National Garden Clubs”The pre-show timeline and the timetable for exhibitors will be used as inputs to the schedule, which will be finalized in April 2022. |
| Encouraging TGC member participation | <ul style="list-style-type: none">Beginning May 2022, workshops will be offered on FS Classes so that TGC members have time and opportunities to learn and prepare for the TGC member opening date on January 11 2023.Divisions will open to GCA members and National Garden Clubs members on March 1. There will not be a separate open date for Zones.By staggering the opening, it is hoped that TGC members will fill most of the entries in each of the Classes. |
| Classes: Floral Design | <ul style="list-style-type: none">The committee is tentatively thinking of scaling down from the last FSDefinitely want to take advantage of the BMW Art Cars; it will be helpful to know which/how many cars will be shown |

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| | <ul style="list-style-type: none"> • Floral arrangements ideas include vases (vintage 1910s – 1920s) and rumble seats and possibly position the cars in a star pattern in the banquet room. Karen will check with museum. • Consider placing a FD class in the Gallery area (same area as judges' dinner) |
| Classes: Horticulture | <ul style="list-style-type: none"> • With five Horticulture Classes, we could easily fill a total of 30 entries. • Have not yet decided whether to include a Hort Challenge Class • A Par Class is required; this is a good opportunity for TGC to win a blue ribbon. • Considering a Mother/Daughter Class (idea: car + trailer) • Horticulture is planning to provide member education opportunities <ul style="list-style-type: none"> ○ In May 2022 at both the NWNPG and General mtg., members will bring in cuts and complete an entry card. This will also give members a chance to evaluate what is in their garden in May. ○ Have a test Par Class at NWNPG and General meeting another month. |
| Classes: Photography | <ul style="list-style-type: none"> • Photography needs a minimum of 4 – 6 Classes and 2 judging panels; experience shows that 6 entries per Class is better than 8 entries. • Still considering Class names; part of the decision-making is dependent on choosing a focus: "Driven" or "Design." |
| Classes: Botanic Arts | <ul style="list-style-type: none"> • Three Classes are planned. Neither pressed plants nor needlework will be included. • Workshop(s) will be provided; need to do good promotion with TGC members • Considerations related to jewelry: <ul style="list-style-type: none"> ○ Jewelry is subject to handling/vandalization/theft ○ The Staging agenda should consider: <ul style="list-style-type: none"> ▪ Placement behind ropes ▪ Volunteers to stand guard |
| Yellow Book | <ul style="list-style-type: none"> • The Yellow Book is undergoing a major revision. Until the update is released, we have to abide by what is available. Expect update around the first of next year. |
| Volunteers | <ul style="list-style-type: none"> • A volunteer team is in place for Judges & Clerks. • Show Photography needs help. • Karen will be contacting Divisions about the volunteers. • A volunteer roster will be created. • One person can have multiple roles. |

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| Class Consultants | <ul style="list-style-type: none"> • If Division Chairs have already identified Class consultants, let Karen know their names. • This role is not well-defined in the Yellow Book. • We will include a discussion on the role of the Class Consultant on the February or March meeting agenda. <ul style="list-style-type: none"> ○ A Class consultant should be proactive. |
| FS webpage/ registration | <ul style="list-style-type: none"> • In next couple of months, a new FS page will be added to the TGC website to house meeting agendas, minutes and handouts. The FS webpage will become the document library for the next show. • Online registration will also be housed on the FS page <ul style="list-style-type: none"> ○ The registration form will automatically limit the number of entries and create a waiting list when limit is exceeded. ○ The form will automatically generate a spreadsheet with the Class entries and contact information; the spreadsheet will go to each Division Registration Chair. <ul style="list-style-type: none"> ▪ Each Division will need one Division Registration Chair. ▪ The Division Chair can also be the Registration Chair. ▪ The Registration Chair: <ul style="list-style-type: none"> • Should have some familiarity with Excel • Will approve & acknowledge the entry/registration • Will email remain registrants per Class if there is a change • Will provide problem-solving/hand-holding with online registration as needed • Division chairs should identify their Registration Chairs by early next year. • The number of available entries will be available information (this will be important for registrants outside GCA). • Debi Schmid will provide coaching on the registration form input and process. |
| Logo | <ul style="list-style-type: none"> • Criteria for selecting logo(s) <ul style="list-style-type: none"> ○ Memorable ○ Relates to the theme ○ Flexible/adaptable for use by divisions and Classes |

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|  <p><i>Car with garland</i></p>  <p><i>Modern Bouquet</i></p>  <p><i>Gear Flowers</i></p> | <ul style="list-style-type: none"> • Votes for preference <ul style="list-style-type: none"> ○ Car with garland – 7 ○ Modern Bouquet – 1 ○ Gear flowers – 8 • Considerations: <ul style="list-style-type: none"> ○ Is a car the right image for the show? ○ What if the garland under the car silhouette was embellished with gear flowers? ○ Could the gears be customized by division (for example, a lens for photography)? ○ Should we use the car as the logo for the show overall and gear flowers for division logos? ○ Do the gear flowers look like computer-generated designs? How do we ensure the logo looks artistic? |
|  <p><i>Preferred font example #1 - motion + chrome effect</i></p>  <p><i>Preferred font example #2 - motion + chrome effect</i></p> | <ul style="list-style-type: none"> • Font discussion <ul style="list-style-type: none"> ○ Overall preference is for fonts that convey motion and that look “reflective” like chrome, as shown to the left. |
| Logo: posters | <ul style="list-style-type: none"> • For the last flower show, we posted posters throughout the community. Consideration: <ul style="list-style-type: none"> ○ Who do we consider the audience we are trying to reach (General public? Friends and family?) |
| Logo: next steps | <ul style="list-style-type: none"> • Debi will work on a new design that combines the car silhouette with an embellished garland and a font that conveys motion. |
| Flower Show Schedule | <ul style="list-style-type: none"> • Penny will draft the next version of the schedule and will circulate for comments. • We can set up a zoom meeting to discuss if necessary . |
| Next Meeting | <ul style="list-style-type: none"> • Our next meeting will be in February. • Karen will send out a Doodle poll in January to select the date and time. |

| Action Item | Owners |
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| Pre-show timeline: Report back on lead-time research for Photography | Neel Parikh |
| Pre-show timeline: Report back on the fairness/feasibility of adding time for Floral Design passing/placement on May 10, 2023 | Biz Lund Sybil Hunter |
| Include “role of the Class consultant” on the February or March meeting agenda | Karen Larkin/Biz Lund |
| Recruit volunteers, as needed, and let Karen know their names | Division Chairs |
| Draft/circulate a new draft schedule in early 2022 | Penny Douglas |
| Identify Division Registration Chair and let Karen know their name (by early 2022) | Division Chairs |
| Identify number and names of Classes (by February 2022 meeting) | Division Chairs |
| Circulate new logo design ideas | Debi Schmid |
| Check with museum on locating cars in the banquet room, what BMW Art cars are coming, hood ornament photos, putting flower with water in the boot of cars. | Karen Larkin |