

	Who	Target	What
1.	Partnership for Floyd (PFF)	Grants	PFF agreed to be FFP's non-profit for applying for grants. FFP will be a sub-committee for PFF.
2.	Kathleen Legg	Grants	Found some educational grants. Will follow up with Jane Cundiff to apply.
3..	Josh Stokes	Information	Will publish the video from Ian's Presentation at the library and will let Ellie know when the video is available.
4.	Kayla Cox, Ellie Roe, and Ian Canton	Floyd Planter Boxes and Signs	Design the Town of Floyd Planter boxes, Welcome signs, and brick alcoves. Work with new Town Manager to get them on board. Prepare the boxes. Determine what to plant and how to maintain. Plant 4 times per year. Report on plans at the meeting on FEBRUARY 15.
5.	Joy Gardner and Ian Caton	Citizens Grounds	Determine what can be planted at Citizens. Report on plans at the meeting on FEBRUARY 15.
6.	Kamala Bauers	Wall Residence	Contact Ian to get a plan. Report on plans at the meeting on FEBRUARY 15
7.	Kamala Bauers, Jean Woods, Ellie Roe	Schoolhouse Fabrics	Find a way forward to repair and paint a mural on the wall. Ellie to find the artist who did the mosaic and process from Floyd Center for the Arts. Jean to contact VT structural engineer for advice re: the retaining wall.
8.	Ellie Roe	Floyd Center for the Arts (FCFA)	Determine what Linda Fallon and Liz Mears are doing at FCFA and report at the meeting on FEBRUARY 15.
9.	Joann Verostko	Library	Provided list of books and can order others if request is made on the Library Web Site. Will provide the Community Room for at the meeting on FEBRUARY 15.
10.	Brittany Quesenberry	Floyd County Schools	FCHS Interns. Will present the process for our requesting Interns and the types of interns and projects at the meeting on FEBRUARY 15. Will bring forms or the link to apply online.
11.	Jean Woods	Delaney's Greenhouse	Contact, let them know about FFP, and ask for their participation. Report at the meeting on FEBRUARY 15.
12.	Nicole Hersch	NRV Regional Commission	Help find grants, provide marketing materials, provide plants, provide resources. Present the new logo her intern developed. Provide stickers and questionnaires. Report at the meeting on FEBRUARY 15.
13.	Ian Caton	Wood Thrush Natives	Provide work plans for sites already approved. Provide plans to other sites to be added (Wall Residence, Hemp Shop, Planter Boxes)

Flower Power Meeting Minutes from January 6, 2022
with Progress report up to Feb. 4, 2022
&... your To-Do list (*)

Key:

(*) = Reminder: Please scan for **your name** (in bold & underlined) re: what you agreed to do & plan to **report about** at our at the meeting on FEBRUARY 15 on Feb. 15, 12-noon at the Floyd Library Community Room, lunch provided by Jean Woods, catered by American Pie.

(**) = Discussed at the meeting on Jan. 6;

(***) = Occurred after the meeting on Jan. 6, and up until Feb. 2, 2022.

(**) 1.) Founder, Jean Woods handed out copies and read aloud our Mission Statement. She then made introductions and each individual told a bit about themselves.

(**) 2.) Those attending agreed, so **Ellie** will continue to use the previous format of combining the Minutes from each meeting, along with the “To-do task/s” we each had agreed to take on, and she will also include a report of any additional progress she is aware of (as of the current date).

(**) As Communications Secretary, if/ when there are any updates, **Ellie** will provide a hard copy of the Directory as needed at our meetings as well as on-line.

(**) As a covid-precaution during our indoor meetings, Ellie suggested that we each stand up and then “step back 6 ft from our table mates” while making a report, so we could temporarily remove our mask (to help out our listeners), & while eating/ drinking.

3.) Kathleen Legg, Tourism Director:

Kathleen agreed to be Ellie’s sub as needed -and- Ellie’s co-Secretary to take notes during each meeting, and then, after a week or so, Kathleen will forward a draft of the minutes for Ellie to add to.

(**) re: Tourism Grants: Kathleen found a few grants for educational experiences and ornamental horticulture with deadlines throughout the year. Since most of the grants require the requestor to be a nonprofit, at the very next Partnership for Floyd meeting on Jan. 17,

(***) the PFF Board did agree “as a sub-committee of PFF, Flower Power should apply for grants under the non-profit status of PFF.” As such, **Kathleen** will work to find grants, report them to Jane Cundiff, and help to apply for appropriate grants.

4.) Jane Cundiff, PFF and Wild Gardeners:

(***) re: Jan. 29 Gathering: With Thanks to Jane for helping with the advertising, Zoom, the set-up & the take down at the Flower Power Community Kick-Off Meeting held on Saturday, January 29th, 2 pm, at the Jessie Peterman Memorial Library Community Room. Jane sent an email blast to the Wild Gardeners (**350** members) & to PFF’s ___ members.

5.) Ellie Roe, PFF and Flower Power Communications Secretary:

(***) Ellie sent an email blast with an article (and included a custom-made cover letter), to various lead persons of the major community groups in Floyd County. Ellie asked the lead person of each community group to please advertise the Jan. 29 event to their group: With thanks to Floyd Press editor, Abby Whitt who massaged Ellie’s original email blast into a eye-catching and informative article on Jan. 20 (which filled one-half of a page and “above the fold”), as well as a blurb in the 1/ 27 Weekly Calendar issue.

With thanks also to: Joann Verostko, Branch Manager, who helped with the set-up, the takedown, and advertised the event to the Floyd Library members and to the other regional libraries; With thanks to Fred First, who advertised the event to Sustain Floyd members; With thanks to Josh Stokes who advertised it on the Citizens' electronic Community Bulletin Board, and videotaped the entire gathering on Jan. 29; ...to Kathleen Legg who advertised it on the VisitFloydVa.com website and to Kathleen's tourism email address list; ..to Melissa Banks for advertising it to the Chamber of Commerce members; With thanks to Jean Woods, who sent it to her Perfect Gift Shop supporters and 200 Friends; Ellie also sent everything to the 35 individuals included on the Flower Power Directory, as well as to 20 other plant loving personal-friends.

Due to everyone's help with the advertising, and in spite of a blanket of snow, icy driveways & roads, plus frigid temps and huge blasts of wind, we had a *full-house with about 6 Zoom attendees plus 35 enthusiastic attendees* who came to the Library Community Room, in order to learn from Ian Caton during his fabulous presentation about planting Native plants in their gardens. **Ellie** will also contact Josh Stokes to determine when and how she might advertise to the community-at-large, Josh's videotaping of the Jan. 29th gathering

6.) Kayla Cox, Town of Floyd:

(**) Kayla stated she hopes to continue being a part of the Group after leaving her current position with the Town and **Kayla** will also encourage the **new Town Manager:**

a.) to become involved with the group, and b.) to contact **Ellie and Ian** about the Town Planter Boxes. **Kayla** will also suggest to the new Town Manager that s/he and **Ellie & Ian** get together to discuss ideas for plants in the Town planter boxes, the "brick alcoves" (i.e. across from & next to the Public Restroom), & "Welcome to Floyd" signs.

(**) Kamala Bauers asked if it would help for a few members of the Group to attend a Town Council Meeting to talk about the Group and the Town Planter boxes. Kayla suggested waiting until we have an actual ask of the council. Once we have an ask of them (e.g. increasing the number of planters, number of plants, how often to change out the plants, etc.), then it may be a good idea to talk to the Council. In the meantime, **Kayla** is keeping them up to date.

(**) Ellie Roe asked about the frequency that the planters get changed with new plants and Kayla said there have been times where they've changed them "up to three times in a year." (Sometimes it works well & sometimes it doesn't, depending on the types of plants.) Ellie suggested we aim for changing the planters four times a year/ quarterly (i.e. Spring, Summer, Fall and including the winter quarter (e.g. tree farms in Floyd could "adopt a planter" and provide an evergreen tree and **Ellie** would place snowflake ornaments on them). Ellie also asked about possibly improving the decorativeness of the current planters, but we agreed to hold off on that idea until a later meeting. (Also later... **Ellie** will contact artist Charlie Brouwer about ideas for improving the appearance of the Town Planters.)

7.) Joy Gardner, Citizens Co-op:

(**) Joy reported that Citizens is really promoting their green initiatives and at the membership meeting they gave away paper trees with wildflower seeds inside. **Joy** was given the task of giving the leftover seeds to others, or to have them planted in the bottom of Citizens' front yard. **Joy** plans to talk with **Ian** soon about Citizens creating some type of garden around the drainage ditch, and would accommodate the geese that come through the parking lot each year to get to the pond next door. Also, **Joy & Ian** will look at an area in the back of Citizens where there is a patio, a tree, green grass, and another water/drainage area, which would be nice to turn into another flower garden for the employees at Citizens to sit at and enjoy lunch. (This area would not necessarily be seen from the road.) Citizens also has a steep hill in the back, which additionally could be a great area to put in

native plants. (Previously this area had a lot of pine trees, but about 2 years ago it was recently cleared.)

8.) Kamala Bauers, Wall's Residences, Hotel Floyd, and PFF:

(**) **Kamala** reported that she will be working with **Ian Caton** to design a garden (perhaps with a gazebo) for the Wall's building at the corner of C'burg Pike and 221.

Kamala had also checked records and learned that the long-term major eye sore in Floyd (i.e. the crumbling retaining wall at the corner of Penn Ave. and Rt. 8), is owned by the new owners of the School House Fabrics. **Kamala** will contact them about a product she had heard about for sealing crumbling walls, & also about Flower Power's and PFF's interest in working with them to beautify their retaining wall.

(**) **Jean Woods** offered to contact a volunteer structural engineer from Virginia Tech and ask for their advice about the School House Fabric retaining wall. **Jean** will let Jane Cundiff and Kamala know the results of this contact.

(**) The group also discussed the possibility of creating a mosaic art piece, or a mural, that might depict our skyline and flowers or say "Welcome to Floyd" on the wall. **Ellie Roe** will research and share with the group the contact information for the artists who had kids help them do the current mosaic on the front wall at Floyd Center for the Arts.

9.) Ellie Roe, re: Floyd Center for the Arts gardens:

(**) Ellie reported that she had learned from Linda Fallon that they are working on something at the Center and that Liz Mears, a Master Gardener, is the lead person. **Ellie** will connect with Liz about creating a pollinator/ natives garden at the Center, and also ask Liz for the contact info of someone within the Master Gardeners who might be available to be the Master Gardeners' lead for attending the Flower Power meetings.

10.) Joann Verostko, Branch Manager of the Floyd Library:

(**) Joann reported that she will look into getting more books about plants... if & when we let her know that we need specific titles. (She confirmed the library is always open to suggestions and there is even a place on the library's website where you can make a suggestion & the library will look into getting it.)

(***) On Jan. 29 Joann distributed an attractive looking tri-fold (with a pretty graphic) listing books that are now at the Jessie Peterman Memorial Library and at the other MFRL branches. This list includes books that Ian and Joy Gardner had suggested, and includes some books about wildlife gardening, nontraditional gardens, front yard gardens, etc. Additionally since there is no designated spot in the library where these books are located (some are also at other branches), **Joann** said that the **Library Staff** will give this list of books to folks using the Library & help direct them to any specific book about plants they're interested in.

11.) Brittany Quesenberry, College & Career Readiness, FCHS Interns:

(**) FCSD Asst. Superintendent, Jessica Cromer, who attended the last meeting, had filled in Brittany about the Group. At the Meeting on Jan. 6, Brittany shared that she would love to have some internship opportunities for the FCHS students. Of course... as we get closer to when those opportunities would be available, it will come down to the timeframe and the logistics: e.g. how many interns we would need and what they would be doing; adult supervision, release from class, how often, which days and times, etc. Brittany is also the direct supervisor for Mr. Ross Snead (Bldg. Trades teacher) and Mr. Doug Thompson (Welding Teacher), and she shared that they are always

willing to help students to accomplish projects within the community. So... When it comes time to find teachers & students to help, or interns, **YOU** should let Brittany know (quesenberrybr@floyd.k12.va.us), and **Brittany** will put the opportunity out. (e.g. Sometimes Brittany even has a specific student in mind based upon what they said they are interested in. e.g. **Brittany** currently has a student interested in working in a greenhouse who might be a good connection with **IAN CATON**? (woodthrushnatives@gmail.com) -or- Sarah Delaney (dulaneygreenhouse@swva.net)? The internships can be paid or unpaid. (Brittany mentioned that students are more attracted to paid internships.) **Jean Woods** offered to contact Sarah Dulaney about Flower Power, and **Jean** also will obtain from Brittany a copy of the business process, and then she share it with the Core team members so they can apply for H.S. Interns.

12.) Nicole Hersch, Community Designer with NRV Regional Commission:

(**) Nicole is part of the Virginia Natives Initiative which encourages the planting of native plants across Southwest Virginia. Her work on this Initiative includes creating a Native Plant Guide, which is approx. 150 pages in length, and covers various plants that are native to the Southwest. This guide will include information on how these plants grow, what they look like, how to create a garden that supports wildlife, how to winterize your garden, etc. The hope is that this guide is inclusive enough to act as a starter kit for folks who might be interested in planting native plants in their own yards. Grant funds were also received to print and distribute approx. 10,000 copies of the guide (depending on printing prices). **Nicole** anticipates that the guide will be ready this Fall to be distributed in Floyd through Flower Power. They are currently looking to **EVERYONE (YOU-all, as participants of Flower Power)** to *submit photos* taken in the local community. They also received grant funds to create a native plant propagation center in the Blacksburg area. Part of that work will include working with local governments (FLOYD?) and nonprofits (Flower Power? &/or PFF?) to support us in planting more native plants. Nicole said they are still working on the logistics for a plant propagation center in Blacksburg, and **Nicole** will inform us when they start distributing plants (hopefully this Fall). **Nicole** wrote a questionnaire to give to us so each of us/ (**You**) can fill it out and provide y/our input to her agency re: our the interest in native plants across this region, what type of groups (such as Flower Power) are interested in using native plants in their business and private landscaping, what type of native plants are people looking for, etc. The Regional Commission supports local governments, like the Town of Floyd and Floyd County, so **Nicole** will help us find funding and grants to support our work (e.g. planting native plants at the Park to Library Story Book walks; any plant signage needs). (***) On Feb. 1, Nicole and her intern Meredith, submitted to Jean, Ellie, and Joy some possible logos for Flower Power and it was 100% agreement to choose "the purple one" (for the best contrast) and because it says not just Floyd, but "Floyd VA-Flower Power."

(**) Jean Woods asked if we choose to use native plants in the Town of Floyd planters, and at the "Welcome to Floyd" signs, would Nicole be able to supply those plants? Nicole said potentially yes, and that we (who? = we?/ **YOU**) should fill out the questionnaire, and depending on the answers provided and the supply needed, **Nicole** can help match the community's needs. **Nicole** will also provide Flower Power participants with stickers (e.g. "Native Pollinator" and "Plant Southwest Native"), plus cards ("Please Carry Native") for Floyd's residents to use when approaching nurseries or local plant vendors, and we can request that they carry more native plants

13.) Ian Caton, Owner-Operator of Wood Thrush Native Nursery:

(**) Ian provided a presentation at the Jan. 6th meeting, about the design for the space at 613 East Main St., and for the triangular space across the street from Citizens.

a.) The plan for 613 East Main St. is more "garden style," with bigger and bolder native plants (like Joe Pye Weed) that can be seen from the road. The plan is to incorporate trees and shrubs to be anchors so that when folks walk up to the back door of the building it will create an enclosed entryway

for people as they are arriving. The plan is also to create a backdrop so that people are no longer noticing so much, the neighbors adjacent to the building. **Jean Woods** mentioned that the plan is also to put murals on the walls that will compliment whatever plants they decide to use. **Ian** also mentioned the possibility of removing part of the asphalt along the side of the building to install raised beds w/ short plants, & also a vine to grow up onto the wall.

b.) The triangular space at the Church of Christ across from Citizens will consist of more wild-like plants especially those that are aggressive spreaders. There would be a pathway with educational signs (**from Nicole?**) to invite people to walk into the area. They would like to have benches at the beginning of the path for folks to sit and take in the beauty. Ian would also like to plant more Dogwood trees or Red Bud trees along the side of the road (Rt. 8).

<<<The at the meeting on FEBRUARY 15is scheduled for **February 15th, at the Floyd Library Community Room, 12-noon**, with Sub-committee members asked to sit together (look for a number on your name tag to match that number on a table) so you can interact/ brainstorm during lunch about their group's tasks. The general meeting will follow, beginning about 12:30.