

Notice
City of Traverse City and Charter Township of Garfield
Recreational Authority Board of Directors
Regular Meeting

7:00 p.m.

Wednesday, January 7, 2015

Second Floor County Training Room, Governmental Center
400 Boardman Avenue
Traverse City, MI 49684

Posted: 1-2-15

The Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, 922-4440, TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

Recreational Authority Board of Directors
Matthew Cowall, Executive Director
324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696 TDD: (231) 922-4412
<http://www.traverscitymi.gov/recauthority.asp>
mcowall@liaa.org

Agenda

Roll Call.

1. Election of officers for 2015. (Matt Cowall)
2. Consideration of approving the minutes of the regular meeting of December 3, 2014. (Matt Cowall)
3. Reports. (Matt Cowall et al)
 - Grand Traverse Conservation District and Hickory Meadows
 - Cathedral Barn construction updates
 - Event Management
 - EPA Cleanup Grant
 - Annual Goals, December Quarterly Reports and other updates from Management Entities at Historic Barns Park (Botanic Garden, SEEDS)
 - Community Gardens
 - Any reports from Board members
 - Executive Director's report and possible verbal updates
4. Consideration of automatic payments for utility bills at Historic Barns Park. (Matt Cowall)
5. Report regarding payment of expenditures. (Matt Cowall)
6. Public Comment.
7. Adjournment.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 7, 2015

DATE: FRIDAY, JANUARY 2, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: ELECTION OF OFFICERS FOR 2015

Election of officers takes place annually. The following officers were elected to serve for 2014:

Ross Biederman, Chair
Mike Groleau, Secretary
Tim Hughes, Treasurer

The following is the procedure to elect officers:

1. The Chair opens the floor for nominations for the Office of Chair.
2. Nominations can be made individually for each office, or for a slate of the Chair, Secretary and Treasurer. Any member may nominate and no second is needed.

Sample: **I nominate _____ as Chair.**

Sample for slate: **I nominate _____ as Chair, _____ as Secretary, and _____ as Treasurer.**

3. After all nominations for the office have been made, the Chair calls for a motion to close nominations, or nominations can be closed if there is no objection and sufficient time has elapsed.

(continued)

A Director could make the following sample motion:

I move that nominations be closed.

Or, the Chair could say:

It there are no other nominations and no objection, I will close the floor for nominations.

Or the motion to close nominations can be combined with a unanimous ballot to be cast if only one nomination per office.

Sample: **I move that nominations be closed and that a unanimous ballot be cast for _____ as Chair.**

Sample for slate: **I move that nominations be closed and that a unanimous ballot be cast for _____ as Chair, _____ as Secretary, and _____ as Treasurer.**

4. The vote needs to be called in the order in which nominations were made.

Sample wording for calling the vote by the presiding officer:

**All those in favor of _____ for Chair, please say “aye.”
Those opposed say “no.”
The ayes have it and _____ is elected Chair.**

5. The first candidate receiving a majority vote is then declared elected Chair/Secretary/Treasurer for 2015.
6. Follow the same procedure for electing the Secretary and Treasurer.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 7, 2015

DATE: FRIDAY, JANUARY 2, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: MINUTES

Attached are the minutes of the regular meeting of December 3, 2014.

The following motion would be appropriate to approve the minutes:

That the minutes of the regular meeting of December 3, 2014, be approved.

K:\recreationalauthority\packetcommunications\20150107.docx

Minutes

The City of Traverse City and Charter Township of Garfield Recreational Authority Board of Directors

December 3, 2014

A regular meeting of the Recreational Authority Board of Directors was called to order in the Second Floor Large Meeting Room, Garfield Township Hall, 3848 Veterans Drive, Traverse City, Michigan, at 7:03 p.m.

The following Directors were present, constituting a quorum: Ross Biederman, Chair; Michael Groleau, Secretary; Tim Hughes, Treasurer; Molly Agostinelli; and Jeanine Easterday.

The following Directors were absent (excused): Chris Bzdok and Matt McDonough.

Chair Biederman presided at the meeting.

1.

The first item being “Consideration of approving the minutes of the regular meeting of November 5, 2014, and the special meeting of November 20, 2014,” Chair Biederman introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

Moved by Groleau, seconded by Hughes, that the minutes of the regular meeting of November 5, 2014, and the special meeting of November 20, 2014, be approved.

CARRIED.

2.

The next item being “Reports,” Chair Biederman introduced this matter. The following individuals addressed the Board:

Matt Cowall, Executive Director
Tom Vitale, GTCD
Karen Schmidt, BGHBP
Sarna Salzman, SEEDS
Michael Haynes, TCCG
Kurt Schmidt, BGHBP

No action was taken.

3.

The next item being “Consideration of EPA Brownfield Cleanup Grant Memorandum of Decision,” Chair Biederman introduced this matter. The following individuals addressed the Board:

Matt Cowall, Executive Director
Tonya Lewandowski, ECT

Moved by Easterday, seconded by Groleau, that the Memorandum of Decision be approved for submission to U.S. EPA.

CARRIED.

4.

The next item being “Review of insurance renewal for 2015,” Chair Biederman introduced this matter. The following individuals addressed the Board:

Matt Cowall, Executive Director
Paul Olson, Municipal Underwriters of Michigan

Moved by Groleau, seconded by Hughes, that the Recreational Authority’s liability and property insurance policy with Municipal Underwriters of Michigan be approved for the period of December 15, 2014, through December 15, 2015; and that payment in the amount of \$3,186 be authorized, with funds available in

the Operating Fund, Insurance & Bonds Line Item.

CARRIED.

5.

The next item being “Review of draft zoning ordinance for the Grand Traverse Commons,” Chair Biederman introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

No action was taken.

6.

The next item being “Consideration of event management consulting contract,” Chair Biederman introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

Moved by Hughes, seconded by Agostinelli, that the Chair and Secretary be authorized to execute an agreement with Events North for it to provide Event Management Consulting Services to the Authority, in the amount of \$31,500, with funds available in the Operating Fund, Professional Services Line Item, such agreement subject to approval as to substance by the Executive Director and to form by General Counsel.

CARRIED.

7.

The next item being “Report regarding payment of expenditures,” Chair Biederman introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

No action was taken.

8.

The next item being “Public Comment,” Chair Biederman introduced this matter. The following individuals addressed the Board:

None.

There being no objection, Chair Biederman declared the meeting adjourned at 8:43 p.m.

Matt Cowall, Executive Director

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 7, 2015

DATE: FRIDAY, JANUARY 2, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: REPORTS

Expected reports for Wednesday include:

- Grand Traverse Conservation District and Hickory Meadows
- Cathedral Barn construction updates
- Event Management
- EPA Cleanup Grant
- Annual Goals, December Quarterly Reports and other updates from Management Entities at Historic Barns Park (Botanic Garden, SEEDS)
- Community Gardens
- Any reports from Board members
- Executive Director's report and possible verbal updates



Historic Barns Park Board Report

December 19, 2014

Status Update

- Met with Matt Cowall and Mike Groleau to start the research phase. Based on this meeting, a two-hour in-depth meeting has been scheduled for Tuesday, January 6th at 2:00 pm at LIAA to get started. Events North requested images, maps, budgets for this January meeting.
- During this meeting, logo design was discussed and first round concepts will be presented in early January.
- During the January meeting, we will discuss the options for future staffing so the RFP can be developed as soon as possible.
- Events North will be in onsite and will bring two additional staff to the Women's Winter Tour Event on February 1st.
- Events North will also start planning an open house for meeting and event planners to tour the space in late winter.
- Events North will take over all rental inquiries after the January 6th meeting.



THE
BOTANIC GARDEN
AT HISTORIC BARNs PARK

December 1, 2014

Matt Cowall
LIAA Communications & Development Director
Executive Director - City of Traverse City and
Charter Township of Garfield Recreational Authority
324 Munson Avenue
Traverse City, MI 49686

Dear Matt,

Attached is the Quarterly Report from the Board of the Botanic Garden at Historic Barns Park, for the period of September 1 through November 31, 2014. This is the last Quarterly Report that will feature the goals from our 2010 through 2014 Strategic Plan since our new Strategic Plan was not yet in effect this quarter. All reports for the next three years will focus on the new Strategic Plan goals that were established this past month.

This Quarterly Report presents the progress we have made over the past three months in the five goal areas of the 2010-2014 Strategic Plan. The five goal areas are: Outreach, Security, Operations, Site and Identity.

Please feel free to contact me if you have any questions.

Sincerely,

Karen Schmidt,
Botanic Garden Board Chair



Mission: Public gardens have a powerful and positive impact on the health, environment and economy of a region. They make it a better place to live. The mission of BGHBP is to design build and manage a year-round botanic garden in Northwest Michigan for the purposes of botanical and environmental preservation, education and research, and the enjoyment and renewal of citizens and visitors

Quarterly Report

December 1, 2014

GOAL #1 – OUTREACH - Because a public garden is a critical asset to a region, and because regional support and participation increase the impact and value of the garden, **OUR GOAL IS TO CREATE REGION-WIDE AWARENESS, COMMITMENT, AND INVOLVEMENT WITH THE BOTANIC GARDEN AND THE HISTORIC BARNs PARK**

A. To build regional awareness, participation and a sense of ‘ownership’

Emphasis will be made on three primary areas: Membership, Speakers Program and Events

Membership - BGHBP continues to focus on building membership, as it is a critical component of our operational revenues as well as a way of instilling a sense of individual ‘ownership’ of the Garden. Plans for a membership drive for December are in place, with 3,000 mailings going out to potential members. We will report the total number of new members for 2014 when our end-of-year figures are in place. Membership efforts will continue to be an important part of the Garden’s Development Plan.

Speakers Program – This quarter, the Education/Outreach Committee was busy planning and scheduling classes and workshops for 2015, while overseeing the final series of workshops for 2014. They have already booked a second Bim Willow Rustic Furniture class for June, as it was extremely popular this past summer, and a Shade Gardening Class with Dr. Robert Schutzki, MSU Associate Professor. In addition, the Committee is working with Audubon, Master Gardeners, the Conservation District, Saving Birds Thru Habitat, and an arborist to collaborate on next year's programs.

This quarter the Garden held a Fall Container Garden workshop in collaboration with Breeze Hill Nursery, a Vermiculture Class with landscaper Corey Oakley, and a Landscape Renovation class featuring Dr. Robert Schutzki of Michigan State University's Horticulture Dept.

Regular Visitor Center Hours - With a full-time manager overseeing the Visitor Center six days a week, from 9 a.m. to 5 p.m. from May 1 through October 31 we were able to raise both regional awareness and public participation at the Historic Barns Park and Botanic Garden. Because of popular demand, our goal is to open one month early (April 1 2015), seven days a week, adding Sunday hours.

The Botanic Garden featured eight local artists during the month of October, beginning with an evening reception where the public could meet the artists and see their works. A number of their items were sold and revenues were divided between the artists and the Garden – a win-win opportunity for both. Plans are in place for 2015 to continue the monthly Artists of the Month and possibly a monthly Author of the Month as well. All artists and authors would be from this region, and their works, which would reflect the mission of the garden in some way, would be on display and for sale in the gift shop.

Events – The Board is exploring a series of events for 2015, including artist/author receptions, a donor appreciation event, a volunteer appreciation event, a media awareness event, and a reception for local nurseries and landscapers. In addition, the Garden would collaborate with the Recreational Authority if the RA decides to do a 'grand opening' event for the Cathedral Barn and the park, as well as any park-wide venue events (i.e. Taste of Traverse, etc.).

This quarter the Board held a Donor Appreciation Reception on September 8. The reception included a presentation by Thomas Woltz, of Nelson Byrd Woltz Associates, who is spearheading The Botanic Garden's Landscape design work. Thomas shared some of the national and international projects on which he is currently working, and renderings and descriptions of future designs for The Botanic Garden.

B. To develop and expand regional partnerships

This quarter BGHBP continued to build and participate in important regional partnerships with individuals, businesses and organizations that share our mission. Examples are:

- The Master Gardener Association of NW Michigan - This partnership includes sharing speaker programs and hosting Master Gardener programs.
- The Traverse City Audubon Club and Saving Birds Thru Habitat (SBTH) - The Audubon Club completed an updated inventory of birds on the site this year and will do one or more Bird Identification Walks at the site next spring and summer.
- The Herbal Renewal Club, Plant It Wild, and the Wexford County Herbal Society – These organizations will support our goal to increase the population of native wildflowers and herbs at the site. BGHBP will continue to collaborate with these groups in 2015 as we select and plant a wide variety of native plants and herbs in the Visitor Center Wildflower Gardens and the Walled Garden next spring and summer.
- Cordia - We continue to explore ways the two organizations can work together to introduce and involve Cordia residents in the Botanic Garden. Plans are in place to host the Cordia residents at the site in 2015.
- The Pavilions - This quarter Garden volunteers took Pavilion residents on a tour of the park and garden, using the BGHBP tour wagon and tractor.
- Inhabitect – This partnership will help to provide educational opportunities and demonstrations on the value of green roofs. Designs for a green roof on the Walled Garden tack room are being developed.
- The Ma-me-ne-sewong Garden Club has ‘adopted’ the south Visitor Center Garden, helping to plant and maintain that garden throughout the year. They maintained over 250 perennials in the south garden this quarter and will expand this garden when work on the silo pool is completed.
- Dave Webster Construction – A significant partner with the Botanic Garden, Dave Webster Construction continues to assist with some of the heavier work at the site. They removed the concrete floor of the Walled Garden this quarter at a steep discount.
- Deering Tree Service – The Deering family continues to be another strong partner with the garden. This quarter they maintained the new tree plantings as well as some of our more valuable older trees.
- The West Middle School’s International Baccalaureate Program - This quarter we hosted 110 students for a full day at the site. Students rotated through a series of experiences (Tree Identification, State Hospital Farm History, Sustainable Building Design, Invasive Species Removal, Rain Gardens, and Geo-Caching). We will host the West Middle School’s GreenAgers in the spring.

C. To sponsor presentations and tours for regional organizations and individuals

During this quarter, BGHBP gave daily tours (up to 16 tours a day) as well as presentations to individual clubs and organizations. These included:

- September 8 – By the Bay Garden Club-presentation & tour
- September 22 – Cherry Capital Rose Society – tour & workshop
- September 26 – Sleeping Bear Cycle Club – presentation & tour
- Oct 6 - Michigan Garden Clubs Landscape School- presentation & tour
- Oct 8 – Ikabana Club - presentation
- October 9 – HASP (from Holland, MI) – presentation & tour
- October 11- Grace Episcopal Hiking Club – presentation & tour
- October 13 – Trillium Garden Club – presentation & tour

In addition, the Garden hosted North Sky, and the Michigan Land Use Funders, giving a short presentation and tour as part of their day-long meetings.

D. Volunteers: This quarter BGHBP continued to expand its Volunteer base and hosted a Volunteer Appreciation Luncheon on October 10. A Volunteer Workbee was held on October 16, when volunteers planted 2,000 spring bulbs and winterized a number of perennials and evergreens.

GOAL #2 – SECURITY – Because BGHBP has already made a significant investment in the Historic Barns Park in terms of both time and money, and will be investing millions of dollars into the site over the next two decades, and because donors and supporters of BGHBP want assurances that the garden will be a permanent part of the Historic Barns Park, **OUR GOAL IS TO INCREASE THE LEGAL, FINANCIAL AND ORGANIZATIONAL SECURITY OF THE GARDEN.**

A. Legal Security

As BGHBP continues to make great financial and human investments in the Historic Barns Park and Botanic Garden, it becomes increasingly important to strengthen its legal status at the site to protect those investments and reassure donors and supporters of the long-term status of the garden at the park. This is the only 3-year Strategic Plan goal we have not completed, and it was identified as a top priority in the new 2015-2018 Strategic Plan, with a projected completion goal of December, 2015.

B. Financial Security – The emphasis this quarter has been on securing both operational and capital funds for the financial sustainability of the garden. Through an Organizational Capacity grant from Rotary, two development consultants are working with the Garden to create and implement a robust and diverse Development Plan that addresses both capital and operational needs.

OPERATIONAL FUNDING

Rental Venues

In addition to funding through memberships and events, BGHBP is offering the Visitor Center meeting room and tent lawns for rental. A fee schedule and rental policies have been updated for both indoor and outdoor events in the garden and is now available on our website. Once the Recreational Authority hires an event manager, we will work closely with that person to maximize efficient venue rentals throughout the park to avoid a conflict in scheduling dates, times and events and to expand rental options.

During this quarter we have hosted 34 meetings or events at the Visitor Center (11 rentals, 6 days of Botanic Garden workshops, 5 events, and 12 board and partner meetings, including the Community Garden's Harvest Dinner. This reinforces our projection that we will need additional classroom/meeting space in the future as the Garden grows - an important role for Building 221.

Gift Shop

The gift shop's offerings and sales expanded this quarter, featuring locally produced items, local artwork, and Botanic Garden logo wear. Additional new display cabinets and shelves were designed and will be installed in spring 2015. All of the new units will be moveable and can be reconfigured for a variety of uses.

Classes and Workshops – Throughout this quarter, the Botanic Garden continued to offer classes and workshops. Not only do these workshops support our goal of education but revenues from these educational offerings help offset operational costs.

CAPITAL FUNDING

Through a 3-year \$60,000 Rotary Organizational Capacity Grant for Financial Development assistance, the Garden continues to make progress in the creation of a strong and diverse Development Plan. Working with our new team of two highly experienced Development Professionals we have completed a development calendar, a draft of an annual giving program, and completion of two additional grant requests. Board Development training was held in October. The Development professionals are also assisting the Board in the identification of candidates with strong development skills. Throughout the Financial Development process, we will coordinate with the Recreational Authority to avoid any fundraising conflicts.

C. Organizational Security

Because The Botanic Garden has always recognized the value of Strategic Planning, a process we have implemented since The Botanical Garden Society was first formed in 2000, a Strategic Planning retreat was held this quarter to develop a new 3-year Strategic Plan. The 2015 Strategic Goals that evolved from that new plan were presented in the 2015 Annual Goals and Benchmark Report and will be updated in each 2015 Quarterly Report. A carefully implemented Strategic Plan increases the organizational capacity of the Garden.

During this quarter, two ad hoc committees, formed to address issues of organizational security, continued work on their goals. Because the Garden has reached a new level of development, the board felt it was important to review and update the BGHBP by-laws, policies and procedures. In addition, a Board Search Committee was asked to assist with recruitment of additional board members with skills and experience in identified expanded areas (i.e. marketing, finance, technology, etc.). The Board Recruitment Committee has refined a recruitment process and created a candidate application form. The Board is working with United Way and other community professional organizations as part of the search process.

GOAL # 3 – OPERATIONAL RESOURCES – Because we recognize that our effectiveness and success require best practices in the way we conduct our daily business, **OUR GOAL IS TO IMPROVE AND EXPAND OPERATIONAL RESOURCES AND STRATEGIES.**

BGHBP continues to expand its efforts in marketing (see Goal 5) and social media, updating our website, Facebook and e-newsletters. Almost 2000 people a week viewed our Facebook postings this quarter, and our e-newsletters go out to almost 1,000 people.

BGHBP has refined and expanded its budgeting process and financial reporting to accommodate an increase in operational expenditures and revenues as the Garden grows. A Point of Sales System, which coordinates with the Garden's QuickBooks Program, has been refined for the Gift Shop. Additional Donor Perfect software components have been purchased and are being integrated into the Garden's data base and financial system which will make data gathering and tracking much more efficient.

GOAL #4 – SITE – Because BGHBP must plan for the long-range goals and needs of the garden during the present phase of site development, while at the same time inspiring the public with significant site improvements, **OUR GOAL IS TO SUCCESSFULLY IMPLEMENT STRATEGIES TO IMPROVE THE SITE AND EXPAND SITE OPPORTUNITIES FOR THE PUBLIC.**

During this quarter, Grand Traverse Construction continued to address final adjustments to mechanics at the Visitor Center and trim work and flooring on the Pavilion. The Visitor Center continues to be cleaned and maintained daily by our manager and volunteers, and floors are professionally cleaned monthly. The Botanic Garden is contracting with American Waste for weekly trash and recycle services and with BARC on an as-needed basis for larger events.

With the expansion of present gardens and establishment of new gardens, irrigation needs are being addressed. The first irrigation bid was requested this quarter.

This quarter, the BGHBP's Landscape Committee selected and ordered 2,000 bulbs which were planted in October. They worked on an ornamental design for the Conversation Circle floor (a large bluestone mosaic in the shape of a rose), and obtained several bids for the project. They continue to work closely with Nelson Byrd Woltz Associates (NBWA) and Lightning Turtle Landscape on the design and construction of the silo pool and waterfall, which is under construction at this time. Demolition has been completed on the east-facing wall of the silo foundation, which was in poor condition. Footings were poured for both the upper silo pool and the lower catchment basin and concrete forms have been cast for the wall that will divide the upper pool from the lower basin, and which will hold the 5 stainless steel scuppers that will feed streams of water into the catchment basin below. A deep trench was dug from the irrigation well and electric service box on the north wall of the Visitor Center, down and across the front of the Visitor Center to the Silo Pool. Electrical conduit and plumbing was laid in the trench, which was then backfilled. A second trench with pipes and conduit was run to the point where the future water gardens will be located north of the Visitor Center so this excavation would not be necessary at Phase Two.

NBWA worked with the Landscape Committee throughout this quarter developing landscape plans for the north and south Visitor Center gardens, the Walled Garden, and the attached Secret Garden. Final drawings and renderings will be completed in December, so that planting can begin in the spring. The south Visitor Center garden will include a handicap-accessible ramp that will run from the south of the Silo Pool up to the Pavilion.

Fundraising continues for the purchase of 40 large native Sugar Maples, which will make up the central allee'. This section will run from the Visitor Center Parking area all the way North to the entrance to the Labyrinth. The Garden has raised \$5,000 so far for this \$22,000 project.

The Botanic Garden raised \$6,000 to go towards the renovation work on the Pavilion. This quarter a waterproof coating was installed on the floor, railings were installed, and

cedar trim is presently being installed. Removal of the old paint and painting of the railings have been put off until spring because of the weather.

The concrete floor of the Walled Garden was removed this quarter by Dave Webster Construction. Topsoil and soil amendments will be incorporated in the spring in preparation for planting.

GOAL #5 – IDENTITY– Because the Botanic Garden is at a new stage of development, the time has come to create a unique image with a message that resonates with who we are and what we do. This message will be evident in our advertising, our events, and our day-to-day operations. **IN ORDER TO CREATE THIS IMAGE, BGHBP COMMISSIONED A BRANDING COMPANY TO DEVELOP A ‘BRAND’ FOR THE BOTANIC GARDEN AT THE HISTORIC BARNES PARK**

The Botanical Garden Society changed its DBA name to The Botanic Garden at Historic Barnes Park. This change reflects the transition from a stage where a society was working to try to establish a garden (the Botanical Garden Society) to a new stage where the garden actually exists (The Botanic Garden at Historic Barnes Park).

A new board candidate, with a professional background in branding and marketing, was recruited this quarter. Meetings have been held with Davenport College to recruit a marketing intern for the Garden in as well. All marketing efforts will reflect the brand of the Garden.



Work in progress on the Silo Pool & Fountain. The hoop houses keep out the snow and wind during construction. Water pipes and electrical conduit have been installed in deep trenches from the irrigation well and electric box on the North end of the Visitor Center, down and across the front entrance to the silo pool. Additional water sources will be piped from the rainwater cistern as well. The electric hook-ups will run the recirculating pumps for the waterfall and the lights at the bottom of the pool.



Workers from Dave Webster Construction removed the concrete floor from the Walled Garden. Amended topsoil will be added in the spring prior to planting.



One hundred and ten students from the West Middle School International Baccalaureate Program spent a day at the garden, where teams of 20-25 students each cycled through six different learning experiences.



November 13, 2014

Matt Cowall
Executive Director
City of Traverse City & Charter Township of Garfield Recreational Authority
324 Munson Avenue
Traverse City, MI 49686

Dear Matt,

Attached is the Botanic Garden's Goals and Benchmarks for 2015, which reflect the goals of the Garden's 3-year Strategic Plan for 2015-2018.

Please feel free to contact me if you have any questions.

Sincerely,

Karen Schmidt
Botanic Garden Board Chair



GOALS AND BENCHMARKS 2015

The Botanic Garden at Historic Barns Park has established a series of Goals and Benchmarks that support the 2015-2018 Strategic Plan, was completed November 8, 2014. The strategic plan acts as a rudder for the Garden. It orients the organization to a particular direction and helps to focus change. These strategic priorities provide the framework for annual goal setting, tactical planning, resource allocations and committee work. All Quarterly Reports and Annual Goals and Benchmark reports will reflect the Garden's goals, and progress within those goals.

The strategic priorities over the next three years fall into two distinct areas – garden development and board governance. Specific goals have been developed in each of these strategic priorities to support their success.

Strategic Priority #1 – Complete elements that will enable the Garden to function as an established attraction that is poised for completion.

Goal #1 – **A series of gardens and building renovations** will be completed to the extent possible based on successful revenue acquisition.

Goal #2 – A collaborative effort will resolve issues and develop a working plan to **complete shared infrastructure**, including roads, parking and signage.

Goal #3 – **A working marketing plan** will be established that builds brand awareness and reputation at the state and national levels.

Goal #4 – **Features and programs** that attract audiences will be developed

Strategic Priority #2 – Insure that a thriving Board of Directors with solid governance and leadership is in place, along with professional level staffing that provides effective management for the Garden.

Goal #1 – **Organizational stability** will be demonstrated by an empowered Board with sustainable policies and practices in place.

Goal #2 – **A long-term lease** will be finalized for The Botanic Garden at the Historic Barns Park.

Goal #3 – **A robust development program** that generates sustainable revenue streams and builds an endowment to fund operations in perpetuity will be in place.

Goal #4 – **Professional staff** that enables the organization to conduct its business and enables continued development and maintenance of the Garden and the programs will be in place.

Goal #5 – **The use and integration of technologies** that enable productivity and the achievement of operational, funding, and marketing goals will be in place.

GOALS AND BENCHMARKS FOR 2015

Based on the 2015-2018 Strategic Plan

1. Because donors, members and board directors need an assurance that their investment in the garden will be protected across time: By December 2015, a long-term lease will be in place:
 - a. During the first quarter, The Botanic Garden will begin conversations with the Recreational Authority Board and Garfield Township to explore long-term lease options for the Garden, based on ownership and management of the Historic Barns Park under control of either the Recreational Authority or Garfield Township in the long-term future.
 - b. During the first quarter, a Botanic Garden ad hoc committee, including an attorney, will review long-term agreements with similar public gardens sited in public parks around the country, and will share these findings with the Recreational Authority and Garfield Township.
 - c. During the second and third quarters The Botanic Garden will work with the Recreational Authority and Garfield Township to reach agreement on a draft proposal for a long-term lease for the Garden.
 - d. During the last quarter a long-term lease agreement will be finalized and approved by all parties.

2. Because the needs and responsibilities are expanding as the garden develops: By January of 2016 a Botanic Garden Executive Director will be hired.
 - a. During the first quarter, a job description will be developed, outlining the roles and responsibilities of an Executive Director for the Garden by the executive board.
 - b. During the second and third quarter, funding sources will be explored for this position by the Development committee.
 - c. During the fourth quarter, an ad-hoc committee will review and update the job description and revenue options, make a recommendation for an FTE for this position, and begin the process of developing a job posting, reviewing applications, selecting candidates, conducting interviews and making hiring recommendations to the board.

3. Because accounting responsibilities continue to accrue as the expanding garden's revenues and expenditures increase: By December 2015, The Botanic Garden will have set up services with a paid accounting service for the 990 report, audit/financial review, controls, etc.
 - a. During the first quarter, the executive board will research accounting service companies and select one to complete the 990 report.
 - b. During the second and third quarters, the executive board will finalize a recommendation for a paid accounting service and transition accounting work to that service.

- c. During the last quarter, the executive board will review the performance and results of that accounting service and make a recommendation for 2016.
4. Because The Botanic Garden and the Historic Barns Park are negatively impacted by the poor condition and placement of the present road, limited parking, and the lack of lighting and signage: By December 2015 a formal group, made up of The Botanic Garden, the Recreational Authority and other supportive parties, will address shared infrastructure issues, including roads, parking, lighting and signage, and assist each other in pursuing funding and design work for that infrastructure.
 - a. During the first quarter, The Botanic Garden will host an informal 'brainstorming' session with members of the Recreational Authority Board to address infrastructure issues and explore the roles of other groups who can support and assist in this effort, such as Garfield Township, Traverse City, the Commons Joint Planning Commission, etc.
 - b. During the first quarter, The Botanic Garden will host a second informal 'brainstorming' session with identified groups to continue this discussion.
 - c. During the second, third and fourth quarters, The Botanic Garden will support this Historic Barns Park effort in any way requested (facilitate meetings, explore grants, provide design assistance, etc.).
5. Because the Botanic Garden needs to increase public awareness and participation: By December of 2015, The Botanic Garden will draft and complete a comprehensive marketing plan.
 - a. During the first quarter, a committee led by a board member with marketing experience, will review marketing plans from other small public gardens.
 - b. During the first quarter the marketing committee will review and select no more than three social media options as a component of a future marketing plan.
 - c. During the second quarter, an agreement will be finalized with Davenport College for a marketing intern. The intern will work with the marketing committee and take a leadership role in the social media component.
 - d. During the second and third quarters the marketing committee will work on a draft of a marketing plan, including cost estimates. The committee will work to align marketing needs with the strategic plan goals and work with the Development Committee to research revenue sources for marketing costs.
 - e. During the last quarter, the marketing committee will work with the Botanic Garden Board to finalize and gain final approval of the marketing plan.
6. Because a diverse and strong revenue source is critical to the operation and growth of The Garden: By December of 2015, The Botanic Garden will implement the fund development plan recommended at the November 2014 Strategic Planning Session. The development plan implementation will address

each of the elements (membership, annual giving, planned giving, grants, endowments, donations, events, newsletters, marketing) using the timeline defined in the development calendar. Donor Perfect On-Line software will be implemented to support these elements.

7. Because the Walled Garden will bring a new level of beauty and function to the Botanic Garden and be enjoyed by thousands, its completion is an important goal: By December of 2015, the design and construction of the Walled Garden will be completed, including walkways, plantings, fences and screens. Additional features (water feature, main gate, etc.) may be completed in 2016.
8. Because a water feature in the foot print of the historical silo will be a stunning addition to the Visitor Center courtyard and will add to the experience of visitors: By December of 2015, the silo pool will be completed and landscaped, including the mechanics of the pump and waterfall, and the planting of the model 'constructed wetland' plants in the upper tier.
9. Because the old asbestos-based roof of the Wagon House will be removed in the spring, and because The Garden's goal is to restore that structure as a classroom and venue space: By December of 2015, the Wagon House roof will be replaced and the exterior walls painted.
10. Because the old garage doors on Building 223 will not survive the lead paint removal, and because attractive new doors and garage improvements will enhance the appearance of that building: By December of 2015, new garage doors will be installed on Bay 7 & 8 and repair and painting will be done on those stalls as well.
11. Because a diverse and robust board, and clear guidelines and policies bring strength to an organization: By December of 2015, the capacity of the Botanic Garden board will be increased through the addition of at least four new board members, and the review and revision of present by-laws and board policies.



SEEDS at the Historic Barns Park: Year in Recap 2014

It was a remarkably short growing season with a late spring and, now, an early winter! The garlic and garden beds are tucked in and we hope for consistent snow cover. Below are highlights of SEEDS activities specific to HBP.

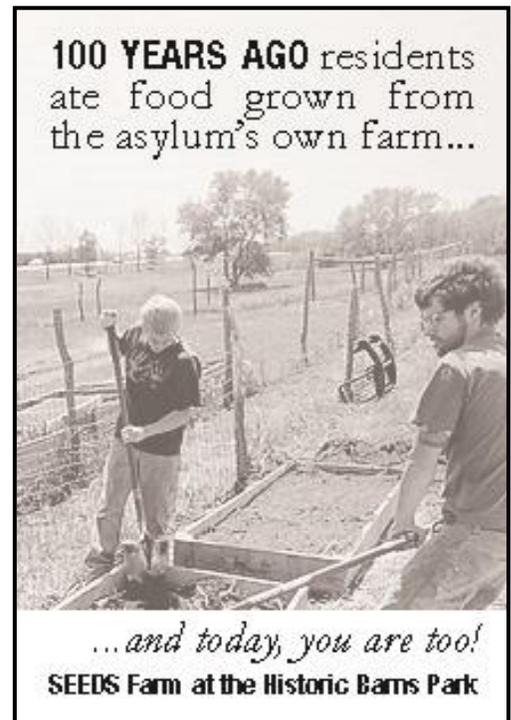
1. *Work proactively and cooperatively with management entities.*
 - a. We participated in several discussions with stakeholders about hydrological concerns and avenues of opportunities. Drafted comprehensive hydrological characterization process outline and budget. Provided professional recommendations on monitoring well locations. Provided professional information relating Bldg 223 basement flooding and the development of Silver Dr.
 - i. A SEEDS board member pledged the use of 3-6 test-well monitors and reporting in conjunction with Gordie Fraser's pledge to excavate wells. Test well location were discussed but to our knowledge the test wells were never drilled.
 - b. We worked with BGHBP with regard to professional development opportunities for Youth Corps including
 - i. removal of large grove of Autumn Olive near walled garden, which we chipped and used onsite
 - ii. job shadowing with Northern Restoration
 - iii. became a member! and utilized the Visitor Center for trainings
 - c. We served as fiduciary agent for TCCG and implemented TCCG fencing improvements. We continue planning for a solar irrigation installation.
 - d. We have live-trapped woodchuck friends, prevent deer from entering the gardens and welcomed most other species.



2. *Expand upon the detail in the Master Site Plan and support the RA's Business Plan.*
 - a. We harvested well over 1000 pounds of produce, feeding hundreds of people this summer and storing crops to feed dozens more over the winter.
 - b. Our perennial beds are expanded to include more fruits.
 - c. We planted garlic for next year's harvest before the snow flew.
 - d. Irrigation was improved, additional raised beds were installed, fencing was improved and the hoop house was upgraded.
 - e. SEEDS built relationships with local wholesale produce outlets, improving the financial viability of the Farm including Oryana, the Cooks House and Charlie's of Frankfort.
 - f. We invested significant time scoping and strategizing around the Energy Farm concept and its development. In concert with the RA, we developed partnerships and proposals to support the implementation of this vision.
 - g. We made improvements to the interior of Building 223, the Service Garage. These included increased storage capacity, adding insulation, fixing windows, and renovating the ceiling.
 - h. We started Pollinator-Friendly garden beds at the fenceline and tested a plant mix durable to deer and other pests. We also maintained sections of Milkweed for Monarch Butterfly benefit. Students and adults are thrilled to see and interact with hawks and many other species.
 - i. The agricultural section disturbed and severely compacted by the geothermal installation was tilled and cover cropped.

3. *Continue to build an educationally focused farm operation.*

- a. In 2012, we were able to invest 215 hours of Youth Corps labor into HBP. We more than doubled those hours in 2013 and in 2014, thanks to special donors, like the Biederman Family Foundation, we invested more than 2700 hours!
- b. We worked with hundreds of students from around the region including West Middle, Greenspire, Benzie Central High, Kalkaska High, Suttons Bay High, TC High and others.
- c. SEEDS sponsored workshops led by Duke Elsner on grape production, Carter's Compost and Mike Davis on composting.
- d. The SEEDS Farm provided garlic, onions and potatoes to MLUI's Harvest Dinner allowing this land to, once again, feed the residents, staff and visitors at the former asylum property.



4. *Continue building educational programming in relation to the site.*
 - a. Fifty Youth Corps members were underwent pre-service training at HBP including invasive species identification, workplace safety, team building and nutrition.
 - b. Training also included one team learning historic window restoration from Steve Stier, founder of the Michigan Barn Preservation Network. They continued working with him all summer restoring the Goffar Barn at Sleeping Bear Dunes and the Team was connected to a national youth historic preservation program known as the HOPE Crew.
 - c. Produce went to culinary education classes at Suttons Bay, Kalkaska, Benzie Central, Frankfort and Brethren schools.
 - d. Oryana Natural Foods partnered to provide informational bee signage for the pollinator beds along the trail.

5. *Continue to foster onsite relationships with other groups and individuals. SEEDS:*
 - a. Cultivated community interest and competitive proposals related to the RA's RFPs for building 221, environmental remediation and events management.
 - b. Cultivated the interest of the Grand Vision Energy Network, its members and other energy thought leaders in the property and its potentials.
 - c. Cultivated relationship with the Edible Trails organizers, leveraging an increase in their capacity for HBP.
 - d. Deepened our relationship with Master Gardener, Mike Davis supporting his semi-permanent plot demonstrating deep mulch gardening.
 - e. Formalized our relationship with the TBAISD and its Career Tech Center and will be helping increase in their capacity to participate with HBP.
 - f. Provided a desk-top-scale Aquaponics Workshop to 27 teachers of the Grand Traverse Stewardship Initiative





SEEDS at the Historic Barns Park: 2015

It is an honor to be intimately connected with Historic Barns Park (HBP), especially during its early formative years. We are thankful to be in this special place at this special time as we connect and create value together at a scale greater than any one partner may accomplish alone – and to share this with the next generation!



As we map the trajectory toward our 10th anniversary in this landscape, we will continue to create unique and effective pathways for the public to engage with HBP. Our work with youth and our capacity to share this property with them will only grow. We will focus our work with those who are in close proximity and also deepen our work with youth considered to be ‘vulnerable’ whether because of past academic or behavior performance, or simply because of the low-income bracket of

their family. SEEDS is uniquely positioned to help the next generation create lasting memories by offering consistent opportunities to be of service to their community. We develop self-confidence by having kids build real things with their hands.

Culinary crops are an irreplaceable source of caloric energy and nutrients for all of us. Using the SEEDS Farm as a resource to encourage healthy interactions with the entire food chain will be a priority as long as the majority of our neighbors still don’t cook most of their meals from scratch, can’t name the place their ingredients came from and are increasingly obese. But when it comes to food we will focus on how precious are the first, sweet greens of spring, on the aromatic magic that only a slow simmer can create, and on the many health and healing properties our plant and fungal friends willingly provide. Youth will help us by seeding, planting, weeding, harvesting and storing crops. Perhaps most importantly, they will be cooking and eating the fruits of their labor and sharing meals with friends and families.

Speaking of calories, Energy is another subject near and dear to our mission and we will work very hard in 2015 to leverage a new unique audience segment who will take note of HBP and its partners. The RA’s business plan, which calls for a demonstration ‘Energy Farm’, will create another layer of distinction that, while financially supporting the missions of each organization connected to this land, will also increasingly attract attention and visitors. Imagine the bride who chooses HBP over another locale because we will offset the carbon footprint of her entire event. Perhaps she will also source her catered food and flowers from the organizations onsite. And her guests will invariably return - with their kids - to learn more about what the Park offers.

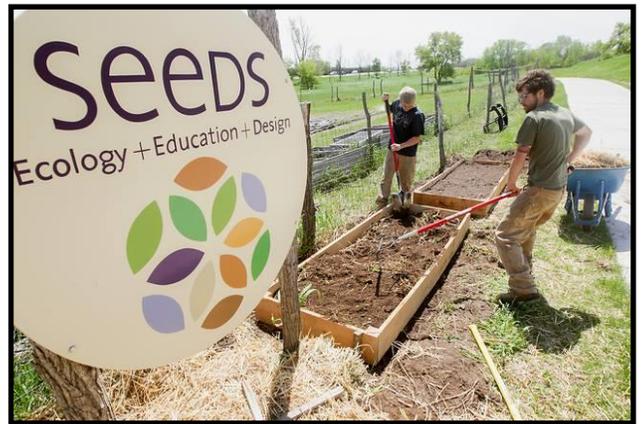
During our sixth year of collaboration we intend to:

1. Work proactively and cooperatively with BGS and the RA.
 - a. Take an active leadership role in organization and facilitating a minimum of four MOU group meetings.
 - b. Maintain open lines of communication and engage with park-wide communications infrastructure as it develops, especially as relates to events.
 - c. Remain open to, and cultivate as appropriate, new onsite partnerships and ventures including but not limited to formal events coordination and TCCG.

2. Create and maintain beautiful borders in order to add to the visual interest and ecological diversity on the property including:
 - a. Perennial garden beds especially along the fence line and areas near and around Building 223.
 - b. Façade work for 223 and other service areas.
 - c. Work with partners to identify stormwater management strategies and fixes for known flooding trends.
 - d. Quantify the number of square feet improved.

3. Support the development of the Energy Farm concept.
 - a. Provide extensive technical expertise, open access to our network of thought leaders and a synthesis report that adds to the mutual benefit of interested parties at HBP.
 - b. Install solar powered pumping for the irrigation well located just below the two barns.
 - c. Leverage our relationship with NMC and with the TBA-ISD and its Career Tech Center for the creation of additional energy related educational opportunities at HBP.
 - d. Utilize the wind during the growing season for a utilitarian (e.g. move water) and/or aesthetic purpose (e.g. sound sculpture).
 - e. Ensure that all SEEDS installations and activities are accompanied with informative signage that is either in a temporary format for beta-testing or is permanently installed in full congruence with ordinances.

4. Continue to develop the quality of the educationally focused farm operation.
 - a. Improve the fertility of the cultivated soil by continuing to rotate annual crops and amending soils using organic methods.



- b. Continue to leverage season extension capacities.
 - c. Expand the income generated from farm products subject to the following priorities and limitations:
 - i. Providing food to educational settings and underserved populations.
 - ii. Focusing on wholesale outlets rather than retail.
 - iii. When retail, charging parity pricing based on comparable products available in the local market at a similar time.
5. Continue building educational programming in relation to the site by prioritizing the development of high quality, long term program relationships with select students over simple quantity of youth onsite.
- a. Regularly engage youth in farm related activities.
 - b. Leverage our relationship with the Agricultural Science/Natural Resources students of the Career Tech Center to the advantage of HBP.
 - c. Invest a minimum of 500 hours of Youth Corps agricultural workforce development training on the farm.
6. Dedicate fundraising capacity specifically toward investment in Historic Barns Park. This will include a detailed triple-bottom-line campaign plan, an outline of which can be shared by end of January 2015.



The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 7, 2015

DATE: FRIDAY, JANUARY 2, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: CONSIDERATION OF AUTOMATIC PAYMENTS FOR UTILITY
BILLS AT HISTORIC BARNS PARK

The utilities are coming online for the Barn and I can already see that it's going to be hard to coordinate due dates with the Authority's monthly meetings for payment purposes. I've spoken with the vendors and billing cycles can't be customized to accommodate the Authority's normal schedule.

It is therefore my recommendation that the Authority arrange automatic payments for these services to avoid any late fees or penalties month to month. Counsel agrees that this approach would be appropriate. Pending official instructions from the bank, the establishment of any autodrafts will require the approval of at least one of the account co-signers, which are the Chair and the Treasurer. I recommend the following motion to allow me to work out the details with the pertinent parties:

That the Board instructs the Executive Director to establish automatic bank drafts for monthly utility services at Historic Barns Park.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 7, 2015

DATE: FRIDAY, JANUARY 2, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: EXPENDITURES APPROVED BY EXECUTIVE DIRECTOR

The following are expenditures that I have approved.

General Operating Fund:

Consumers Energy	November electric	\$ 238.71
Garfield Township	Rec Authority's share of Historic Barns Trail	\$ 10,000.00
Municipal Underwriters of MI	Annual insurance	\$ 3,186.00
Downtown TC Association	Bridal Show - DDA	\$ 225.00
Bayshore Engineering, Inc.	Rebate application	\$ 630.00
LIAA	Management services	\$ 6,100.00
LIAA	Printing, travel, postage	\$ 203.06
Grand Traverse Conservation District	Quarterly fees, Hickory Meadows - Oct - Dec	\$ 4,750.00
RW Popp Excavating, Inc.	Snow plowing, November	\$ 536.00
Smith Haughey Rice & Roegge	Legal services, November	\$ 612.20
City of Traverse City	Water Services, Oct - Nov	\$ 175.07
ECT	Professional Services - EPA Grant	\$ 3,951.72
Consumers Energy	December electric	\$ 995.56

Debt Service Fund:

GT County Treasurer	Winter Tax Bond	\$ 65.95
---------------------	-----------------	----------

Construction Bond Fund:

None		
------	--	--