

The Beatrix Farrand Society
Board of Directors Meeting
Saturday, October 6, 2012

Minutes

Attending

Scott Koniecko, President
Carolyn Hollenbeck, 1st Vice President
Judith Tankard, 2nd Vice President
Margot Woolley, Secretary
Dick Habermann, Treasurer
Peggy Bowditch
Emily Fuchs
Jim Fuchs
Neil Houghton
Valencia Libby
Isabel Mancinelli
Lois Stack
Michaela Ward

Arthur Keller (Guest)

Absent

Shirley Beccue
Julia Leisenring
Brenda Les
Diane McGuire

Scott Koniecko called the meeting to order at 10:25 AM.

Minutes for the August 4, 2012 meeting were approved as written.

Carolyn Hollenbeck gave the **1st Vice President's Report**. Tom McIntyre has been asked to prepare a list of supplies that will be needed to maintain the grounds for the end of this year and for the 2013 season, and Kathy Van Gorder was asked to prepare a list of plants that will be needed next spring. A motion was made, seconded, and approved to permit Kathy to bring her ducks to the Terrace Garden to control snails. Damage from slugs and snails has been a big problem this year.

Julia Leisenring has made a donation that will fund the removal of the large spruce by the greenhouse, the removal of which had been on hold due to lack of funding. Carolyn thanked Lois Stack for identifying the grasses that were overgrowing the back of the holding garden. Next year volunteers will be sought to weed the holding garden. A motion was made, seconded, and approved to permit Tom and Kathy to plant (as volunteers) a vegetable garden at the rear of the holding garden. The local Cooperative Extension will be asked to identify a program serving Hancock County food pantries and residents in need where the produce will be donated. The cistern that was relocated from Thuya in August has been placed in its original location at GF with no damage to the Terrace Garden.

A motion was made, seconded, and approved to let the Garden Club of Mount Desert know that BFS will take responsibility for maintaining any trees GCMD donates to GF. Going forward, this is going to be a GCMD requirement for all recipients.

Judith Tankard gave the **2nd Vice President's Report**. In late September she represented GF at the Garden Conservancy Preservation Weekend at the Chicago Botanic Garden where she joined representatives from approximately 30 gardens nationwide. She made a short PowerPoint presentation on GF; attended a very informative workshop on successful board development; and networked with other organizations, swapping ideas and strategies.

Judith reported current plans for the special Summer 2013 seminar to honor the 10th Anniversary of the founding of BFS, scheduled to be a day-long event with a seminar at an offsite location for 100-150 participants. This will be followed by a reception at GF, where guests can view the Terrace Garden and a library exhibition relating to the seminar. The event will be a fundraiser, attracting members of the preservation community, landscape architects, historians, gardeners, and others. Carol Habermann and Howard Monroe have volunteered to oversee catering and hospitality.

The Cultural Landscape Foundation selected GF as one of 12 sites to be featured in its annual Landslide, which draws national attention to threatened landscapes needing funds.

Dick Habermann gave the **Treasurer's Report**. Contributions to BFS are up 50% over the same period last year, and membership dollars are up 20%. He expects this will be roughly a break-even year, although this may change based on the funds received and expended for the 10th Anniversary event.

Scott gave the **Nominating Committee Report**. BFS needs a Nominating Chair for this year; Scott outlined the importance of this role. He emphasized the necessity of carefully identifying and selecting new Board Members who have appropriate skills to contribute to specific Board needs, and have a willingness to work hard. Potential Board members need to be interviewed and vetted, resumes reviewed, and references checked. He asked that Board members let him know if he or she is willing to take on this critical chairmanship.

Jim and Emily Fuchs reported on **Development**. They recently met with Leslie Fogg to discuss ideas related to fund-raising. Leslie suggested reaching out to particular individuals in Bar Harbor to seek donations of \$3000 or more. The next year these individuals could be asked to join a special a group of higher level donors, perhaps called the "Reef Point Circle." BFS would give these individuals special treatment in return, such as offering field trips to Farrand Gardens.

In order to prepare for a Capital Campaign for an endowment, Leslie suggested spending the next 6 months doing a feasibility study. A professional fundraiser and a passionate Board member would visit prospective big donors to find what ideas and impressions people have about BFS. Leslie was very enthusiastic about the Society.

Margot Woolley described the **Belvedere Historic Preservation Grant** proposal BFS recently submitted to the Maine Community Foundation. The effort was led by Betsy Hewlett, a member of BFS's Board of Advisors, with Margot and Carolyn also contributing. The grant proposal described a two-stage effort in order to provide a context for our needs. Phase 1 is the roof and façade work on the Farrand Wing and the Phase 2 is the restoration of the Entrance Garden, which can only occur after the Farrand Wing work is complete.

The application was for \$25,000, the maximum permitted. Last year, each of the ten grant recipients received between \$8,000 and \$22,000. The BFS proposal stated that we would use the Belvedere funds as a challenge grant, in order to raise the balance of the funds. If BFS we were

to receive the maximum grant requested, we would still need to raise \$38,000 in order to complete the Phase 1 work.

Judith gave Marti Harmon's **Collections Committee** report. Marti has agreed to chair the Collections Committee. An exhibit created by Marti relating to Beatrix Farrand's "Heroes, Friends, Family and Clients" is now displayed in the Reception Room. The Library recently received two books with Reef Point bookplates from Thuya Garden Library: William Robinson's *The English Flower Garden* and Edith Wharton's *Flight from France*.

Judith commended the excellent work Shirley Beccue does for the **Society's Website**. Shirley updates it several times each week.

Lois Stack presented the **Programs Committee Report**. The Committee had a successful year, with six speakers at GF, and a seventh off site that was co-sponsored by the Mount Desert Land and Garden Preserve. Since next year Lois will be in Costa Rica for six weeks at a critical time for the Committee, Michaelen Ward has agreed to Chair it. The Board thanked Lois for her excellent work as chair.

Emily gave the **Docents and Tours Committee Report**. There have been eight tours since the August Board Meeting, and a tour is also scheduled for October 11th. These tours have included a small group of Acadia National Park Rangers and a group of fourteen College of Atlantic students and their professor.

A motion was made, seconded, and passed to permit Emily to fund and have 250-500 BFS bookmarks printed. They will be an insert in the Annual Appeal Letter. The design of the bookmark was approved pending review by Judith.

Judith gave the **Publicity Committee Report**. The submission deadline for the Spring Newsletter is February 28th. Judith would like to know any Board Member ideas for revisions to and redesign of the "Garland Farm Welcomes You" brochure.

Jim Fuchs gave the **Membership Committee Report**. An up-to-date membership list has been posted on the Board Members portion of our website. Slightly more than 200 members have renewed this year. Jim will send a reminder letter to the 80-90 members who have not yet renewed.

Val Libby reported on the **Landscape and Garden Committee**. Most critical information relating to the Committee's activities had already been described as part of a prior committee report. Brenda Les was praised for the excellent job she has been doing with the Wild Garden and the Entrance Garden.

Val also reported on **Open Days**. Many visitors were impressed with GF and, and were appreciative that Board members were present to enhance their visit. Val also commented on the positive feedback from visitors on the work the Master Gardeners did to restore the Terrace Garden. Many visitors were amazed at the amount of work done by volunteers. They enjoyed Marti's talks in the library, and information regarding the Satterlee Exhibition from Arthur Keller and Howard Monroe, who spent time in the Exhibition (Archives) Room. Val suggested that one area where the Committee needed to improve was in getting visitors to sign the guestbook. At least three volunteers were needed to manage each Open Day. The Board praised Brenda for her excellent work initiating and managing the Open Day series

Scott gave the **Facilities Committee Report**. He has prepared a design for installing fans in the barn, and has sent the drawing to John Collier for an estimate.

Scott also gave the **Exhibitions Committee Report**. The Board commended Scott for developing the highly regarded Satterlee exhibition, which has been of great interest to GF visitors. Scott presented several possibilities for next year's exhibition. One related to the Beatrix Farrand designed water lily garden at Lakewood in Hulls Cove. He is meeting with Patten family members to determine what material is available.

Additional exhibition possibilities were Beatrix Farrand's work on the carriage roads in Acadia National Park, and Beatrix Farrand's collection prints of houses and gardens which had been at Reef Point, and are currently in storage at Berkeley, unframed.

Arthur Keller presented a draft report on developing **BFS Membership**. Increased membership is important for generating revenue and for finding new board members and volunteers. The goal of this membership effort should to establish interest and support for BFS's mission and activities.

Arthur suggested several initiatives that could increase membership. Among them was giving first year memberships to members of other Island organizations, such as the Mount Desert Land and Garden Preserve, the Bar Harbor Garden Club and the Garden Club of Mount Desert. First year memberships could also be given to members of the senior staff of other Island non-profit organizations (Jackson Lab, COA, MDIBL, Maine Community Foundation, Libraries.) In these ways BFS could locate new members potentially committed to our work. Still another important initiative would be to identify potential high-level donors among the summer community. A list could be developed which would be reviewed by the Executive Committee, leading to and a small focused final list.

Strengthening our existing members is also important and Arthur gave examples of organizations that develop personal relationships with their members, building interest and involvement. The membership experience for BFS members could be enhanced through special events, small gifts, and private tours, for example. Significant donations could lead to a higher level membership and special acknowledgement.

Michaeleen Ward presented the Board with a gift from the **Bar Harbor Garden Club** earmarked for the Wild Garden project.

Scott raised the issue of **roadway signage** for Garland Farm. Different forms of signage were discussed, among them permanently installed brown DOT approved highway signage, and a removable sign that would only be hung out on a signpost when Garland Farm was open for tours or visitors. A motion was made, seconded and passed to start work toward getting two permanent DOT signs installed, one on each side of the road. Lois volunteered to reach out to DOT.

***NOTE:** Following the meeting, issues relating to the roadway signage were raised by a board member in an email to the BFS Board. Board members responding to these concerns unanimously agreed that further discussion was needed prior to proceeding with the road signage. This matter will be further discussed at the May Board Meeting.*

The meeting was adjourned at 12:25 PM.

Submitted by:
Margot Woolley, Secretary