



Comox Valley Horticultural Society

Position Description: Gardens in Bloom Chair(s)

Gardens in Bloom (GIB) is a fundraising event in support of horticultural related projects, to benefit non-profit organizations in our community. It is a self-guided, 2-day tour of 10 beautiful gardens in the Comox Valley, to encourage interest and knowledge of gardening, in a very popular social setting.

Duties include:

- Canvases the CVHS for Committee members;
- Acts as Chair of the Gardens in Bloom meetings;
- Receives reports from the Committee members;
- Coordinates and collaborates committees that complete the following tasks:
 - Garden Selection Committee that finds a collection of gardens (10-12). This may involve
 - driving through neighborhoods throughout the Comox Valley;
 - approaching prospective show garden owners who may not be CVHS members;
 - petitioning CVHS members at meetings;
 - supports owners in preparation for the GIB event;
 - advertising in the CVHS newsletter;
 - advertising in the local papers.
 - Ticket Preparation. Includes
 - Meeting with the printer by the deadline;
 - Using the existing Gardens in Bloom branding/logo;
 - Doing the summaries of the gardens;
 - Preparing the map.
 - Sponsorship Committee that finds business sponsors to financially support GIB. Includes:
 - Meeting with business owners to request sponsorship support of \$300;
 - Maximum number of sponsors is 4.
 - Garden Descriptions. Includes:
 - Visit and interview Garden Hosts (homeowners) for input on garden highlights;
 - Have waivers signed for permission to use publicity photos and to allow visitors on their property;
 - Organize garden photos to be taken.
 - Ticket Sellers. Includes:
 - Confirm 6 businesses willing to sell GIB tickets and display poster;
 - Distribute tracking sheets 3 weeks ahead of event;
 - Purchaser gift certificates for each ticket seller (2 x \$25), to be included in Garden Host Appreciation Packages (delivered by GIB Chair).

- Publicity. Includes:
 - Prepares and distributes or uploads media press releases and writes content for all print and social media platforms;
 - Distributes and posts GIB advertising posters;
 - Advertises Grant Applications when available.
- Gate Sitters. Includes:
 - Organizes volunteers to welcome visitors and to check tickets at each garden site;
 - Sets up and takes down On Site Posters and Stands.
- Financial. Includes:
 - Tracks monies from Ticket Sales and Sponsor Donations, delivers these funds to CVHS Treasurer for deposit;
 - Reviews and issues cheques for advertising invoices and other GIB expenses;
 - Prepares final Financial Statement for GIB Chair and CVHS Board.
- Grant Application. Includes:
 - Provides community groups with funding applications;
 - Reviews all grant applications to determine suitable grant recipients, to determine how funds are allocated;
 - After consultation, GIB Chair coordinates Grant Applications process to determine where funds are to be allocated (currently 85% of proceeds);
 - Contacts each grant applicant to inform them of the committee's decision, and to arrange for mailing or drop-off of their funding cheque.
- Submits a year-end report to the Board in time for the October AGM, and presents report at the AGM.
- Attends the monthly CVHS Board Meeting or submits a report to the Secretary in time for the Board Meeting.