

Date: October 6, 2013

To: BFS Board, Advisory Council & Friends

From: Development Committee

Subject: Proposed Seminar on Landscape Design in July of 2014

We would like your input, advice, suggestions and response about whether or not BFS should offer a program on Landscape Design next summer. We have outlined our current objectives in offering the program, what the program might consist of and some reasons not to do it. Please let us know what your recommendation would be prior to October 10, so that the Development Committee and the Board can make a decision based upon your input at the end of that week.

Objectives:

1. To offer something of value to some of the people who help fund BFS with a large contribution.
2. To increase the number of people who make a large contribution to BFS.
3. To raise some money for fixing the front garden.
4. To increase the awareness and desirability of BFS and Garland Farms to some of the people on the island who might be in a position to offer valuable help in the future.

Proposed Program:

To offer a one half day seminar and bus tour of several private properties on the island to discuss with Landscape Design experts what the major principles are behind good landscape design. The program will either begin with a lecture/slide show/discussion (probably at Garland Farm), and/or end with a cocktail party/Hors d'oeuvres/lecture/slide show/discussion. We are currently thinking that Sunday July 27, 2014 starting at 1 pm would be a good day to offer the program because the Mt. Desert Garden Club has its Open Garden Day on the 26th, and there might be some positive overlap. We would have two or more experts, one of whom would be Dennis Bracale, who has already agreed to participate. We would transport the participants by bus to the properties that the experts had selected to demonstrate the principles of Landscape Design. We would probably see between 3 to 5 properties and this part of the program would take between 3 to 4 hours. We will go to private gardens that are not on the Open Garden Tours. We are currently thinking that it should be offered to anyone who made or makes a contribution of \$250 or more. The program would be considered a success if we had 30 participants and a tremendous success if we had 40 or more. Based upon the response we will know whether or not this type of program is ever worth holding again.

Reasons not to do Program:

1. Very few people who could afford \$250 are interested in Landscape Design.
2. We would be better off spending the time increasing the number of BFS members and trying to increase the number of people who contribute in excess of the membership fee before doing something like this. i.e. Our current base is too small to make the event successful.
3. The July 27th date is not as good as a date earlier in July because very few people who come to see gardens on July 26 would also be interested in a ½ day program on Landscape Design and/or some

people who live here who might have been interested in the program will not be able to attend because they have to entertain house guests who came to see the gardens on the 26th.

4. Very few of the 70 or so members of the Mt. Desert Island Garden Club would be interested in this.
5. The experts would not really be able to talk about what does not work at a property for fear of offending the owners.
6. Add your own comments: _____

Please answer the following questions:

1. Would you be interested in participating in this event if it was offered in 2014? Yes:___ No:___
2. Can you think of anyone who might be interested in this event if offered? Yes:___ No:___
3. If the Board offers this program would you be willing to help in any way? Yes:___ No:___

Additional Comments: _____

PLEASE EMAIL YOUR RESPONSE TO NEIL HOUGHTON AT HIS EMAIL ADDRESS: NEILLHOUGH@AOL.COM

