

ECCO board meeting minutes

August 14th, 2014

In attendance: Mary Eisenhart, Richard Voeltz, Jake Meyer (Farmhouse), Paul Johnson, Rebecca Carr, Sally Ruggia-Haden, Scott DeWitt, Danielle Shea, Barbara DiBernard, Claudia Lindley

Lincoln Foodshed Working Group – Barbara DiBernard is a member of ECCO, and involved in the Working Group. Barbara presented the concept of the Foodshed working group, and is looking for ECCO's ideas for spreading the word about the group and participation in their 'foodshed assessment'.

- The food shed working group is interested in supporting and promoting having more food grown and consumed locally.
- Still forming ideas; currently thinking of 'local' at the county level of distribution.
- The foodshed group sought support from the City, and is affiliated with the Mayor's Task Force on the topic.
- Promoting home gardening with the 'Let's Grow' program. 'Let's Grow' is asking home gardeners to identify themselves, and provides information to support new and interested gardeners.
- Seeking to do an assessment of the state of local food availability using a survey. UNL graduate student is involved in the survey analysis. Rebecca has offered to help with data.
- Foodshed group is interested in getting an article out in the newsletter with a link to their survey. We've offered to stuff an insert in the newsletter if they want to provide one, or to include an article.
- Suggestions/ideas came up in discussion:
 - o Notion fits well with ECCO, the Garden Tour and our ties to the Ag Campus
 - o There's a new Community Crops garden going in at Peter Pan Park.
 - o It would be great to contact Hartley/Clinton/Riley schools about plots to be tended by (and eaten by) students.
 - o Gardener's need a crop sharing program for their surplus of zucchini, tomatoes...
 - o Include 'Let's Grow' as a 30-minute session during the next ECCO Garden Tour.

Notecard presentation – Claudia Lindley is a member of ECCO, and she's brought the idea of creating notecards using photographs from the Garden Tour taken by Hope Anderson. Hope has offered the use of her photographs for the project, asking only that she gets attributed for her work.

- Claudia has made contacts with Cornerstone Printing and A to Z Printing for price quotes. Cornerstone Printing has offered to print 'at cost' (\$102.70 for 1000 cards); a considerable discount.
- Claudia will contact the garden owners to ask their permission to use the photos of their gardens.
- We would like Hope to choose which photos are printed; but to include at least one photograph of each of the garden tour locations.

- Claudia's suggested attribution for back of cards: 2014 Garden Tour, East Campus Community Organization, Lincoln, NE – photograph by Hope Anderson – hopeandersonphotography.com
- Claudia has offered \$50 donation toward the printing cost if we pursue the project.
- Donations for the project can be tax deductible given ECCO's 501c4 status.
- ECCO will be responsible for sales tax. We can state that it is part of the price of cards.
- Mary and Rebecca are planning to check for pricing and grouping sizes of card sets at the Lux and Sheldon gift shops. Will discuss setting price for sets at next meeting.
- Plan to have cards ready for Annual Meeting; direct purchase from one of our homes?; possibly sell on consignment through Lux or Sheldon.

Minutes from July meeting – approved

Treasurer's report – approved

Communications/Newsletter

- Next newsletter to come out ahead of Annual Meeting.
- Articles by Sept 19th (to Rebecca)
- To print Sept 24th (Ann)
- Delivery Sept 27-29th (Sally will be out of town. Mary plans to ask Ann to use their front porch for distribution)
- Articles to include President's letter (Mary), Notecards information and retree project (Mary), Foodshed working group (Barbara DiBernard?), Farmhouse, YOTM holiday lights and two yards info (Scott)

Website

Our email blast doesn't take any formatting or attachments. The message we send out can reference information on the website if we have pdf files or website references. Please use very basic formatting (hard enter for spacing between paragraphs, all caps, dashes for topic bullets). All of these things are lost in translation: bold, italic, all the nice bullet points from Word, tabs...

Membership

Patti will get the information updated to our membership log for the annual meeting, there have been several new memberships.

YOTM

Rebecca will send the quality image needed by the printer. Plan to print 10 to 12, expecting pricing similar to garden tour signs.

Retree Project

- Plan for Spring planting
- Set up table at annual meeting for people to sign up for trees? Provide planting information?
- Send out email blast with info on requesting trees; anticipated planting date?

Annual meeting

- Sheppard's Hall is reserved for October 9th.
- Send out membership renewal reminders in advance (Roy and Patti are working on this); collect as needed during event.
- Two prospective board members: Adam Morfield, and Don (contact information from Richard Voeltz)

WRK/Valentino's Project

- About fourteen people attended the meeting with WRK at Mary's house on Friday morning, August 1st. Doug Emery attended.
- Change in proposal to increase residential has been supported by ECCO with reservations. Statement presented by Vicki Wood to Planning Commission August 4th. WRK's proposal was approved by Planning Commission.
- Brett from WRK has offered to open up the project for neighbors to tour before the next board meeting. Mary will contact him that we are interested; board meeting will follow tour at her home September 11th.