# President's Report 2022

2022 was another great year for the Coconino Master Gardeners Association (CMGA). After two years of limited activity due to the pandemic, we were able to hold in person events, meetings, and classes, although many had the ZOOM option as well. Thanks to Hattie Braun for dealing with the technical challenges associated with the hybrid model.

We held our monthly meetings at The Peaks which allowed us to serve food and did not charge us for the space. Most of the year we offered a zoom option to accommodate those who were concerned about Covid or night travel. Having in person meetings with a zoom option increased attendance even though it was technically challenging.

Another reason for good attendance was our educational programs. Geoff Wood, our Educational Chairperson, scheduled interesting and entertaining programs every single month. You can see the entire schedule at the CMGA blog.

It was really nice to have snacks at the meetings once again. Mary Gaseau and Elaine Laemmrich were our Social Chairs and they coordinated delicious treats each month. It was delightful to see everyone enjoying our social time.

Mary and Elaine worked with Hattie to organize the recognition picnic and the holiday party. Both events were held at Serendipity which was lovely. Since, all of our Master Gardeners are great cooks it was nice to return to having potlucks; the food was amazing. Hattie Braun sponsored the picnic and also ran the white elephant gift exchange at the Christmas party.

CMGA membership remained high even though it was slightly down from the record-breaking year of 2021. We had 96 total members in 2022; 44 certified members, 30 associate members, six trainees, 13 friends and 3 honorary members. Marilyn Cantaloupe was the Membership Chairperson. Her duties included checking volunteer and educational hours for certification levels, then sending out the appropriate membership cards. This year we will be receiving a newly formatted membership card with out new logo.

Volunteering is at the heart of what it means to be a Master Gardener. Besides the 32 volunteer projects, there were two special events and lots of teaching opportunities. Even though we had more activities this year, our reported volunteer hours were about the same as last year. That probably has to do with the challenges of a new reporting system that prevented some hours from being recorded. Thanks to Cheryl Blume and Hattie Braun for helping us catch up on those hours. The total hours reported for 2022 was almost 7000.

Teaching gardening classes is one of our main volunteer activities. This year we taught more classes than in previous years. We teamed up with Warners Nursery for Root Camp, a twelve-week series of gardening and horticultural classes taught at Warners on Saturday mornings. Loni organized the classes, the teachers, and the volunteers who filmed the classes. Most of the classes were taught by our own Master Gardeners and the program was very well received. Hattie also worked with CCC on a series of gardening classes that were taught in-person and on Zoom. All of these classes were popular, but there was a concern about people signing up and then not attending the classes. We have a plan to correct that concern this year.

The Master Gardener course sponsored by Coconino County Extension Office is a critical part of our success. This year all the classes were online. Gayle Gratop designed the online course two years ago. Not only did it allow us to keep teaching during the pandemic, but it has continued to be a tremendously popular format. There were 113 students in the online classes in 2022. Some of the graduates have become Certified Master Gardeners and have become active volunteers.

In 2021 we started a Fundraising Committee, with the goal of creating logo merchandise to raise money and also promote CMGA. Cheryl Blume was the Chairperson of the committee which consisted of Hattie Braun, Pam Garcia, Mary Gaseau and Frank Branham. Cheryl has extensive experience working with logo merchandise and she did a great job. She brought in a designer that helped us create two new logos that the committee was very excited about. She developed tee-shirts with a company from Chicago that uses a process called dye sublimation transfer that allows for unlimited use of colors and for printing smaller quantities. So, we were able to do several different

T-shirt styles with two different logos. Also, we did not have to order a huge inventory. We were able to buy shirts in a soft moisture wicking fabric at a reasonable cost. The tee-shirts have been very popular and profitable. Hattie also used the logo on some mugs that she gave away at the recognition picnic.Cheryl also set us up with a Square so we could accept credit cards for sales .There is more detail on the Fundraising Committee in its annual report on the blog.

We hosted two major events this year; the Plant Sale and the Vegetable Garden Tour. Both events were successful as fundraisers, but also provided a service to the community and promoted the Master Gardeners Association. We had great committees for both events. We not only got the work done, but we had fun doing it. Marilyn Canteloupe was the Secretary for both committees and did an excellent job of recording our discussions.

The Plant Sale was held at Colton Gardens in partnership with the Museum of Northern Arizona. "Fritz", (Carroll Fritzinger), was a great host and supporter of the event. We had more than 20 vendors, mostly selling local plants. There were also vendors selling pottery, books, garden art, baked goods, and previously owned tools. In addition, there was educational booths, children's gardening activities, and gardening classes. Jim Mast, Sue Madden, and Hattie Braun all taught classes. Kristen Hutchinson and Darvin Decheney both work for MNA and were very supportive. Loni Shapiro did an awesome job of organizing and communicating with vendors. Maria Galvez and Lisa Miller did an excellent job coordinating volunteers. Tina Gustafson created our map and our social media campaign for the event. Nancy and Frank created signs for parking and crowd control. There were lots of Master Gardeners that volunteered on the days leading up to the sale as well as the day of the sale. We had about 800 guests and the sale grossed around $2500.

We hosted our second annual Vegetable Garden Tour. There were eight beautiful gardens featured. Warners was our partner and sponsor for the event. Tickets were sold at Warners and Tina Gustafson set up an account with Eventbrite to sell tickets online. She also created our colorful banner which we displayed around town, created the garden descriptions, and handled the social media. Sue Madden was in charge of

volunteers and in-person ticket sales at Warners. Lots of Master Gardeners volunteered. Fritz helped recruit some of the gardens and hosted Colton Gardens on the tour. We had about 200 guests take the tour, despite the fact that it was a rainy day. The event grossed around $3000 and netted about $2500.

Once again Loni Shapiro did a terrific job maintaining and updating our blog. The blog is a tremendous gardening resource which includes a calendar of gardening events, CMGA documents, and gardening information. There were 51 new articles posted on the blog this year and the blog is up to 284,915 views. Cindy Murray adds beautiful photographs. Loni also sent out weekly emails during the gardening season to update us on new events.

Tammy Valdovino continued to run the Facebook page. She posted special events, gardening articles, and beautiful photographs. We have 770 followers and I suggest everyone check out our Facebook page.

Jackee Alston and Cindy Murray continued to edit the Gardening Etc. column in the Arizona Daily Sun. They wrote some great articles and edited submissions from other volunteers. Someone said it was the best thing in the newspaper. Unfortunately ,Jackie is retiring from the column in order to pursue new interests. We will miss her and wish her well. Cindi will continue with some new partners including Lisa Miller and we look forward to the column in 2023.

Our Secretary, Pat Haeuser, kept us organized, writing agendas for our Executive Board Meeting and Monthly Meeting and recorded the business of CMGA. After three years, she is retiring from being Secretary but will certainly remain as a meaningful member of our organization. Pam Garcia will be stepping in as the Secretary this year.

Andrea Guerrette is our Treasurer and did a wonderful job keeping up with the books. CMGA had a great year financially. We started with a balance of $6,133.79. Our fundraisers and membership dues brought in $7,437.75. This allowed us to give 10 Garden Grants at a cost of around $3100. Our other expenses including office supplies, rent, the logo design and start-up money for the fundraisers came to about $3000. So,

our total expenses were around $6000 which left us with a balance of $7507.15 at the end of 2022.  This sets us up nicely for doing grants this next year.  There is much more detail on the actual Treasurer's Report on the blog.

Since our fundraising was so successful in 2021 we offered ten Garden Grants in 2022. That is more than double what we offered the previous year.  We had lots of applicants and it was hard to decide which ones to honor.  We think all of the grants were completed and many of the recipients will be showing their projects at the February meeting.  Loni was in charge of grants for 2022 and is passing the torch to Cheryl for 2023.

Hattie, Gayle, Brandie and the Coconino County Extension Office continue to support everything that we do. We would not have had such a great year without them.

I want to sincerely thank all my fellow officers; Pam Garcia, Andrea Guerrette, and Pat Haeuser, for all their hard work. The chair-people are also extremely important to the success of our organization.  These include Geoff Wood, Mary Gaseau, Elaine Laemmrich, Marilyn Canteloupe, Cheryl Blume, Loni Shapiro, Cindi Murray, Jackee Alston, and Tammy Valdovino.  I should also mention that the support from my wife, Nancy, is invaluable.

I look forward to being President for one more year and I know it will be a productive, exciting, and fun time.

Frank Branham 2/2023