

Landscape Project (AKA Gardening 101) Progress Report
Submitted by Richard Brownscombe, Lead
18 Jan, 2015

Dear Landscape Project Workgroup,

Since we last communicated, Donna Bollenbach, our pro bono graphic designer, has complete both sides of the proposed brochure. Janet Bowers and I have worked on the words and writing is not an easy process. Of course, we have somewhat different approaches, but we are on very friendly terms about it. We cannot ask even more opinions on the words because a group just can't write something, it really takes just one person at a time to write something. I hope you understand. We also have to consider Donna who can't be asked to keep changing the graphic design and words. She has been very patient with us and very good willed about all of it.

But we DO want all of you opinions, so here is the plan to get your ideas. On Feb 7-8 we will "unveil" what I am calling "Draft 2" of the brochure. We will have a few printed sample copies for you to look at front and back, full color, and folded. This will be your best opportunity to visualize the brochure. We will ask ALL of you to submit and improvements or suggestions, which you can either write in a notebook that I bring for that purpose, or you can email your improvements to me. We will also ask the Board to look at it and submit their improvements.

Donna, Janet, Neta, and myself will take all your suggestions and compile them and make the best improvements that are from everyone's suggestions. While this is taking place we also need volunteers from our group (that's YOU) to do one of the following four tasks (you can get some friends to help you):

Poster/Plant Side of Brochure:

1. Copy: Review all bullet points with one or two trusted experts and make suggestions for changes.

2. Plant Photos: Review images, perhaps solicit images from other FNPS photographers* and contact the photographers to obtain a high resolution image of each picture we use.

*Soliciting images from other photographers, and there are many good ones out there, is as much a matter of spreading goodwill and gaining support as securing good quality images.

Front Side of Brochure:

3. Copy: Suggest an accomplished FNPS writer or two to review our copy (the words), with our target audience in mind. We cannot have a lot of versions written by different people. We need to submit one final version for Donna.

4. Landscape Photos: Submit a list of the BEST LANDSCAPE GARDENS in Florida (residences, commercial, or public landscapes that are in developed settings (with buildings, streets, etc). We will send a photographer to photograph these BEST LANDSCAPES.

Please sign up for one of the four task above. Tell me you want to do it.

3rd and Final Draft perhaps later in the Spring of 2015

When this work is completed (in the months following Feb 7-8), we will ask Donna to create the the 3rd and final draft of the brochure (this spring, I hope). We will send that draft to a few landscape experts for any final changes or edit before printing.

Thank you for volunteering for one of the four tasks above. Please call me 954-661-6289 or email me: Richard@Brownscombe.net to tell me of your willingness for one of the above tasks.

Richard

PS

We submitted a request to print the sample copies of the brochure for the Feb 7-8 meeting at a cost of \$225 from the Landscape project budget. Each of you will get one copy of this prototype sample. We will also post a copy as a PDF online, so that anyone who wants to see it has access. All the documents for this printing and bids for future printing are on the Council Initiatives page under our project information. Printing just a few large format "proofs" at nearly full size, full color and folded is expensive, but the bid for producing 40,000 copies is about 20 cents each (10,000 for each of the four regions). We will have to have a grant, or charge for the brochure, to get the \$8,000 needed for the first printing of 40,000 copies. I will write any grants required to fund this.

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