



## Discovery Garden Park Board Meeting Minutes

**Date/Time:** 04/14/2025 6:00 PM

**Location:** Municipal Building, 2<sup>nd</sup> Floor, Board Room

---

**A. Call to Order:** *Please Turn Off All Cell Phones and Electronic Devices (Paul) 6:00*

Attendee Name	Title	Status
John Herron	Board Member	Absent
Josh Bare	Councilmember	Present
Kathy Mallard	Board Member	Present
Sharon Cauthen	Board Member	Present
Barbara Kolhaussen	Board Member	Present
Nicole Hooks	Board Member	Present
Vacant	Board Member	Absent
Prasanna Chodey	Board Member	Present
April MacManus	Board Member	Present
Paul Sumner	Chair	Present

**B. Approval of Minutes:** Minutes from 3/10/2025 Board Meeting prior-reviewed via email, motion by April MacManus then seconded by Paul Sumner, passed unanimously

**C. Citizen Input:** None

**D. Treasurer’s Report (Kathy):** Financial Statement/Balance/Revenues/Expenses (Kathy) Began March 2025 with a balance of \$23,254.12 in the treasury and ended the month with a balance of \$23,254.12. Summary as follows:

- March Revenue of \$0
- Expenses recognized in March of \$0

- Outstanding Expenses as of March month end of \$6,158.04: \$222.59 SuperSod 11-12-2023, \$163.50 Costco (November 2023 social), \$161.01 Trader Joe's (November 2023 social), \$57.13 Lowe's (supplies), \$10.57 Publix (November 2023 social), \$89.46 Premier Growers (supplies/seasonal planting), \$27.61 Premier Growers (supplies/seasonal planting), \$56.42 Home Depot (lawn bags & materials to repair/paint little library), \$82.02 Amazon (replacement hoses), \$63.59 Amazon (birdseed), \$56.15 (Ace Hardware yard bags & Green Egg pieces & parts), \$222.83 Green Reyno (camelia, daphnes, blueberry, viburnum), \$31.21 Green Reyno (blueberry), \$41.84 Amazon (bluebird houses), \$199.99 SuperSod 3-4-2024, \$49.09 Kathy Mallard (seeds & mint), \$51.30 Buford Hwy Farmers Market (community outreach event), \$33.24 Amazon (replacement nozzles), \$21.19 Amazon (storage shed supplies), \$99.51 Walmart (March Social Event), \$27.29 Publix (March Social Event), \$38.26 Amazon (Social Event storage supplies), \$24.28 Amazon (birdfeeder baffles), \$64.62 Paul Sumner/Pike's (birdhouse stands & mounting), \$92.86 Premier Growers (Spring annuals), \$74.01 Lowe's (supplies for handicap bed repair), \$132.51 Norcross Supply (supplies for bed repairs), \$10.91 Amazon (non-potable water decals), \$30.73 Amazon (brass garden markers), \$35.58 Amazon (garden scavenger hunt cards), \$27.46 Amazon (garden scavenger hunt cards v2), \$255.19 SuperSod, \$46.53 Lowe's (soil for Spring planting), \$55.08 Etsy (garden plaque), \$8.59 Home Depot (yard bags), Pike's \$34.95 (herbs), \$24.43 Walmart (yard bags, seeds), Amazon \$31.70 (garden stakes), \$243.79 SuperSod, \$14.83 Amazon (supplies), \$33.36 Publix (Kids in the Wild), \$393.55 Norcross Supply (supplies for new beds), \$32.16 Lowe's (yard bags & brush killer), \$64.00 Extension Center (soil tests), \$34.98 Norcross Supply Company (fence post cap), \$11.36 Lowe's (yard bags), \$44.46 Lowe's container for Agave & cactus potting soil), \$41.21 Lowe's (black cow compost), \$135.87 Green Reyno (George Tabor azaleas & oakleaf hydrangeas), \$191.63 (Big Daddy hydrangeas & Sum & Substance hostas), \$71.79 Green Reyno (Agave & variegated iris), \$27.55 Publix (Kids in the Wild snacks), \$243.79 SuperSod (9-11-24), \$9.54 Home Depot (supplies), \$25.38 Publix (events), \$13.76 Office Depot (supplies), \$20.29 Publix (events), \$243.79 SuperSod (10-8-24), \$155.35 Home Depot (new garden bed supplies), \$6.32 Amazon (white flags), \$42.52 Publix (social event), \$59.86 Publix (social event), \$134.62 Premier Growers (fall annuals), \$55.80 Publix (social event), \$243.79 Super Sod 11-1-24, \$9.72 Home Depot (lawn bags), \$49.40 Amazon (replacement nozzles due to vandalism), \$27.61 Amazon (replacement hose due to vandalism), \$21.18 Lowe's (stain for new beds), \$112.76 Lowe's (stain for new beds v2), \$243.79 SuperSod (Feb 2025), Amazon (replacement nozzles & hoses potentially due to vandalism March 2025) and 153.36 Premier Growers (Spring Annuals)

- Outstanding Revenue in March of \$0

- Beginning Balance as of March 1, 2025: \$23,254.12

- Ending Balance as of March 31, 2025: \$23,254.12

- Ending Balance adjusted for all Outstanding Revenue & Expenses: \$17,096.08

**E. Board Updates**

**1. Membership Update:** Renewal Status/Changes/Wait List Updates (Kathy)

- i. Bed #15 vacating
  - 1. Swap with Bed #44
- ii. Bed #44 being offered to next on wait list

**2. Social Media Update:** (Sharon) – Q1 2025 Reported 04.14.2025

- i. Facebook Post Analysis 01.15.2025 – 04.14.2025
  - 1. **Followers** 1,204 (-.07%)    **Demographics** Male 16% Female 84%
  - 2. **Page Views** 2,078 (+39.7%)    **Engagement** 149 (-3.9%)

ii. How do people find us?

<b>Media Type</b>	<b>Following Type</b>
1. 51.6%- followed a link	56.9% Followers
2. 24.4% - video	43.1% Non-Followers
3. 11.5% - photo	
4. 9.1% - reel	

iii. Instagram Analysis

1. Followers	291 (+.07%)	Views 737 (+281)
2. Interactions	65 (-8.6%)	

iv. Content Engagement by Type

- 1. Views
  - a. Reels/Videos 70.3%
  - b. Images 29.7%

v. Go Forward

- 1. The DGP board should determine goals for its social media accounts
  - a. Is it attracting the broadest range in Norcross? In Gwinnett? In metro Atlanta? Etc.
  - b. Is it as a means of education about community gardens and organic gardening?
  - c. To build a waitlist? We can only handle so many.
- 2. Whatever the overall objectives, the statistics prove that short-form video content is king across all social media platforms. Short interviews, garden walkthroughs, demonstrations, etc. will continue to be the road to growing an audience, increasing engagement and education.
  - a. Constructed for a place to build community over shared passion?
  - b. Inspire other communities to do the same? (Lilburn Community Garden emulates us.)
  - c. Should we reach out to other community gardens and share what we do?
  - d. Use videos to inspire engagement.
  - e. Everyone bring ideas to the next meeting.

- f. Reach out to Carly with Paul Duke H.S. to see if they have video skills to assist us with social media.

**F. Council Updates: (Josh)**

- i) Easter Egg hunt this Saturday at Rossie Brundage Park
- ii) Another hunt in downtown Norcross same day
- iii) Norcross Gwinnett Library doing pollinator workshop Tues 22<sup>nd</sup> 1-2pm (Earth Day)
- iv) Arboretum at Pinnacle Park Friday 25<sup>th</sup> 2:00 Ribbon Cutting

**G. Returning Agenda Items:**

- i) Spring Social (Barbara)
  - i) Friday May 2, 5-7pm
  - ii) Nicole, Kathy & Barbara are meeting to discuss details
    - (1) Finger foods – Who is bringing what
      - (a) Ice, ice chests, water, ordering food from Publix
    - (2) Must submit receipts in order to be reimbursed
  - iii) Board Members come early to assist
  - iv) Barbara will create a memo for Prasanna to send to members
    - (1) A few emails will go out to the Board to assist in planning
    - (2) Music – Paul will provide

**H. New Agenda Items:**

- i) Liaison between Board and PD for Vandalism Issues (Nicole)
  - i) Nicole will talk with PD about the best way to communicate vandalism and will write instructions to share with the Board.
    - (1) Recently hose nozzles were damaged and had to be replaced
    - (2) An adjacent neighboring property to the park of the DGP has had a large amount of landscaping refuse and glass bottles dumped on their property.
- ii) Nominations for Board Co-Chair (Paul)
  - i) A co-chair is needed to support the Board and the Chairperson and shadow the Chairman to step in if needed due to unforeseen events
    - (1) April, Sharon and John will be leaving the Board as of June 1st
  - ii) Nominations for existing Board Members:
    - (1) There is some interest in new individuals coming onto the Board
      - (a) A maximum of 9 can participate as Board Members
    - (2) Paul nominated Kathy Mallard, Seconded by Prassana with a motion passed
  - iii) Kathy is currently managing the plots and Nicole volunteered to take on this role
    - (1) Kathy will train Nicole
- iii) Paul Duke Exploratory Discussion (Paul)
  - i) Paul received an email from Dr. Carley Scholz, Local School Stem Coordinator
    - (1) Stem has been involved in the DGP in the past and is requesting to re-engage at DGP

- (a) Barbara will connect with Carly. Paul and Barbara can go to Paul Duke to meet with her
- (b) Perhaps Paul Duke Seniors can manage or assist us with social media
- (c) Paul Stem may already have a Senior project in mind at DGP
  - (i) Start time TBD

**I. Additional Input/Discussion Not Otherwise Addressed by This Agenda:**

- i) Bruce Avery, new City Arborist (formerly of Callaway Gardens)
  - i) 8 football fields x 2 football fields under powerlines, buy Summerour and Baldwin Elementary could be available for a Community Garden
  - ii) The property is owned by Beaver Creek HOA and Georgia Power
  - iii) Proposing a skate park, dog park, garden park, each separated from the other?
    - (1) Who would manage these spaces?
    - (2) How does Ga. Power maintain its lines in this space?
  - iv) Recommendation for Bruce to first review the new Master Plan with Tixie Fowler
    - (1) There may be other more appropriate spaces for a second DGP
- ii) Photo Competition at Norcross Gallery & Studios
  - i) Anne Hall reached out for DGP to be a sponsor
    - (1) DGP would require city funding approval – Historically, DGP does not sponsor these types of events through funding and not in a position to set a precedent
  - iii) Annandale will be at DGP next Monday and then every 3<sup>rd</sup> Monday of the month
    - i) We were encouraged to stop by and say hello
      - (1) The participants are very enthusiastic about learning in the garden
    - ii) May 9<sup>th</sup> 10:00am 76 4<sup>th</sup> graders will come in staggered groups until 1:00 to learn in the garden
      - (1) The community lettuce will be distributed to the students
        - (a) Barbara ordered 400 worms for the kids to play with
  - iv) Workday at DGP last Saturday was very productive
    - i) Garden looks better than ever
    - ii) One of the highest turnouts with over 20 participants

**J. Adjourn** - Motion at 7:39 by Kathy, seconded by Prasanna, passed.

**K. Signed By:** Paul Sumner, Chairperson

**L. Attested:** Shayla Alexis, Deputy City Clerk