

Florida Native Plant Society
Board Report Form



Committee/Group: Council Landscape 101 Project

Person Submitting: Richard Brownscombe

Report Date: 1/22/2015

For Meeting Date: 1/22/2015

Committee Members (if applicable):

Keely Coulter, David Martin, Karina Veaudry, Jon Popisil, Carol Sullivan, Neta Villalobos Bell, Sonya Guidry, Linda Schneider, Sandi Saurers, George Waters, Janet Bowers, Donna Bollenbach, Jude Simpson

Board Action or Motion (if needed):

No action

Brief Summary of this Report:

A second draft of proposed brochure will be shown and comment invited at Feb 7-8 Board Retreat at Archbold.

Actions Achieved:

The content for the front and back of the Central region brochure have been completed except for one small panel. Photos, species bullet text, all text, and concepts are subject to improvement.

Actions in Progress:

Feedback and vetting is welcome between Feb 7-15. While pleasing everyone, and incorporating all suggestions isn't possible, the workgroup will continue this effort to achieve high quality, alignment with FNPS best practices, and a very brief brochure that helps native gardeners plant successfully. Less change will speed the project and keep the group from becoming discouraged, but getting it right is essential. The target group for the brochure is what Russ Hoffman might call "early adopters", that is, those who are already familiar with garden basics and who are already convinced that native landscaping is desirable. It will likely have wider appeal, but the extremely limited space makes targeting necessary. Workgroup members have contributed many hours to achieve the brochure's brevity. Donna and others need to be recognized.

Future Actions:

A final vetting by "landscape experts" (you may suggest who by name) may occur in the spring, or sooner if current feedback does not substantially alter the current draft. Three additional versions for the Panhandle, North and South regions will be created after the Central version content is complete. A printing of 10,000 copies for each region = 40,000 copies with a current bid of \$8,000 will put the cost at about 20c each. A plan for fundraising, distribution, possible wholesale and retail pricing, development and coordination of WORKSHOP CURRICULUM (very important to the workgroup) are all yet to be achieved.