

****The in-person wrap up meeting is May 30th (Tuesday 1:00) at the Extension Office – all are welcome to attend****

INSTRUCTIONS

This document is organized into general sections pertaining to planning and specific aspects of the event. If there is a missing section, feel free to add it.

Please document all of your thoughts related to what worked and what didnt for the plant sale so we can create a handbook for future events.

Planning

- 2023 Planning
 - 5 planning meetings starting in January – was this enough time?
 - NO - suggestions for next year... need co-leads for each aspect of planning. These co-leads would have their own regular occurring meetings to cover logistics and for the plant sale, things like pricing and signs. Monthly meetings to secure speakers should begin in the Fall and there should be 2 checkins during the months leading up to
 - 3 speakers – Dahlias, Pest Management, Fire Control
 - Were these topics well received?
 - Should we have different topics next year?
 - Need to make sure that the presentations are in line with OSU evidence based requirements. Have Len review the presentations so that they are not marketing focused
- What worked well?
- What could be improved?
 - Communication from organizers as to what committee lead's responsibilities are, who would be assisting them, what was expected of them.
 - Speaker volume, it was quite loud

Marketing

- What worked well?
- What could be improved?
 - Need more details about our vendors and what they will be selling
 - Signs around town, newsprint
 - Collecting info re: how people found out about the sale would be helpful to know what worked (for future sales) (at entry?)

- Could only do Hipfish (\$270) and Facebook (\$60) because of budget – do we want to increase budget next year?
- Did we have enough fliers around town?
- Need to get people attending to sign up for notifications or newsletters.
- Need a team to get everything done 2-3 people

Volunteer Recruitment and Management

- What worked well?
- What could be improved?
 - Volunteer orientation – suggestion to have volunteers show up 15 mins before the shift to get a brief description of the task and what the job is. Especially helpful for the plant sale volunteers who are helping add up plant sales and direct people around
 - A brief online job description for each volunteer position posted on the online sign up page.
 - Many volunteers were recruited minutes prior to the sale opening. They jumped in and did a great job! Some signed up, but never materialized. There was no time to train, making things unnecessarily stressful.
 - How can we recruit more volunteers? [This is the digital copy](#) of the sign up sheet and you can see there are many many blanks. We also need to include a more detailed description for each area and possibly assign co-leads to help the primary leads
 - As a follow up to the last comment, also be willing to reassign people as needed. Have a prioritized list of minimums if there are shortages from the desired numbers. Be willing to ask if people will switch or stay etc. (Call ahead of time). I believe many people sign up for whatever was there but would be happy to help other places if needed (especially newer people may appreciate being encouraged).
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Setup Logistics

- What worked well?
- What could be improved?
 - Separate speakers from sales area. Or, don't have speakers at the sale time. This has always been a big problem with this venue.

Day of Logistics

- What worked well?
- What could be improved?
- Other

- Volunteer sheet had first shift from 7-9 but do we need people here at 7 if everything is setup the day before? Could we push it to 8AM?
- Breakdown started around 2:30pm even though the event went until 3PM. Should we change the timing for next year if we aren't going to go as long?
- More people for clean up. Some volunteers had been onsite for the previous 2 days setting up.

Plant Sale Set Up

- What worked well?
 - The planter boxes Bill and Evelyn Allen built were very popular and allowed us to place color throughout the sales tables. The tags Mitra printed were professional looking.
- What could be improved?
 - There was a miscommunication about plants being ½ off that was announced at 12PM. We need better alignment on this decision in the future, some vendors felt undercut by this and there were several volunteer leads blindsided by the decision and did not feel like it was appropriate timing
 - The tables all need to be covered prior to the plants being placed. The veggies had to be moved to get this done.
 - Having a written copy of the pricing for the purchased plant material prior to Friday would have given more time for a less confusing price list. There were too many price points and not enough time to price everything. We did the best we could with what showed up that day.
 - Make sure to retain the categories for the plant sale from this year to make it easier to set up plants in the future.
 - Particularly for the sake of trainees next year, show pictures from this year and state categories and expectations for donations of plants. It was intimidating to bring things not knowing what to expect.
 - Review above with current members also...comments we're made about the inadequacy of some donations in front of donors.
 - Encourage/remind donors to check donations for weeds and slugs.
 - LOVED the thoroughness of the printed tags, however for the purchaser, would it be worth it to put sticker onto plastic stake-type plant tag so they would be able to keep it if planting out the plants? They run about 2 cents each. Plant type sticker on one side/CCMGA on the other?
 - Provide more education around the plants and their needs – it wasn't always clear what the plant was, the amount of sun needed, etc
 - Add more plants to the online sale – like the apple trees! So we don't have so much left over

Cashier

- What worked well?

- Someone was at the Marion County sale where they had someone tally totals at the start of the line. We did this and it allowed us to move faster. However we need calculators and more detailed price lists - or prices on the items
- Taking cash on-the-spot so people didn't have to wait for the credit card processing. An additional person would have been helpful here during 9am-11am
- What could be improved?
 - Need tags or stickers to indicate the plant was paid for
 - Share the types of plants that we will have in advance so we can prepare a better price list
 - Have people tag and price their own plants or have a work session beforehand to get it done
 - Collecting info about what people would have liked but didn't find would be helpful for future sales (a big ask if understaffed but seems like the most logical spot)
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Reception

- What worked well?
 - Joanie's Quilt!
- What could be improved?
 - Offer a door price to all attendees, collect emails for email blast invitations in the future. In the past, we used a passport system for visiting all the vendors.
 - Love the door prize for info idea. I suggested a couple different places collecting info (where they found out about sale and what they wanted and we didn't have...include TIME on that one)
- Need to have a place for people to sign up to learn more about becoming a master gardener and for those who want to get on our list for future sales

Family Activity Zone

- What worked well?
- We had many kids come do activities! They asked about MGs and 4H, great for our extension!
- What could be improved?
 - There was feedback that the Junior Master Gardeners supporting the family activity zone were not supposed to be having any of the refreshments. This made the kids feel extremely unwelcomed and uncomfortable. If we are going to have a Jr Master Gardener program we need to make sure the kids want to participate and experiences like this are very off putting
 - Children were told they weren't allowed outside
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Refreshments

- What worked well?
 - Lots of food! Thank you to the volunteers who supplied the snacks!!
- What could be improved?
 - It seemed like there were an abundance of volunteers in the refreshment area.
Note: There were 2 volunteer slots for each refreshment shift. This is a good idea in case one person doesn't show up. If other areas are understaffed, perhaps some could be reassigned?
 - Lots of food on Saturday (thank you). Perhaps more organized refreshments on Set up days (thanks to those who brought some...some of us planned to come for a bit and stayed several hours)
 - Food vendors can encourage people to stay longer

Raffle Setup and Support

- What worked well?
 - Great selection and appealing set up.
- What could be improved?

General Facilities and Event Floor Plan Setup

- What worked well?
 - There was plenty of room and lots of tables.
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- What could be improved?
 - Combining a lecture event with a retail event seems counter- productive.
Consider doing one or the other, or split up the sales and lecture area by using the indoor arena.
 - Or more intimate speaker area without microphone

Vendor Participation

- What worked well?
- What could be improved?
- Should we do a survey in the future to gather feedback?

Other

- Need lost and found box
- Need to know what were the top sellers in order to prioritize those types of plants for future sales - this year not many people purchased the pear or apple trees

- A plan for extreme weather, as we had on Saturday. Our one outdoor {late} vendor was too far away from the entry and nearly melted in the heat. She had little traffic/sales.
- A plan for leftover plants. As the day wore on, the heat was sweltering. People quit coming in as it got hotter, and plants were very picked over by noon.
- Have volunteers take home what they brought or designate another volunteer to gather them up and take them home. This will expedite clean up. Even at half price, many plants were left.
- Consider utilizing the indoor arena for the plant sale (on dirt) with clear separation for the online plant sale if that is a repeat fundraiser. Interspersing vendors and sections of plants we are selling would drive more shoppers to the vendors.
- Consider a better way to present our speakers if we continue an education program with the plant sale. The speakers in the middle of the room was loud and awkward for conversation.
- Could we have vendors or speakers offer hands on workshops such as pruning, terrarium building, bee keeping, etc?
- CCMGA merch that members can purchase shirts, maybe hats or aprons (can be a fundraiser) I liked the apron idea and appreciate being offered one. It'd be awesome if it was CCMGA.
- Reminder texts/emails/calls about volunteer shift, to remember badge, anything else.
- Overall, I was extremely impressed at how everything went.
- Consider shortening the sale time frame from 6 hours to 3 or 4 hours. Most people attended in the morning and the majority of plants were sold by noon.
- Consider holding the sale the week before or after Mother's Day weekend. We might have better public and volunteer attendance.
- Set up leads for each area and have the leads monitor volunteer signups for her/his area to determine if more or less help is needed. Then follow through to make sure slots are full. Or if too many signed up, switch to other time or assign to another area. Call or email volunteers that have signed up and explain/walk through what they will be doing during their shift.

2024 Planning

- Nancy has reserved mothers day weekend!