



Environmental Education classes at Biodiversity Education Center



Coppell Community Gardens Corporation
October 1, 2013 – September 30, 2014
Annual Report

MISSION

The Coppell Community Garden, a non-profit organization, provides community gardens, a farmers market, and environmental education. Dedicated volunteers cultivate a healthy community by growing and donating organic produce to those in need, providing a market for locally grown food, and teaching sustainable practices.

2014 Board

NAME	POSITION		NAME	POSITION
Elaine Webster	President		Ex officio members:	
Stacey Acosta	Vice President		Amanda Vanhoozier	City Liaison
Curt Linz	Secretary/Records		Jen Ferguson	City Events/Publicity
Bob Boyles	Treasurer/Finance		Youth Involvement Volunteers:	
Sheila Powell	Farmers Market Representative		Lilly Balsamo (through 5/2014)	Coppell High School
Cathy Boldt	Environmental Education Chair		Sierra Latshaw	Coppell High School
Holly Hiller	Community Garden Chair		Iswariya Baskar	Coppell High School
Janet Hall	School Liaison/Youth Advisor		Jordan Brown	Coppell High School
Sam Ghazaleh	Member at Large			

CCG =	Coppell Community Garden
CFM =	Coppell Farmers Market
EEC =	Coppell Environmental Education Committee

Coppell Community Garden Board Metrics

YTD 2014 Comparison to Previous Two Years

2014 METRICS	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	YTD 2014		2013 TOTAL	2012 TOTAL
Gardens													
Donated Pounds	255	153	166	484	1,320	2,408	1,524	1,415	936	8,661		11,503	12,680
Email Subscribers	1,105	1,124	1,137	1,134	1,132	1,126	1,251	1,249	1,243	1,243		990	767
Facebook Fans	119	122	138	143	144	155	160	172	176	176		116	n/a
Website Visits	2,881	2,647	2,446	2,446	2,381	2,241	2,348	2,182	2,551	22,123		23,310	13,185
Contacts	6	1	0	0	0	2	1	2	0	12		48	44
Volunteer Hours	267	306	447	471	317	582	431	624	425	3,870		6,267	6,770
Youth Volunteers			156			91			188	435		414	284
Youth Volunteer Hours			180			182			388	750		937	826
Farmers Market													
Vendors	36	36	36	39	39	39	44	45	42	42		30	36
Email Subscribers	3,773	3,797	3,842	3,910	3,991	4,080	4,219	4,275	4,212	4,212		3,547	3,133
Facebook Fans	2,967	3,028	3,219	3,405	3,500	3,682	3,783	3,831	3,903	3,093		2,929	1,877
Twitter Followers	920	931	957	987	1,012	1,030	1,049	1,063	1,069	1,069		787	547
Website Visits	4,882	4,523	6,590	3,977	4,345	3,761	4,073	3,015	2,911	38,077		54,757	54,372
Volunteer Hours	38	100	140	118	151	83	95	144	44	913		717	1,055
Environmental Education													
Classes	1	3	2	2	3	0	1	1	1	14		8	12
Email Subscribers	1,750	1,766	1,775	1,777	1,810	1,833	1,920	1,912	1,910	1,910		1,571	1,273
Facebook Fans	116	123	133	135	140	143	143	149	152	152		112	n/a
Contacts	63	314	87	1238	124	0	100	47	63	2,036		687	1,039
Volunteer Hours	19	32	33	37	43	27	24	37	28	280		242	52
Youth Program	0	12	9	0	0	0	0	0	6	27		n/a	n/a

BOARD

Our board continues to function smoothly. We transitioned several roles this year with a new Vice President from the community, a new CISD School Liaison/Youth Advisor who is a CISD employee, and three new CHS Youth volunteers. We also added a Member at Large position this year, from the community, who will step into the President’s role in 2015 for a 1-year term.

- Conducted monthly meetings with agendas, minutes, and committee reports
- Awarded 2 scholarships to Coppell High School graduating seniors
- Continued to track our community volunteer hours through MyVolunteerHours.com, applicable to all adult volunteers. Youth volunteers are tracked separately.
- Organized the annual Harvest Dinner to acknowledge and thank all volunteers from the Community Gardens, Farmers Market, and Environmental Education committees
- Received grants from gardeners’ employers to increase garden treasury
- Began using the new BioDiversity Education Center for board meetings and Environmental Education classes in May
- We updated the Coppell Community Garden website’s education resource section with assistance from Girl Scout Troop 8494. They designed and organized the resource webpages for their "Sow What" Journey Project. They also researched, interviewed gardeners, and made how-to videos to help others be more sustainable gardeners.
- The September 2014 YTD financial report is included and we are ready for an audit of our records.

GARDENS

It has been another very successful year at both of the gardens. Our production is very good. It is a little higher than last year. Helping Hands Garden is located next to Town Center and the Ground Delivery Garden is located next to the Post Office.

	Oct 2013 – Sept 2014	Oct 2012 - Sept 2013
Donated Pounds	11,780	12,350
Volunteer Hours	6,351	4,540

- We had a total of 81 volunteer gardeners working 105 plots, plus SmartScape flowering beds, orchards and blackberry patches.
 - We added 10 new plots and have 12 additional gardeners this year.

- Leadership of each garden was reorganized to have one Garden Manager and a rotation of Garden Leaders for each of the two gardens. Garden Leaders provide leadership for a finite period of time, whereas the Garden Manager is our ongoing 'go-to' person for garden related issues.
- The gardens are receiving a service award from Metrocrest Services on October 27. We are the only group being recognized and it will be a very nice honor to receive.
- Orientations for new gardeners became more standardized.
- Gardens continue to be productive year round.
- Garden Leaders gave many tours to individuals, community groups, other Community Gardens, and the chefs who cooked for the CFM Farm to Table Dinner in 2014.
- Our presence on Facebook was created this year and we currently have 176 'friends'. Both the CCG website and FaceBook page were enhanced and kept up to date with garden photos and happenings.
- We participated in Earthfest; sold seedlings to the public and gave advice on gardening related issues. We also sold seedlings in March at CFM as another source of income.
- Encouraged and received donations from gardeners' employers who participate in employer matching programs to help the local community
- Implemented a Garden Supplies Tools Clarification to give guidelines on which supplies CCG, the City of Coppell, and individual gardeners will purchase and provide.
- Garden meetings and brunches were held quarterly.
- Provided monthly education to gardeners via emails to all gardeners from each Garden Manager.
- A rain barrel collection system was added at Helping Hands garden.
- As a result of available land next to the building now owned by the city, a small expansion of the garden was created to add three new plots. We also replaced cedar board on several plots that were in need of repair.
- An Eagle Scout project was completed at the Ground Delivery garden to add four new plots.
- Both gardens provide opportunity for local youth to perform community service.

COPPELL FARMERS MARKET

Market Details:

- Moved to our new location in the Main Street development on March 29th. It's a beautiful space with the pavilion and interactive water park and playground next door and is truly a family destination place on Saturday mornings.
- Traffic at the market jumped after the move. We counted 2,023 customers in July, up 30% from our 2013 count of 1400.
- 37 regular vendors are at the market including 4 new ones added in 2013. We have an excellent mix of vendors at the market.
- The Vendor Approval Sub-committee continues to effectively screen applicants so that the market remains true to its mission with a focus on supporting local farmers & producers while providing a sense of place in Old Town Coppell.
- Site visits continue as a means of maintaining the integrity of the market and we continue to work with vendors for disclosure & transparency on the origin of all products sold at the market. Products are grown or produced by the vendor within 150 miles of the market with few exceptions.
- Received over 40 applications to be a vendor at the market this year plus many other inquiries both at the market and with the city. Have an active waiting list that we pull from if an opening occurs.
- 18 active volunteers on the CFM committee volunteer almost 1000 hours annually.
- Started accepting the Lone Star Card via SNAP program at the market in August 2011 and have seen a steady increase each Saturday in the number of users. This enables customers of all income levels to enjoy the benefits of fresh, local food. Have also seen a big increase in the amount of debit card customers over the past 12 months, especially since our move

Market Activities/Events

- Hosted our 4th Annual Farm to Table fundraiser dinner on June 7th to celebrate local foods donated by our vendors and prepared by local chefs. Raised almost \$4,000 that will go towards sustaining the Lone Star card program (formerly known as the food stamp program) at the market and also for promotion of the market during the transition to our permanent home.
- Continued our Market to Kitchen chef demo's at the market. Hosted 4 free demos from June – Sept with different local chefs each month preparing recipes using fresh, local products, most of which were from the market. Had over 50 attendees at each demo and they were all very well received.
- Hosting a "Kid Day" at the market on Oct 18th in conjunction with International Food Day. Will have kid-oriented activities, nutritional information & chef demos at the market. Will publicize with the CISD again and expect heavy turnout.

- Continued annual “Vendor Appreciation Day” in June where committee members baked breakfast items for vendors and hand delivered them to their booths
- Had a booth at Coppell’s Earth Day in April
- Had a booth at the Container Store’s Health Fair in June and General Electric’s Health Ahead Fair in April.
- Gave our annual “State of the Market” presentation (informational update) to the City Council on September 23rd.
- One of the committee members attended the Farm & Leadership Conference last month which has great information for markets & farmers
- Completed strategic planning session in September to ensure the sustainability of the market.
- The Veggie Valet was started in June to help customer with carry out. There were 40 National Honor Society students over the summer that volunteered to help with this program. We ended when school started back up in the fall.

Market in the Community

- Provided free booth space to local non-profit organizations
- Partnered with the Gardens by providing free booth space for their annual fundraising plant sale in the spring.
- Part of the *Living Well in Coppell* initiative and had yoga at the market on their kickoff 10/4
- Member of the Coppell Chamber of Commerce
- Worked with City on the move and the transition to our new space was very smooth
- Partnered with Keep Coppell Beautiful to have a monthly booth at the farmers market for promotion.

Market Publicity

- Launched our new website the first of April. We are the first farmers market website in North Texas to feature a page profiling each vendor. This allows our customers to learn about our vendors in depth and make educated choices when they shop. New website adds to positive image of the market and includes the ability for vendor applications, both new and renewal to be handled online, dedicated e-mail address and inbox for the market and the ability to update as often as needed without additional costs.
- The American Farmland Trust just completed its summer long survey of favorite farmers markets and Coppell came in #1 in Texas and 14th in the US
- Positive publicity for Coppell is generated in the Metroplex due to the excellent reputation of the market and the continued good relationship with the Citizens’ Advocate and Dallas Morning News.
- Active CFM Facebook page with frequent postings and over 3831 fans, a Twitter account with 1063 followers and CFM Blog.
- Advertise in Edible Dallas

- Publicity keeps the market strong with weekly email updates sent to over 4200 people, weekly articles in the Citizens' Advocate written by our marketing team and occasional articles/pictures in other local papers.
- Member of Go Texan, Local Harvest, and are a Certified Farmers Market.

ENVIRONMENTAL EDUCATION PROGRAMS

This was a successful year for environmental education programs in Coppell:

- Offered the following classes to Coppell residents and surrounding communities:
 - Trees
 - Bugs: Good, Bad & Ugly
 - Organic Lawn Care
 - Environmentally-Friendly Lawn Equipment
 - Small-Scale Gardening
 - Irrigation
 - Home Energy Savings
 - Soil Testing
 - Save Our Seeds
 - Designing Your Own Smartscape
 - Solar Energy (coming up in November)
- Offered several hands-on classes:
 - Composting
 - Training for new gardeners
 - Make and Take Rain Barrel (Coming in October)
- Several classes had simultaneous youth classes for ages 5-12:
 - Bugs: Good, Bad & Ugly
 - Small-Scale Gardening
 - Save Our Seeds
- Continued marketing and promotional activities for communicating educational opportunities to the surrounding community via flyers and emails, as well as, regular listings in the Dallas Morning News, several local papers and Coppell water bill announcements.
- Worked with Coppell ISD to offer continuing education credits to teachers for attending environmental education classes
- Developed a comprehensive education plan for 2015, coordinating with the education plans of the Friends of Coppell Nature Park
- Offered an Environmental Education booth at the Coppell's Earth Fest in April to raise educate the community on what is recyclable and to promote the environmental education classes
- Organized and hosted the "Texas Smartscape Tour" featuring five residential landscapes, the perennial garden at the Helping Hands Garden and the demonstration garden at Ground Delivery.

FINANCIALS**Account Balance as of 9/30/2014****Checking \$56,536.50**

Banking Summary

Combined**YTD 2014 Actual**

INCOME	Gardens	Market	Education	Board	Total
Keep Coppell Beautiful	7,500	7,500	1,500	2,250	18,750
Garden - Plant Sales	105				105
Garden - Plot Fees	90				90
Garden - Seed Money	170				170
Market - Farm To Table		9,200			9,200
Market - Other		1,500			1,500
Market - SNAP Program		40,658			40,658
Market - Stall Fees		11,260			11,260
Board - Donations				6,307	6,307
Board - Interest Income				1	1
TOTAL INCOME	7,865	70,118	1,500	8,558	88,041

In Kind Donations	Date	Value	Donated
Southwest Airlines	5/29/2013	800	2 Airline Tickets
	YTD	800	

EXPENSES	Gardens	Market	Education	Board	Total
Garden - Mowing	500				500
Garden - Seeds	1,517				1,517
Garden - Structures / Shed	414				414
Garden - Supplies	2,586				2,586
Garden - Misc	1,020				1,020

Expenses (continued)	Gardens	Market	Education	Board	Total
Market - Administrator (Maryellen)		173			173
Market - Coordinator (Dan)		6,200			6,200
Market - Efund Charges		712			712
Market - Farm To Table		3,497			3,497
Market - Subscription/Dues		40			40
Market - Signage		502			502
Market - SNAP Administrator (Sandy)		1,920			1,920
Market - SNAP Expense		38,818			38,818
Market - Supplies		722			722
Market - Misc		1,795			1,795
Education - Speaker Fees			400		400
Education - Class Supplies			169		169
Education - Misc			116		116
Board - Bank Charges				121	121
Board - Postage				188	188
Board - Scholarship				1,000	1,000
Board - Misc				128	128
TOTAL EXPENSES	6,037	54,377	685	1,437	62,537
Net Income	1,828	15,741	815	7,120	25,504

Annual Report submitted by:

Elaine Webster, President, Coppell Community Garden Corp.

October 16, 2014