



Coppell Community Gardens Corporation
October 1, 2008 – September 30, 2009 Annual Report

CCGC Board

- Board of Directors: Karen Pearsall, President, Trudy White, VP, Christina Kinser, Secretary, Jan Hiser, Treasurer, Ed Eaton, Education Chair, Marilyn Horton, CFM Chair, Cindy Geppert, Garden Chair, Holly Hubenak, Youth/School Advisor, Amanda Vanhoozier, City Liaison, Cristal Rollins, City Communications/Publicity
- Completed strategic planning session in January resulting in updated mission stmt, defined goals and strategic action plans for CCGC board and committees.
- Enhanced website that increases traffic per month and increased marketing and communication for the organization.
- Created "Our Roots" section on the website to meet the increased demand for information by new community gardens.
- Monthly meetings with agendas, minutes and committee reports
- Budget of \$32,000 balanced and ready for audit.

Coppell Community Gardens (CCG)

- Donated over 100,000 pounds of organic produce since 1998, the beginning of the garden, to Metrocrest Social Services food pantry and Coppell Senior Center.
- Record donation of 14,893 pounds have been donated in the 12 months, Sept. '08 thru Aug. '09.
- We wrote a complete description of how we started our community garden and posted it on our website titled Our Roots, which included gardening tips.
- Over 70 volunteer gardeners work in 102 plots donating over 6000 hours.
- Provided recipes to Metrocrest Food Pantry on how to cook the donated produce and periodically prepared samples for them to taste some of the cooked vegetables.
- Provided tours and information to 28 community and church reps.
- Cindy Geppert worked with the garden leaders at each garden site to manage volunteer gardeners and sites. Provided organic gardening education and handouts to all gardeners.
- Wrote a garden leaders manual to guide future leaders.
- Wrote an information sheet available at each garden to prospective gardeners describing the gardens and how to adopt a plot.
- Updated the Adopt-A-Plot agreement outlining gardener responsibilities.
- Annual Fall Harvest dinner was held in Oct. '08 for all gardeners thanking them for their service.
- New sheds were built at both garden sites.
- An Eagle Scout completed a new stone walkway at Helping Hands.
- Worked 15 compost piles weekly to produce valuable soil amendment. The compost site also serves as an active organics recycling education site where Master Composters complete volunteer hours.
- Continued as a Dallas County Master Gardener Volunteer Project.
- Supervised 148 youth doing 551 hours of community service work in the gardens.
- Coppell Community Gardens was included in 3 articles in the Dallas Morning News paper and 1 article in the Star Telegram.
- CCG website hits exceeded 5000 in April & May, including the Farmers Market
- Donated over 100,000 pounds of organic produce since 1998, the beginning of the garden, to Metrocrest Social Services food pantry and Coppell Senior Center.
- Record donation of 14,458 pounds have been donated in the 12 months, Aug. '08 thru Jul. '09.
- Due to an increased interest from surrounding communities, we wrote a complete description of how we started our community garden and posted it on our website which included gardening tips.
- Over 80 volunteer gardeners work in 102 plots donating over 6000 hours.
- Provided recipes to Metrocrest Food Pantry on how to cook the donated produce.
- Provided tours and information to 27 community and church reps.
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Coppell Farmers Market (CFM)

- Continued the good mix of vendors with the aim of providing fresh, seasonal produce and agricultural products to the community.
- Now in a position to naturally attract vendors, the Vendor Approval Subcommittee effectively screens applicants so the market remains true to its mission with a focus on serving the Coppell community while providing a sense of place in Old Town Coppell.
- Positive publicity for Coppell is generated in the Metroplex by the quality of the CFM and the continued good relationship with the Dallas Morning News.
- Publicity keeps the market strong with weekly email updates sent to nearly 1400 people, weekly articles in the Citizens' Advocate written by committee members on a rotating basis, occasional articles and pictures in two other local papers.
- Established a CFM Facebook page with 268 fans, Twitter account with 143 followers and a CFM Blog.
- Lacking their own farmers market, the City of Irving TV featured the CFM in a video, tagging the Market as an asset to Irving.
- Site visits were conducted as a means of maintaining the integrity of the market.
- Working with the City and contractor to assure that the Old Town development provides a functional setting for the farmers market.
- Giveaways of 1000 CFM totes and 1500 cotton drawstring produce bags served the dual purpose of marketing and conservation.
- Publishing a CFM cookbook featuring vendors, shoppers and Coppell citizens, to be available online for holiday purchase.
- Coordinated three celebrations in partnership with Old Coppell Businesses – Customer Appreciation Day, Summer Celebration, and Fall Festival which also includes hosting the Chamber Business Expo.
- Partnered with CCG and CCE by providing booth space for Ask A Gardener.

Coppell Community Education (CCE)

- Increased the number of contacts made through educational opportunities from last year to 624.
- Developed the marketing and speaker coordination process and established a speaker resource list for future educational opportunities.
- Expanded the marketing and promotional activities for communicating educational opportunities to the surrounding community.
- Developed the Ask A Gardener! concept to provide a weekend resource for the surrounding community for all types of gardening questions, with multiple offerings at the Farmers Market and the Coppell Community Gardens.
- Successfully teamed with other organizations, events, and businesses including; Dallas County Master Gardener Association, Grow It Landscape Design, AJ Southwest in Fort Worth, City of Grapevine, Earth Barrels, Howard Garrett, and Coppell's Earth Day event.
- Researched and developed the educational content and presentation material for the two Rain Barrel classes and distributed 51 barrels to participants.
- Expanded the scope and relevancy of educational opportunities offered. Classes included: Master Composter Training seminar (in conjunction with Parks Dept.), two Rain Barrel classes, Howard Garrett lecture, two Fall and one Spring Vegetable Gardening 101, Perennials for the Butterfly Garden, Organic Lawn Care, and the Ask A Gardener! resource.