

## **Minutes of the Cape Cod Hydrangea Society Special Meeting of February 1, 2022**

**Co-President Emily Woudenberg called the meeting to order at 5:00PM.**

**Present: Emily Woudenberg, Joyce Halpert, Linda McNelly, Abby Menard, Peter Berrien, Donna Laemmle, Carolyn Weiss, Linda Coven and Joan Brazeau**

Treasurer, Abby Menard, presented the current Financial Report. We are raising dues to \$35 for an individual membership and \$45 for a two-person household membership June 1 of 2022. We will remind the membership of this increase in dues. This motion was approved by all the Board members.

Joan Brazeau proposed that we create a reference library of U-Tube like videos on Hydrangeas and how to grow and take care of them for publication on the members only part of our new website. She also proposes that we add a list of books concerning the growth and maintenance of Hydrangea plants to the members only section of the website. These videos would be 3-5 minutes in length, professional, and “stick to the facts.” Mal has done such videos for Heritage Plantation. There is a non-profit organization in Dennis, Community Media of Dennis, that teaches people how to make such videos. The videos themselves cost about \$800 each to make. Thomas Milky is our connection there. He also produces the videos through Grand Cove Productions. The videos should be filmed in our display garden at Heritage. The five videos she proposes doing this year would be: 1. Tools needed for the care and maintenance of Hydrangeas; 2. Early Hydrangea pruning and clean-up; 3. Detailed pruning of Hydrangeas; 4. Pot in a Pot method of growing Hydrangeas; 5. A tour of the Hydrangea gardens. These would be filmed in March, April and May and during the Hydrangea Festival in July. The hardest part, she said, is timing the filming so the gardens are in bloom. Joan is willing to plan and do the initial five videos with the production company. She will also write the script. She asked that we view the videos that Grand Cove Productions has online to see what they offer.

Another suggestion from Joan was that we have a column in the Members Only Section containing “Most Asked Questions about Hydrangeas” with answers supplied by our own expert members.

Linda questioned the need to produce all the videos the first year. Perhaps we should add some each year. Joan said that consistency is all important so perhaps do four the first year.

After Joan was asked to leave the Zoom meeting, the Board discussed this issue and voted to approve \$5000 for 5 videos but viewing the first video before producing the other 4 videos. Emily will let Joan know of our decision.

3. Linda announced that due to the overwhelming demand for both calendars and notecards last year, we will order double the amount for the gardens for this year's Hydrangea Festival. Linda will get the current pricing and report back to us on how much they will cost. We can then determine how many of each to order. Other expenses anticipated this year are the new arbor in the gardens at Heritage as the existing one was destroyed by winter weather. The new one will be made of PVC and Mal is looking into it. Cost will be around \$1000-1200. We also need to enlarge our CCHS emblem, so it is clearly readable as the Cape Cod Hydrangea Society, est. 2007. It was discussed with Les in 2021 that he would use his people to enlarge the emblem and CCHS would see to hiring the engraver. The expense of the enlargement and the engraving to be paid for by CCHS, as approved in 2021. The new signage which was approved in 2021 and estimated to cost \$3000 to \$3500 and was supposed to be installed at Heritage arrived in the wrong size and will need to be redone. CCHS was not billed for the signage. Linda will report back with the exact figures when they are known. We will have a Board vote via email when she gives us the updated figures. Funds to set aside for the CCHS Display Garden will be approximately \$6000.

4. Website: Emily asked for comments on the new website and what needs to be changed. Emily and Joyce will update us regularly on how this is progressing.

5. Russell Norton, Cape Cod Cooperative Extension Educator will speak on "Hydrangeas in 2022: Pests Diseases and Treatment" at the May 18, 2022, General Meeting.

The meeting adjourned at 5:50PM.

Respectfully submitted,

Carolyn Weiss, Secretary

