

## HEIGHTS GROWS

### MEETING MINUTES

**DATE: October 17, 2020**

Location: The Dell, Camden County Park, Haddon Heights

**Members present:** Cyndy Mullineaux, Miriam Mlynaski, Meghan Moses, Kathy Blumenstein, Adrienne Evans, Mary Jo Woodward, David McCollum, Tracey Miller, Karen Schultz, Jigna Hicks, Jennifer Griffith, Kathy Sheehan, & Maggie McCann

Cyndy opened the meeting at 10:05AM.

#### ANNOUNCEMENTS & INTRODUCTIONS

Cyndy thanked all the members who participated in the Planter project, saying it was a “heartwarming experience” with great teamwork and no complaints even though it took 2 long days to complete. She also thanked Maggie McCann, in particular for the soil which was donated by Camden County Parks Dept. New members were welcomed and Cyndy gave an overview on the origins of Heights Grow. She then had all members present introduce themselves and give a little background on how they became involved with Heights Grows.

**Committee Structure** - At the instruction of the Borough, we are required to have a formal Committee which includes 5 voting members, public meetings announced in advance, public meeting schedules and a council liaison. Cyndy advised that she chose the voting members from the “founding” members of our group. She advised us that all decisions would be up for general discussion.

#### OLD BUSINESS

##### Planters

1. The 5 Planters originally by RR tracks were moved due to sight line interference for drivers. One moved to Atlantic by PNC Bank, one opposite the tracks by Perfect Press, two in front of the Post Office and one by the apartment building on the corner of 7<sup>th</sup> & Station.
2. Planter Patrol headed by Kathy Blumenstein has been maintaining Planters on a rotating basis. Kathy & 4 team members cover designated areas every other day, deadheading blossoms and removing debris etc. This work will continue until mums are pulled, at which time evergreens may be planted for the Holidays, perhaps with Lights.
3. Watering tank/cart appears to be needed. **Cyndy** is following up on this. This will attach to fire hydrants and be used for emergencies & any top watering needed when swapping out plants. A 330 gallon tank for Public Works to use should be available by Spring.

##### Fundraising

1. With proceeds from T-shirt & hat sales of over \$900 so far at the Farmer’s Market, donations from the Heights Democrat Committee, Michael’s Jewelers and others we have about \$2,175.00 in the bank. Money is owed to Lucas Greenhouses (Plants), Magnolia Garden Village (additional potting soil) and Falco Print & Designs (HG merch). Therefore, we are currently about \$360 in the red.
2. Anthony’s raised \$1500.00 for our effort from the Spaghetti Dinner. We are expecting donations from Haddon Savings Bank and Heights in Progress as well.
3. A “Thank You” letter for Anthony’s and any other persons or groups who have given and/or promised donations was discussed. It was suggested that a handwritten thank you would be a nice touch. **Maureen Joos** has offered to do this.
4. An official donation request letter has been drafted by Adrienne. Community organizations and individual donors will be our focus. **Adrienne** offered to update the letter for the holiday season.

##### Social Media

1. Shannon, Adrienne, Jigna, & Cyndy make up the social media team. Please **forward any ideas for posts** to one of them.

##### Farmers Market

1. Next date is 10/25/20 **volunteers are needed.**  
11/22/20 Harvest Market date is tentative and will be confirmed.

## **NEW BUSINESS**

### **Planters**

1. "Adopt a Planter" sponsorship for families and organizations has been suggested at \$50/planter per season or \$200 for the year with Plaques for sponsors' names. Roll out for Spring by January or sooner.
2. Holiday evergreens for planters, perhaps with lights, are planned at the time we pull the mums. **Cyndy** will follow up on this. Hoping to be a sustainable project. One suggestion, by Dave, was that they could be replanted at the town lot by Chester and Bellmawr Ave. There are currently about 200 saplings just planted by the Environmental Committee (with the help of several Heights Grows Members) to be used when needed by the Shade Tree Committee.

### **Fundraising**

1. In addition to T-Shirts & Hats, our next order for products to sell will include Totes and Decals for cars. We hope eventually to order sweatshirts as well. **Jigna** is working on this.

### **Social Media**

1. In addition to postings on Facebook and Instagram, a quarterly newsletter to highlight volunteers & donors, offer helpful gardening tips, etc. was suggested as another form of exposure for the Heights Grows. The Heights Report was mentioned as a perfect means since it comes out regularly and they are always looking for material.

### **Future Projects**

1. **Collaboration -**  
Cyndy spoke about how we are more than just gardeners. We have many members with plenty of energy and would like to help our town beyond Station Ave.  
Ideas include: We can "share" our water tank with the Shade Tree committee, perhaps fundraise for gator bags for their newly planted trees that can be filled with our tank. Another collaboration could be with the Library's Garden Tour. We should look for opportunities to collaborate with other borough committees and the town's civic organizations.
1. **Structuring the committee based on needed functions -**
2. A sign-in sheet was passed with all members' names. New teams called Membership & Project were added to Fundraising & Social Media. Membership will orient/welcome new recruits, focus on volunteer retention, manage the volunteer list, etc. The Project team will be planners for our various projects.  
Cyndy asked us to check our names to confirm attendance and to check any & all columns for areas of interest (Membership, Fundraising, Project, & General Volunteer). A general volunteer is someone who wants to help out on projects, but is not interested in the other 'teams' at this time. All help is appreciated and needed!

Motion to adjourn was made by Dave and seconded by Miriam.

Meeting adjourned at 11:05AM

Respectfully submitted,

Mary Jo Woodward