

Beatrix Farrand Society
Board of Directors Meeting
Saturday, October 11, 2014

Attending:

Vicki Goldstein

Dick Habermann,

Treasurer

Dave Hollenbeck,

Vice President

Neil Houghton

Mike Kennedy

Scott Koniecko,

President

Isabel Mancinelli

Lois Berg Stack

Michaelleen Ward

Paula Moody,

recorder of minutes

Absent:

Stephanie Burnett

Carol Habermann

Julia Leisenring

Scott Koniecko called the meeting to order at 10:18

Minutes for the August 2, 2014 meeting were approved as written. Scott talked of the value of the narrative form in minutes for members who are not in attendance and for advisory committee members.

Neil Houghton gave the **Nominating Committee Report**. Neil is hoping to receive additional recommendations for potential members of the board to fill two vacancies that currently exist. As approved at the annual meeting, the board has the authority to elect two new board members once candidates have been identified. Paula will send the welcome package and instructions to new board members going forward.

Dave Hollenbeck and Mike Kennedy described the work of the **Development/Membership Committee** during 2014. The committee discussed how to foster growth in a number of areas and reach out to new audiences to support that growth and secure its future. There is a need to grow our membership base, increase the support of our donor base and regularly apply for and secure grants as an additional source of income. The committee will expand its reach and develop programs to engage youth in gardening through volunteer and employment opportunities and education at the middle and high school levels. The society will continue its current program schedule, looking for additional opportunities to engage the local population before and after the current “summer season”. A special event, such as this year’s seminar and tour, will be planned for upcoming summers. Another event, recognizing the contributions of notable individuals in landscape architecture, design or the natural sciences will be added to the summer schedule.

The Development Committees plans for the remainder of 2014 through 2017 were reviewed and discussed at considerable length and approved with a change to the timing of the letters to current members for renewal. That mailing will occur during the first quarter, rather than the fourth quarter to keep it separate from the annual appeal letter, which will continue to be mailed in the fourth quarter.

Inserted here is the revised plan for 2015 for reference:

1st Quarter 2015

- Letter to current members asking for renewal through December 31, 2015 and establishing the *Reef Point Circle* for members renewing at the \$1000 and above level, which would include a *Reef Point Circle* “members only” event in August 2015
- Perform review of potential grant sources to support educational programs and Garland Farm improvements
- Continue discussions with local schools, as appropriate, to develop gardening programs to complement existing school based programs to provide community

service, employment and educational opportunities, including applying for grants to support spring 2016 implementation

2nd Quarter 2015

- Second letter to current members who did not renew
- “*Welcome Spring to the Terrace Garden*” event begins the 2015 season
- Continue review of potential grant sources and apply, schedule future applications as appropriate

3rd Quarter 2015

- Programs and events continue, including annual special event, *Reef Point Circle* event and a new recognition event for notable individuals in landscape architecture, design or the natural sciences

4th Quarter 2015

- Review Development plans for 2016 through 2018 at October board meeting
- Event at Reel Pizza to support the Garland Farm library and archives concludes the 2015 season
- Letter to members, donors and identified candidates for the annual appeal

Review of the Development Committee plans resulted in the introduction of a number of new and complimentary ideas such as including COA students and local gardeners in fall programs. The idea of evening programs, as a way of extending programs later in the fall, sparked a conversation about the need for lighting and Vicki offered to tackle that problem. A reception for gardeners at Garland Farm would offer the opportunity for them to get together to network and afford BFS an opportunity to uncover additional programming needs. A suggestion of using local (made in Maine) agriculture related films was offered as was the idea to look for opportunities to collaborate with Acadia Senior College. Scott talked about the fact that when young people are included, the number of grant opportunities increase.

Dave and Mike also reviewed the Development Committee’s progress in preparing mailings for former and current members, encouraging them to renew their memberships.

Letters and inserts are ready to go. The letter to former members will be sent to the 340 people who used to be BFS members (prior to 2014) and who did not make a contribution for the current year. Collage images from a UPS printing will be inserted to give a sense of what has been done this year at Garland Farm. Membership will now begin in January and run through a calendar year. There followed a discussion about changing the fiscal year and when letters to former and current members might be mailed to get the most benefit to BFS. The decision was made to send the letter to former members in mid October this year and to follow that with the Annual Appeal letter mid to late November. The renewal letter to current members will be sent in the first quarter of 2015.

Dave gave the **Collections Committee Report** and stated that Jane and Lee Taylor delivered their donation of books following the August 18th program *Another Independent Woman Named Beatrix*. The donation included Beatrix Farrand Morning Room editions and others specific to MDI and Maine. Jane says that she will have more books for us as she and Lee continue to unpack boxes at their home in Cape Elizabeth.

Michaeleen Ward reported for the **Programs Committee**. This year's programs were very popular and very well attended! Attendance ranged from a low of 20 to a high of 80 (two successive programs were arranged to accommodate the attendees) for Dr. Alison Dibble's *Mosses for Your Garden* in early September. Our second highest program attended was for our first film showing of *Women in the Dirt*, also in September. It had 44 participants, many of whom were from the local year round community. Financial support from participants also increased resulting in a program total of \$2,632.

The publicity of programs was discussed and Vicki agreed to look into MPBN as a future option for promoting our programs and events. Michaeleen also requested suggestions for future programs.

The **Docents and Tours** report was not available for the meeting.

An **Open Days Report**, submitted by Anne Welles, was given by Dave. Technology remains a challenge for programs due to the need to interface with various the technologies that people bring for presentations (software and hardware). It is recommended that the farm be open one hour before programs only, eliminating the second hour following programs. Docents will, of course, be needed for that time. Michaeleen agreed to continue to receive the phone calls requesting information about programs. Having the donation box near the doorway resulted in a tripling of donations. Roadway signs need to be improved and when new, portable signs are constructed, a sign for the donation box ought to be made as well. Isabel will explore the ways that COA advertises the day before an upcoming event. Since Sundays attracted a range of up to only four visitors, Dave recommends dropping this open day. Paula will have docents ask visitors how they found out about Garland Farm and keep a tally. Scott asked members to thank Anne Welles for her thoughtful and organized way of bringing excellent volunteers to the organization.

Dave gave a brief **Publications and Publicity Report:** We now have 150 on Facebook – friends from as far away as Denmark and New South Wales.

Isabel Mancenelli reported for the **Landscape and Garden Committee.** The group met in August and walked through the gardens. They feel there is no need to over winter the rosemary this year. Much pruning was done this year including the entrance garden and shed area ornamental shrubs, and Sorberia outside the handicapped accessible bathroom. Labels for the wild garden were purchased and Brenda Les is continuing work there. A gift of a Reef Point mayapple was added to the wild garden. Black landscape fabric and chips were added to the paths in the holding garden to curtail weeds. The greenhouse has been measured for polycarbonate instead of glass; Lois suggests acrylic will not be cloudy and will send Dave information regarding suppliers. One of the cherries at the rear of the terrace garden has died. Bruce Watt, plant disease diagnostician at the University of Maine, has been sent samples to help provide a possible explanation of the cause. Terrace garden plants will need division in spring 2015 and to be moved to the holding garden. Excess plants in the holding garden will be donated to local library plant sales instead of being composted. There are no current plans for a BFS plant sale. Quotes will be collected on cost of trimming of the hydrangea. Behind the barn, Viburnum leaf beetle continues to damage the Viburnum dentatum annually. The Committee agreed to removal in 2015. Lois mentioned that leaf beetles are cyclical so perhaps a wait and see approach should be considered. Carolyn Hollenbeck was recognized for her work to get plants away from the Farrand wing and cape to improve appearance and increase air circulation around the building.

Dave gave the **Facilities Committee Report:** Restoration of the roof, balustrade and gutters on the Farrand addition is substantially complete. The additional project to restore the front facade, started in early September, is also substantially complete. The contractor, AB & JR Hodgkins, has done a great job. They have been asked for a quote to restore the entrance garden fence. The firm has also been asked to assess the remaining front facade of the addition and the rear wall of the accessible bathroom for water damage and need for restoration. A quote for that anticipated work has also been requested. Projects being carried over to 2015 are: painting of the rear and barn-facing wall of the Farrand addition and replacement of the glass in the greenhouse. As for the painting, the initial quote seemed high and additional quotes are being obtained.

Scott gave the the **Exhibitions Committee** report stating that he has been talking with Mary Roper who is considering a program next spring and if that happens, the current herbarium exhibit will be left up until after that program is over and then changed. He also reported that the entire Reef Point herbarium at Berkeley has been scanned but the remaining specimens need additional work to prepare them for exhibition at Garland Farm. Linking the 2015 specimens exhibited to a program was recommended by Scott to prioritize the herbarium to be worked on next. Michaelleen and Lois agreed to discuss program possibilities and provide feedback to Scott early in the new year.

Isabel reported for the **Internship and Scholarship Committee**. Abigail Parker has completed her internship and did a great job; she was commended for her professionalism.

Dick Habermann gave **The Treasurer's Report**. He distributed and discussed an unadjusted financial balance sheet for fiscal year 2014 (though October 9th). He noted that dedicated funds for Farrand wing restoration projects have been used up. The work was accomplished within the realm of dedicated funds, largely due to last summer's seminar and tour event which netted over \$20,000. Dick stated that our current June fiscal year end is a problem for having a clear understanding of our financials in that funds are received in one year and expenses occur in the next. Changing the fiscal year was discussed and Dick will cover the audit fee. Discussion involved the benefits of changing the fiscal year. The vote to change the fiscal year to January 1 through December 31 was unanimous.

Dave offered the **Vice-President's Report**, stating that Tom Hayward, formerly of the Bates Library, will provide advice regarding our library collection from a couple different perspectives beginning with prioritizing what resides in our collection in support of our mission. Rare books to periodicals are currently housed and not all fit into what BFS is trying to accomplish. There may also be overlaps with other sources, if eliminated, will enable us to create space for unique offerings. The way the library is organized, in the manner of Beatrix Farrand, does not appear to meet the needs of students. How to house rare books that scholars might wish to use to make them more accessible is a question to be answered. Dave shared his thinking concerning the current library space and how portions of it might be redesigned to make it more user friendly than the current closed case.

Dick Mace developed a plan to protect the verge boards in the terrace and entrance gardens during the winter. The terrace garden verge boards were previously removed for winter storage and he feels it's better to make a wooden cover and leave them all in place. Scott also ran this idea by the NY Landmark Conservancy and they concur from a preservation perspective. As a result, Dick will be constructing and installing verge board covers for the upcoming winter. He will also be scraping and painting the frames of the Farrand wing screens over the winter to restore their appearance and finish.

Scott gave the **President's Report** and thanked everyone for the hard work that resulted in a great season. Neil's effort crowned it all and hit the target with something that BFS can do responsively and to standard.

New Business

A. Carriage Roads Monograph. Scott referenced a study commissioned in 1989 by Acadia National Park. Isabel recently contacted the authors about their interest in doing an expanded work with BFS to be featured as part of the 2016 celebration of the 100th anniversary of Acadia National Park. Work has begun to revisit the material to add more

information, an introduction and conclusion, resulting in a monograph targeting people who have an interest the carriage roads and the part Beatrix Farrand played in designing the rehabilitated landscape following their construction. It is expected that the monograph will become a major element in BFS' contribution to the year-long celebration of ANP's 100th anniversary. An exhibition at Garland Farm, a lecture as part of the summer program series and a text people could carry into the park to locate and read about particular views and plants used by Beatrix Farrand are also envisioned. Later developments might include revising the monograph to create a document for public use by tourists. Details and deadlines remain as questions to be answered. Scott contacted Sheridan Steele and David Rockefeller and they agreed that the work is important and the monograph a good idea. Discussion included newspaper articles that refer to analysis of the carriage road views vs. the loop road views. Work related to restoring vistas along the Loop Road has been planned and ANP may do replanting as well as cutting to restore those views. David Rockefeller is interested in talking with the Park about restoring the carriage road vistas and has asked BFS to be advisors on that effort.

B. BFS Achievement Lecture. Scott introduced the idea, on behalf of Julia Leisenring, of an Annual BFS Achievement Lecture. Starting in 2015, the lecture would become an ongoing annual event recognizing an individual for his or her significant contribution to humanity and the environment through the art of landscape architecture, design or the natural sciences. Julia has made a significant six year commitment of funding to get the series off on a proper footing enabling the series to be offered without charge to the attendees. The lecture will be held at an island venue that will accommodate a number of people and a reception following the lecture. An honorarium and award for the honoree will be included. For 2015, Scott has contacted Laurie Olin to be our first honoree due to the need to secure someone for the coming summer. A council of advisors is needed for developing a process for determining future honorees. Isabel, Lois and Vicki volunteered to be members. Scott also distributed a proposed statement intended to describe the attributes of potential nominees for future awards. Discussion included COA or MDIBL as possible venues. Lectures might be transcribed, printed and become a bound volume. Dave suggested that Scott, given his experience at Berkeley, initially lead the council of advisors to help model the process for the first year.

C. Seminar. Neil has talked with Dennis Bracale, who is willing to do another seminar and tour in 2015. Dennis would speak on the Influence of East Asian Esthetics on MDI. Possible dates are 25 July and 16 August. Mary Roper and Richard Wood were suggested as co-speakers to work with Dennis, if needed. The program, as it is currently envisioned, would include a lecture on East Asian Art and its representation in gardens on MDI. The seminar would visit several gardens, ending with a reception. The discussion included participant selection, as well as, ways to improve transportation given the expected number of attendees and the nature of the planned gardens and properties. Neil conditionally agreed to be program chair for the event if another member of the 2014 event committee will join him. There was also recognition that it will be very challenging

for BFS to support two major events in 2015 (the Seminar and Tour and the BFS Achievement Lecture).

D. Pitch Pine Project. The Land and Garden Preserve has suggested that pitch pines located at roadside near the Tarn are at risk and should be rescued because road salt and plowing will likely destroy them. The trees are located on ANP property and Park approval is needed before any rescue effort can begin. Preliminary indications are that the Park would support a rescue effort as long as the trees do not become any part of a commercial interest. Beatrix Farrand used pitch pines at Reef Point and during the rehabilitation of the landscape on the carriage roads following their construction. The Beatrix Farrand Society's interest in rescuing the trees, in partnership with the Land and Garden Preserve, is primarily in support of anticipated carriage road vista restoration projects. Discussion ensued regarding where to temporarily locate the trees at Garland Farm for a period of up to three years. The holding garden doesn't have space but there is potential space where the recently removed vegetable garden was located. Scott will also allow some to be placed on his property, if needed. The discussion included concerns surrounding resources for planting and maintaining the trees while at Garland Farm and what to do with the trees should they not be required by the Park for vista restoration. One suggested us was that the tree might become gifts to thank donors for significant contributions to BFS.

E. Expanded Herbarium. Gaps are known to exist in the Reef Point Herbarium. The Land and Garden Preserve has plans to do herbaria for plants in their gardens. Plants known to originally be from Reef Point will be used to create herbaria to augment the existing Reef Point Herbarium, helping to fill in the gaps.

Meeting adjourned 2:20.8

Respectfully submitted,

Paula Moody