

CAPE COD HYDRANGEA SOCIETY BOARD MEETING BY ZOOM, APRIL 28, 2021

Present: Co-Presidents Pat Vigliorolo and Linda Coven; Assistant Treasurer, Peter Berrien; Membership Chair, Emily Woudenberg and Secretary, Carolyn Weiss

The meeting was called to order by Pat Vigliorolo at 5:38PM.

The minutes of the February 9, 2021 were approved.

BOARD REPORTS:

Linda Coven reported for Cathy Sampson and Cheryl Noroian that we have 11 corporate sponsors and 3 garden club sponsors for Hydrangea University.

COMMITTEE REPORTS: The following reports were sent to the Board by the various committee chairpeople.

Ways and Means – Mary Kay Condon: The primary function of the Committee is the Member Garden Tours associated with the Cape-wide Hydrangea Festival. This remains a major contributor to our Society's financial well-being. For this year's Festival (the seventh year for this event), we will have nine (9) gardens open for fourteen (14) tour dates – by far the largest participation ever.

The following members deserve some very special thank you's:

Marsha & George Chapman, July 10 & 14

Mary Kay and Mal Condon, July 11 & 15

Carol Condon, July 11 & 15

Linda Coven, July 11 & 16

Suzanne & Rob Boas, July 13 & 14

Mary Ann Staudenmayer, July 15

Pat & Ulrich Schaafhausen, July 16

Linda & Don Pessoni, July 17

Jan & George Kasper, July 17

Hydrangea Display Garden at Heritage – Mal Condon

Given the moderate winter of 2021 – with stable temperatures and below normal storm incidence – we should enjoy some marvelous hydrangea blooming this summer. The plants in our Display Garden at Heritage show good bud survival and are progressing nicely through the early bud-break phase of plant development. The Society's Garden Maintenance Team – now

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under the very capable administration of Barbara Marsala – began pruning in earnest on April 8th and will continue on Thursday mornings until this essential work is completed by mid-May.

The plantings in the Garden's East Entrance (new in 2020) wintered well. The new stone benches have been put in place and they look very nice. The fountain is in a temporary location to allow for modification of the cobblestone pathway radii to improve the overall access around the fountain. Some replanting will be necessary to complete this functional renovation.

New species and bloom color signage will be installed prior to the start of the Hydrangea Festival on July 9th. CCHS is financing this important betterment which will be a big improvement over the previous signs. Several mini projects will receive attention from my Diggermen Team this spring and summer including initial Pot-N-Pot and Bag-N-Pot trial installations and a more substantial "Bloom Color" Display Area. I have secured some legacy *Hydrangea arborescens* cultivars that are being grown off for permanent planting in the Arborescens Collection area (the original "F" bed location). The current plantings look very good and the flowering of these now rare selections will be a further commendable attribute of the Display Garden.

Hydrangea Maintenance Team Coordinator Report – Barbara Marsala

Paula Rushworth did a great job as Maintenance Coordinator for the past four years. Paula and I met in the autumn to talk about the hydrangea gardens and the volunteer work being done there. Mal has asked us to expand our scope of work to include the NA Test Garden as well as our CCHS Display Garden. Thus, more work and very fortunately, CCHS gained new members during this pandemic and many have volunteered to join our Maintenance Team.

Maintenance work began on April 8. We have had a good turnout of volunteers on the two Thursdays so far. Many of the hydrangeas broke dormancy a little early this year so there is some urgency to get the Step 1 pruning finished before the buds get too big and are in danger of being knocked off as we take out the dead wood below. To help get the work done, extra pruning days were added on Wednesdays in April and a few folks have come out then. Our regular workdays are on Thursdays this year. The Hydrangea Gardens Maintenance Schedule for 2021 is 9:30AM to 12:00PM on April 22, 29, May 6, 13, 20, 27, June 10, 24, July 8, 22, August 5, 19 and September 2, 16.

Hydrangea University – Cathy Sampson

Things are on track for Hydrangea University. Heritage will be launching the web page in the next week or so. A few more pieces of info are needed for the site; then it can launch.

Heritage will be doing a heavy promotion around the end of June. Joan and I agreed that as soon as the site is live, we will start promotion of the CCHS site and Facebook and encourage members to talk it up on their social media.

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Heritage has 497 seats available for HU. Last year we sold 104 seats. Heritage will be recording and anyone who buys a ticket will get a link to view the recording for up to one week following the event.

Calendar Committee – Joan Brazeau

The calendar information has been submitted to Cape Tech. We should receive the first draft the beginning of May. Everything is on schedule. Once we have the final draft, I will be in touch for the Board's review. We will also have the price per calendar and at that time we can establish the retail price as well as the number we want to order for the Festival. We can then do a second order if sales indicate the need.

Newsletter – Suzanne Boas

The spring edition of the newsletter is slated to be distributed the first week of May; the summer newsletter will be distributed in August.

I would like the Board to consider offering people who tour our members' open gardens during the Hydrangea Festival a complimentary copy of the summer newsletter. If the garden docents will maintain lists with the emails of the people who would like to receive the newsletter, I will be glad to send out the complimentary issues. I think this would encourage new people to join.

Social Committee – Joyce Halpert

Everything is currently on hold. If things go well with Covid, we might consider a "wine in the garden" gathering in late July. We could do it for two days back to back so we can spread out the attendees. Also, if things continue to open up, we could think about a year end dinner, for people who are completely vaccinated and again limit the number.

Docents – JoAnn DiRico Trautmann, Michele Baker

Docent signups were brisk following our initial e-mail but have since trickled down. We expect more activity once the May newsletter comes out. We are meeting to go over the current spreadsheet to see where there are gaps as a means to guide future signups or assignments. So far we have had a positive response.

Membership – Emily Woudenberg

As of April 14, 2021, we have 243 members in the CCHS. This includes 107 single memberships, plus 68 family memberships of two people equaling 243 individually. The addition of membership signup and payment on our Google Pay Website makes it easy and convenient to join.

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SIGNAGE AT HERITAGE:

The price for the new signage for Heritage is approximately \$3000 for the seven new educational signs for the Hydrangea Gardens. They should be installed in time for the Festival. The Board approved the expenditure and the signs. The six signage illustrations will appear on the calendar. The Bloom Color Correction illustration will also be used on the back page of the calendar.

The curved benches are in place in the new section and the fountain is there but not completely installed. The cobbles need to be expanded and cemented. This will all be done by Heritage before the Festival. Nothing has been done about the medallion sign which was mentioned in the February Board Minutes.

FISHNET:

Rick paid the Fishnet bill in January for October, November, December and January. We have received small bills for February and March. A new member will be maintaining the website and Facebook page but it is not yet official. Wendy will continue to host our Zoom meetings at \$50 per meeting. Emily said she has been sending new members names to Wendy to post on the website but in future will send these to the new website person.

CCHS DUES:

It was agreed to raise the CCHS dues in May 2022. A single membership will go up to \$35 and a family membership \$45. An email will be sent out requesting dues this year and explaining why dues are going up in 2022. Emily will send dues announcement by snail mail to members who don't have email.

NEW COMMITTEE HEADS:

Nancy Dexter, a new member, has volunteered to be our Public Relations person. She will be sending write-ups to the newspapers, radio stations, etc. We have a detailed list of who to contact and when to contact them to meet deadlines.

Another new member, Linda Vaillette, has volunteered to distribute calendars to garden centers for sales.

ARTISTS IN THE GARDENS:

Wendy Smith, an artist, has 30 plus artists who want to paint in our gardens during the Festival. They will then have an art exhibit and sale following the Festival. They will be donating 10% of their sales made in the gardens to CCHS.

We will need to connect the artists with the homeowners of gardens used during the Festival.

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UPCOMING EVENTS:

Our May 12 meeting via Zoom will feature Mal speaking about Hydrangeas of the Azores.

Our September 25th meeting (either virtual or in person) will be held at the Harwich Community Center (if possible) and will feature Suzanne Mahler speaking on the Great Public Gardens of New England.

Three Lunch Bunches are planned: In June a meeting will be held at Linda Coven's, where the topic will be Pot-N-Pot. In July a meeting will be held at Linda McNeilly in Bridgewater. In August Marty and Joyce Halpert will sponsor a lunch bunch at their home in East Dennis.

The meeting was adjourned at 6:25PM.

Respectfully submitted,

Carolyn Weiss,

Secretary