Board Members, Past Board Presidents & Honorary Directors in attendance

Terry Ball           Susan Moeser           James Joslin
Max Leach           Harriet Martin        Sims Preston
Jim Pick            Stephen Rich           Sandra Brooks-Mathers
Anne Harris         Janis McFarland       Ken Moore
Nate Byrd           Anne Lindsey           Bo Howes
Carey Durham        Marcella Grendler      Brie Arthur
Catharine Burns     Barbara Wendell        Jenny Routh
Melissa Cain        Judith Rizzo

Administration and Staff in attendance

Aislinn Spain       Daniel Stern           Janna Starr
Damon Waitt         Joanna Lelekas         Alan Weakley
Benjamin Tupper     Stephen Keith
Johnny Randall      Lisa Hicks

I. Welcome and introductory remarks by Anne Harris, President

• Motion to approve minutes from previous NCBG Foundation board meeting – accepted unanimously.*

II. Membership Marketing Project Update by Sims Preston

• Sims presented a progress update which outlined a 3-phase approach – discover, design and deployment. To date over 7 hours of interviews have been conducted and the member survey has been completed although delayed by COVID19. The results have encouraged opportunities for use of digital marketing on social media platforms and targeting of new demographics.

III. Committee Reports

• Finance – Nate Byrd
  Nate presented the Finance report including an overview of the UNC endowment and a summary of the performance and objectives of the UNC Management Company.

• Development – James Joslin
  James recognized and thanked current committee members and shared the Development report.

• Conservation – Jim Pick
  Jim introduced committee members noting the many non-board members volunteering for committee service. He then shared the Conservation report.
• Governance – Melissa Cain
  Melissa shared the Governance report highlighting the sponsor packet materials available on the website.

IV. Remarks by Damon Waitt, Director

  Damon announced that Governor Cooper has declared May 3-9, 2020 as NC Wildflower Week. Due to COVID19, UNC has issued a directive to reduce campus operations. The Garden closed to the public on March 20. During this closure the staff motto has been “Resolve, Resilience, Return and Reimagine”. Nature trails and the Coker Arboretum remain open and satellite nursery operations are taking place in horticulturists’ homes. “Plant Power” podcasts and a YouTube channel packed with videos have been widely viewed. The Carolina Community Garden has provided over 750 lbs. of produce for UNC healthcare workers through a partnership with Carolina COVID19 Student Service Corp. Damon concluded his remarks with a budget summary including shortfall projections through the 4th quarter.

V. New Business

  No other motions proposed and no new business.

VI. Closing and adjournment

*Motion made, seconded and passed.