

# Jefferson County Master Gardener Volunteer Service Gardening Project Annual Report

- This report is due by Oct. 1 each year for all approved garden projects. You are encouraged to provide additional information: garden plans, brochures, photos, program announcements, etc. Use additional pages if necessary.

Gardening Project: **HOARD HISTORICAL MUSEUM**

Year: **2013**

Submitted by: Sue Zimmerman

Date Submitted: September 30, 2013

## A. Gardening Project Activities:

### 1. Describe the projects, activities, educational programs, etc. conducted this year.

In 2013 the Hoard Historical Museum's MGs (all JCMGVA members) were involved in numerous garden and educational projects and activities at the Museum, including:

- Providing active leadership on the Gardens' Committee and the Garden Programming Committee, which coordinates with the Museum's director all gardening activities, including the volunteer program and education programs
- Planning and presenting bi-monthly garden education programs open to the public
  - 1- January- Herbs
  - 2- March- Spring Bloomers
  - 3- May- Ask a Master Gardener Seminar
  - 4- July- Walk and Talk about Museum Gardens
  - 5- September- Heirloom Gardening Conference
  - 6- November- Holiday Decorating with Plants
- Working with Museum garden volunteers on Work Days weeding, refining, and maintaining 5 Museum gardens: the perennial, rain, herb, entry, and peony garden
- Continuing efforts to build a store of quality photos of the gardens throughout the blooming season for use for the proposed signs, website, garden newsletters
- Publicizing garden programming via the excellent in-depth articles written by the Museum director for the Jefferson County Daily Union about all of the Museum Garden events. All programs had at least 2 articles and the Garden Conference had 4 articles and referenced the cooperation and coordination of the JCMGVA program with the Museum.
- Coordinating the June 9, 2013 WI state proclamation declaring Fort Atkinson as the Intersectional Peony City of Wisconsin
- Presenting the Garden Volunteer of the Year Award at the annual Volunteers' Reception in September
- Adding labels to plants in the Entry, Herb, Rain, and Fence Gardens with both common and Latin names
- Promoting the Museum's Gardens to outside groups; like the Hoard Museum's Intersectional Peony Garden Program presented at Rotary Gardens in Janesville, WI with Roger Anderson, the peony breeder

## **2. List the NEW successes and/or expansion of this project.**

- **\*\*Developing and planning the Sept. 14, 2013 Hoard Museum Gardening Conference, attended by 41 people. The first-time conference featured 2 prominent Wisconsin gardening experts; Marcia Carmichael on Heirloom Gardening from Old World Wisconsin, Lee Somerville on Wisconsin's Vintage Gardens, a session led by JCMGVA Ron Langellier on Heirloom Tomatoes: History and Use with taste-testing; a Walkabout the Museum Gardens with 5 MGs ;and a seed exchange and swap. The day-long event was free to the public and included a JCMGVA display board.**
- **\*\*Developing a working partnership with the local Fort Atkinson Garden Club, who provided funds for the Heirloom Conference**
- **\*\*Planning and conducting 2 well-attended Calling All Families Gardening Programs targeted for youth in the spring. The hands-on seed starting and planting events were attended by 55 youth and parents.**
- **\*\*Determining the role of the "Garden Volunteer Curators" by defining who is in charge of overseeing the work and needs of each garden; and placing a JCMGVA member as "Curator" in each of the Museum's 5 gardens**
- **\*\*Recruiting a new JCMGVA member as Herb Garden Curator**
- **\*\*Refining the Garden Volunteer Program under leadership of the Garden Volunteer Coordinator**
- **\*\*Establishing the Volunteer Garden Coordinator's Hoard Garden e-mail newsletters, which featured photos and news bites such as: What's going on in the Museum Gardens, Garden volunteer opportunities, and Seasonal gardening tips**
- **\*\*Recruiting more regular volunteers, especially for group work days**
- **\*\*Hosting a Guided Garden Tour for Walworth County MGs**
- **\*\* The recognition and promotion given the Anderson Intersectional Peony Garden when the Fort Atkinson Chamber of Commerce awarded the 2013 "Tourism Counts" Award, and the Hoard Historical Museum presented the Volunteer of the Year Award to JCMGVA member, Sue Zimmerman, for her leadership in the development of the Peony Garden**
- **\*\*Watching as all 18 intersectional peonies bloomed for the first time in the Anderson Peony Garden during the third spring of the garden's existence, and adding 1 more intersectional peony for a total of 57 intersectional and 2 tree peonies in the 2 beds**
- **\*\*Researching and creating text for permanent outdoor signs for the Rain and Peony Gardens**
- **\*\*Redesigning and planting landscape plants along the north perimeter of the Hoard building**

## **3. Describe the problems and challenges you encountered.**

- Increasing and retaining consistent seasonal garden volunteers who are knowledgeable, dependable, and available
- Attracting additional MGs so that the Museum's programs and gardens can be maintained
- Working with a walnut tree which is in close proximity to the Fence Garden

#### **4. Changes and improvements planned for next year**

- Finalizing and installing the Rain and Peony Gardens outdoor signs
- Continuing to explore the implementation of a Front Sign Garden and a South Shrub Border
- Planning the 5-6 Garden Education programs for the 2014 Garden Education series
- Creating events surrounding the Museum's Gardens (Peonies and Rain Garden blooming times)
- Suggesting ground improvement projects and priorities to the Museum Director
- Continuing to grow and maintain the Garden volunteers for events and garden work
- Updating the 3 current garden brochures and creating brochures for the 2 other gardens
- Taking quality photos of the gardens in all stages of the blooming season
- Updating the garden section on the Museum's website
- Developing fundraising activities such as plant sales, tours, and events
- Continuing the June 9, 2014 WI Proclamation for the Intersectional Peony City designation
- Expanding the public's interest in the Museum's Gardens, especially the intersectional peonies, with a series of articles next spring; historical and horticultural significance of the Peony Garden, educational significance of the Rain Garden

#### **5. Steps taken in planning and implementing the project**

An outline of the year's activities and timeline is developed by the Museum Director with the assistance of the Garden Curators, the Garden Volunteer Coordinator, and the Museum Volunteer Coordinator.

#### **6. How the project made a difference**

Public awareness, visibility, and attendance at activities are some measures of how successful the Museum's projects are. The following were some indications of the 2013 successes:

- Fort Atkinson Garden Club funding of the day-long Heirloom Gardening Conference provided a partnership between the 2 organizations and an awareness of JCMGVA activities in other gardener circles.
- Attendance increase by both local and regional attendees to the Garden Education Programs is due to awareness that the Museum has consistent quality garden programs all year long.
- Front page coverage in the Jefferson County Daily Union of Fort Atkinson's Chamber of Commerce 2013 "Tourism Counts" Award and the Hoard Historical Museum's Volunteer of the Year Award, given to JCMGVA member, Sue Zimmerman, for her work in the Anderson Intersectional Peony Garden, was good exposure and promoted the significance of the Intersectional Peonies at the Hoard Museum.
- The State Proclamation of Fort Atkinson as Wisconsin's Intersectional Peony City also created visibility and public awareness of the Peony Garden's horticultural importance in the state.

## B. Funding Sources and Expenditures:

1. From **JCMGVA**: None in 2013
2. From the **Sponsoring Organization**: (Hoard Historical Museum)
  - Advertising costs for Heirloom Garden Conference and other garden education programs (ads in area newspapers, posters, etc.)
  - Garden budget for plants, shrubs, and gardening supplies
  - Museum staff time: Director, Volunteer Coordinator, Maintenance Worker
3. **Donations**:
  - \$700 from the Fort Atkinson Garden Club to the Museum for Heirloom Gardening Conference
  - One additional Intersectional Peony from Roger Anderson
  - Garden volunteer time to construct and install 2 rain barrels (Museum paid for materials)
  - Cookies for Heirloom Gardening Conference baked by Museum's volunteers
4. **Grants**: None in 2013

## C. Volunteer Service: (October 1, 2012 through September 30, 2013)

1. **# of MGVs**:
  - Leaders**: (5) Bev Dahl, Ron Langellier, Christine Punzel, Maggie Stetter, Sue Zimmerman = **408 hours**
  - JCMGVA members**: (12) Gordon Pierce, Eve West, Sharon Schweitzer, Diane Kachel, Carol Lorenz, Sue Friedman, Judy Foskett, Deb Kuchen, Jeannie Taylor, Frankie Fuller, Denise Houf, Jane Van De Hey = **25 hours**
2. **# Total of MGV hours**: **433 hours**
3. **# of non-MG volunteers**: **17**
4. **# Total Adults and/or # of Youth**: **33 adults and 1 youth**

**This report should be submitted to both the JCMGVA and the sponsoring organization.**