







Tacoma Garden Club – Flower Show 2023

Meeting Notes, March 4, 2022

Topic	Detail
Pre-show Timetable Show Timetable	<ul style="list-style-type: none">• The Spring 2022 dates have slipped by about 4 – 6 weeks, Karen and Penny will revise.• The Schedule will be finalized and sent to GCA probably in late May.• Show timeline, still need a decision on Floral Design setup for hardscapes on Wednesday? (Biz and Sybil)
Staging	<ul style="list-style-type: none">• Staging information is important for writing the Schedule, so Committee Chairs should provide a list of their staging needs to the Staging Committee by April 22.• Staging rules related to spacing and viewing sides are provided in the Yellow Book.• Karen will distribute the 2019 Staging Report – this will provide a list of items that are already available.• If we want to fabricate new items for 2023, we can work with Clover Park or Bates. Weight and storage are considerations.• The Car Museum can provide some tables (limited to rectangular banquet tables).• Responsibility for judging areas, lunch and dinner setup requirements belongs to Hospitality, not Staging.• Responsibility for special signage belongs to Printing & Graphics, not Staging.• Exhibit locations:<ul style="list-style-type: none">○ Floral Design: near the BMW cars and in the Gallery area. Floral design is also looking at car boot or pickup beds. Karen needs to check-in with car museum.○ Hood Ornament floral displays could be placed next to the Car Museum's Hood Ornament exhibits.○ All the rest of the show will be placed in the Banquet Room area unless request are made and approved prior to finalizing show schedule.
Team Roster	<ul style="list-style-type: none">• Let Karen know about new team and support members.
Future Meetings	<ul style="list-style-type: none">• Going forward, meetings will be held once a month, with the full team meeting every other month. In the "off months," individual Divisions and committees will meet with show chairs.• Meetings will be held on the 2nd Wednesday of the month, from 2:00pm – 4:00pm, with zoom as a backup.• The next full team meeting will be May 11th, 2-4 pm.

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	<ul style="list-style-type: none"> Draft meeting schedule is attached – mark your calendars
Education Exhibits	<ul style="list-style-type: none"> New Yellow Book guidance indicates that an Education component is required. It was noted that lectures (speakers) can satisfy an Education component requirement. The team agreed to apply the Education component requirement to Conservation and Garden History & Design. No other Divisions will incorporate an Education component.
Need expert guidance?	<ul style="list-style-type: none"> For rules clarification or guidance, reach out to Eloise Carlson, Zone XII FS rep. Be sure to CC Karen on your emails with Eloise or other GCA experts.
Logo: Show-level 	<ul style="list-style-type: none"> The team agreed to the graphic shown at left as the official show logo. Suggestions: <ul style="list-style-type: none"> Improve the legibility of the “chrome” letters. Bold the date line.
Logo: Division-level	<ul style="list-style-type: none"> The team agreed to the design that includes the full show graphic and the full-color Division icon, as shown below. An icon will be developed for Education: Garden History & Design. Suggestion: <ul style="list-style-type: none"> Consider a different color for the gauge (green instead of orange?). <div style="display: flex; flex-wrap: wrap; justify-content: space-around;">     </div>

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Budget	<ul style="list-style-type: none"> • The Preview Party: <ul style="list-style-type: none"> ○ is an opportunity to make money. ○ The team's consensus is to apply a markup on the Preview Party. • Judges' Dinner: <ul style="list-style-type: none"> ○ The team's consensus is to not make money / charge a reduced cost for the Judges' Dinner. • Show décor: <ul style="list-style-type: none"> ○ Option: filling an old flower truck with flowers, crates, etc. ○ Décor is the responsibility of the Hospitality committee – let them know if you need supplies for décor. • Sponsorship/donations: <ul style="list-style-type: none"> ○ There is no sponsorship committee, but we will encourage vendors to donate. ○ We will not sell ads. ○ We can recognize vendors for their donations; for example, we can invite them to the Preveiw Party to thank them for significant in-kind donations. • Staging was a major expense for the 2019 Timeless Tacoma Treasures (TTT) show. <ul style="list-style-type: none"> ○ Not all expenses or contributions were captured in 2019. ○ Linens were donated in 2019 (\$4000 - \$5000) • Budget information needs to be given to Natalie by late May so that it can be included in next year's budget.
Speakers	<ul style="list-style-type: none"> • The team agreed with contracting with Ciscoe Morris and Marianne Binetti. Dorothy will move ahead with details. • Marianne is willing to do a custom lecture. • The combined cost for both speakers will be \$1300. • We will not charge the public or members for speaker events. If the speakers are located inside the museum then attendees will have to pay the museum admission fee. Speakers may be located in areas accessible without admission such as: <ul style="list-style-type: none"> ○ The side entrance to the Banquet Room is admission-free. The "stairs of doom" that provide access would need special signage.

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	<ul style="list-style-type: none"> ○ The café is accessible without admission. ○ It might be possible to place the speakers just outside the show area and cordon the show off. This option has not yet been cleared with the museum.
GCA Flower Show Schedule Template	<ul style="list-style-type: none"> • All schedule information should be sent to Penny by May 1. • Penny needs the following information: <ul style="list-style-type: none"> ○ Admission fee description ○ Input from the team on general items pertaining to the show and details on the divisions. • The information will be sent to GCA in Word format with no graphics.
Class Consultant Role	<ul style="list-style-type: none"> • If a Class Consultant makes a decision that affects one person, the decision must be applied fairly to all. • A Class Consultant needs to respect confidentiality and communicate discreetly and directly with individuals. • Reference <i>Yellow Book 2 (2021 Edition)</i>, p. 15, B.7(a): <ul style="list-style-type: none"> ○ Yellow Book guidance states that group emails from the Class Consultant should blind copy individuals ○ Team's consensus is that Class Consultant emails should: <ul style="list-style-type: none"> ▪ Not be sent with blind copy. ▪ Not be sent "reply all." ▪ Be sent only to individuals. • Division chairs are responsible for selecting Class Consultants, based on their experience and background. There is no application process. • Class Consultants can not enter their Class as a competitor. • There is one Class Consultant per Class.
Committee Report: Photography	<ul style="list-style-type: none"> • Still have a few questions remaining: <ul style="list-style-type: none"> ○ Question: Does "Classic Beauty" fit into the show theme? • Recommendation: <ul style="list-style-type: none"> ○ Reach out to a GCA contact to review • 5 Classes appears to be the right number
Committee Report: Horticulture	<ul style="list-style-type: none"> • Also have a few questions remaining: <ul style="list-style-type: none"> ○ Question: At six Classes, do we have too many? ○ Question: Can we exhibit "Air Freshener" in the Gallery? • Recommendation:

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	<ul style="list-style-type: none"> ○ Consistency in the number of Classes across the show is preferred. Can the number of Classes be brought down to 5?
Committee Report: Botanical Arts	<ul style="list-style-type: none"> • Botanical Arts is now its own Division with new standards <ul style="list-style-type: none"> ○ Legal elements, such as plagiarism, need consideration. ○ Non-plant materials can be used for structure. • 2 Classes have been identified. • Question: Will Hood Ornaments be acceptable to GCA as a form of botanical jewelry?
Committee Report: Floral Design	<ul style="list-style-type: none"> • 5 Classes have been identified. • The 5th Class will be a Challenge. • We are considering a tail-gate picnic-themed display on the a pickup truck or the boot of a car.
Committee Report: Education/Conservation	<ul style="list-style-type: none"> • The exhibit will focus on salmon in 2 Pierce County watersheds (Puyallup and Carbon). • The title will be "The Drive to Return Home."
Judging/Clerking?	<ul style="list-style-type: none"> • Please give Kerry a call if you are judging or clerking this spring/fall.
FS Webpage	<ul style="list-style-type: none"> • Debi and Karen are working on a member-only webpage for FS documents and schedule. A public-facing page will be available 4-6 month prior to the show.
Going to the Portland Flower Show?	<ul style="list-style-type: none"> • A show of hands was asked for those planning to attend the Portland Flower Show. • Karen will send out an email to coordinate rides.

Action Item	Owner
Revise the Pre-Show Timetable with new dates and email to the team.	Karen Larkin
Email the 2019 Staging Report and the Class Consultant Role description to the team.	Karen Larkin
Remove "auto-date" update from Flower Show documents.	Karen Larkin
Email the team about coordinating rides to the Portland Flower Show.	Karen Larkin

Action Item	Owner
Let Karen know about new team and support members.	All
Provide information required to complete the GCA Flower Show Schedule Outline to Penny by May 1.	All
Provide staging needs to the Staging Committee (Carla & Vicky) by April 22.	Division Chairs
Provide special signage needs to Printing & Graphics (Debi).	All
Provide all budget information to Karen by May 11.	All
Update the Schedule for submission to GCA in May 18.	Penny Douglas
If you have a recommendation on which Horticulture Class(es) could be considered for elimination, send an email to Christine.	All
Let Kerry know if you are judging or clerking this spring or fall.	All