



JENSEN-OLSON ARBORETUM ADVISORY BOARD (JOAAB) AGENDA

November 09, 2022 at 5:15 PM

Zoom Webinar

<https://juneau.zoom.us/j/92154268784> or +1 346-248-7799 Webinar ID: 921 5426 8784

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. APPROVAL OF MINUTES

- [1.](#) Meeting of August 10, 2022
- [2.](#) Subcommittee Meeting of May 11, 2022
- [3.](#) Subcommittee Meeting of November 10, 2021

E. PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

F. NEW BUSINESS

- [4.](#) CBJ Boards and Committees Review
5. New Chair & Subcommittee Appointments

G. UNFINISHED BUSINESS

- [6.](#) **Commercial Use Policy** – *Presented by Michele Elfers*

SUGGESTED MOTION:

The Jensen-Olson Arboretum Board supports the Commercial Use Policy and recommends that it is implemented to guide commercial use activity at the Arboretum.

H. COMMITTEE MEMBER, LIAISON, AND/OR STAFF REPORTS

- [7.](#) Manager Report
8. Chair Report
9. Friends of JOA Report
10. Other Business

I. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services depending on the meeting format. The Clerk's office telephone number is 586-5278, TDD 586-5351, e-mail: city.clerk@juneau.org.

DRAFT MINUTES**JENSEN-OLSON ARBORETUM ADVISORY BOARD**

Zoom Webinar | Wednesday, August 10, 2022 5:15 P.M.

I. Call to Order at 5:16 pm by Nell McConahay**Present:** Nell McConahay, Paulette Schirmer, Rose Evans, Ed Buyarski, Kristin Bartlett, Sarah Dolan**Absent:** Deborah Rudis, Peter Froehlich, Patricia Harris**Staff Present:** Ginger Hudson, Arboretum Manager; Amanda Babin, Staff Liaison**II. Agenda Changes – None.****III. Public Participation on Non-Agenda Items – None.****IV. Approval of Minutes –**

- A. Wednesday, May 11, 2022: E. Buyarski moves to approve minutes, no objection.
Minutes adopted.

V. New Business – None.**VI. Unfinished Business –**

- A. Budget Update [see Managers Report]
- B. Residence water/internet update [see Managers Report]
- C. Commercial Use – being reviewed by SEALT, to be discussed at November meeting.

VII. Committee Liaison and Staff Reports**A. Chair Report:**

N. McConahay: My third term is going to expire in January and I am not planning to renew. We are looking for a new chairperson for the advisory board and endowment subcommittee.

B. Manager's Report: *Included in packet.*

N. McConahay: You mentioned that we have a Master Gardener helping document the primula collection. Is the work that the Master Gardener is doing part of what is needed to keep up the Arboretum's primula accreditation?

G. Hudson: Yes, it is. As a member of the Public Garden Association and the Botanic Gardens Conservation International we are supposed to share our plant database with these groups so other professional gardens can inquire with us for plant material, seeds, how we grow things. To get that one genus up to date involves confirming what beds plants are in, labeling them and updating the database. I have renewed our Arboretum certification for the next five years.

N. McConahay: What does the Arboretum need to do to keep that accreditation?

G. Hudson: It doesn't need to be done every year. It's a five year rotation. There's a long questionnaire to fill out. Will you have your plants labeled? Do you have a contingency or emergence plan? Do you have seeds saved? Do you have plants distributed throughout the community? What is your process to ensure plants thrive on the property? Do you have educational programs? Writing and submitting experiential information to publications. Names change over time so we have to update signage. Those are some of the things required.

N. McConahay: Sounds rather time consuming. If the Arboretum wants to keep that up, time will need to be allotted. Having a plan in place in case of disaster, that's interesting.

G. Hudson: There are two really important documents an Arboretum should have. One is your plant collection policy, Merrill completed that. The other is the emergency policy, I need to complete that. The first thing I did to work toward that is purchasing a freezer. We do have seeds stored in deep freeze. It's a work in progress. In larger gardens this would be its own position, updating the collection, making sure plants are labeled and up to date. Most of the work we really need here is outdoors maintaining the garden. I was lucky to hire a horticultural student who has been instrumental in helping set up our CD collection. He'll be the point person working with volunteers who will help clean and package primula seeds this year.

N. McConahay: What are the numbers this year compared to previous years?

G. Hudson: For the year to date to the end of June was 5000. I think we are up a little.

N. McConahay: Does JOA have an official master plan?

G. Hudson: We do have the conservation easement which guides how the property can be used but there's not an official master plan with goals. I know an educational center was talked about. The master plan is the vision for 5, 10, 25 years down the line. Whether to increase capacity for school groups, pave paths, landscape design, whole food sustainability, adding a greenhouse, do we want to grow more food and take out perennial gardens? A master plan is big project.

N. McConahay: Would you want someone from the boards to help with that?

G. Hudson: I think it would be fantastic to have somebody from the board, a landscaper, grower, educator or some mix. I would want to make sure we could have our own meetings and not have public meetings. Having quarterly meetings takes a long time and things are forgotten in between.

N. McConahay: Maybe you and I can talk about how the board can be most helpful. In the end the Board and CBJ would need to be involved.

C. Friends of JOA:

P. White (Friends of JOA): We wanted to associate all events with the Arboretum's 15th anniversary. Every event had refreshments and entertainment, which was fun. We wanted to collaborate with artists, visual artists, theater artist, musicians, ect. We had six events sponsored by the Friends of JOA this year, some were Mother's Day, Primula Day, Public Gardens Day, Art in the Garden and educational programs. We instituted a volunteer program this year. We called it Weed Warriors and 18 volunteers came for almost 100 hours. Using a grant we made four videos that will go on the website. We plan to revamp the website. First Friday and the Arboretum summer long exhibit at the City Museum were great.

D. Other Business: None

Adjournment – 6:01 pm *Having no further business before the Board.*

Respectfully submitted by Amanda Babin, Parks & Recreation Administrative Assistant, 11/08/22.

Jensen-Olson Arboretum Advisory Board – Endowment Subcommittee

Wednesday May 11, 2022

DRAFT Minutes

Members Present: Nell McConahey, Rose Evans, Paulette Shirmer

Call to order – 5:50pm

No agenda changes

No public participation

Review of CBJ Annual Comprehensive Finance Report balance sheet 6.30.21

Review of CBJ Budget for 2022, Permanent Fund Revenues and Summary of Expenditures

N. McConahey: In your packet I included what I could find on the CBJ budget. For 2021, we have a fund balance of \$3,121,378. The balance keeps going up, that's always good. A little bit of funds coming out of the unrestricted funds coming up but those are well spent. Paulette and Rose, do you see any reason not to stay with the recommended 4%?

R. Evans: No, I think with the way things are, even though that's a huge variance. I think this year is going to be a lot lower, so I think it's good to stick with it for now.

P. Shirmer: Leave it where it is and be happy when it goes up.

N. McConahey: We'll do no changes.

Meeting Adjourned 5:53pm

Respectfully submitted by Amanda Babin, Parks & Recreation Administrative Assistant, 11/08/22.

Jensen-Olson Arboretum Advisory Board – Endowment Subcommittee

Wednesday November 10, 2021

DRAFT Minutes

Members Present: Nell McConahey, Rose Evans, Paulette Shirmer

Call to order – 6:55pm

No agenda changes

No public participation

Agenda Items

- A. Does the Endowment Subcommittee approve the use of ‘unrestricted balance’ funds of up to \$71,000 to improve the water quality at JOA Residence? Ginger/JOA will need to have an official proposal to take to the CBJ City Assembly for approval of the use of funds. *Documents- Administrative Agreement 0510 pages 541, 542 (Original Agreement between Caroline Jensen and CBJ, dated 9.30.93)*
Motion passed unanimously at the main meeting.
- B. Twice-yearly meeting of JOAAB Endowment Subcommittee required by CBJ resolution establishing the JOAAB Serial #2377. Additional meeting can be called by the members. The Endowment Subcommittee also advises the P&R director on how much income it recommends to be expended from the Endowment each year. Currently, the recommended expenditure is 4%. CBJ budget expenditure is \$98,000 for 2021 and 2022. Are there any changes to the recommended percentage?
Document-CBJ Annual financial Report, JOA permanent fund statement 6.30.20 (last available)- balance \$2,737,850. 4% = \$109,514

N. McConahey: The current recommendation is 4%, do we want to make any changes to that?

R. Evans: No, I think so.

P. Shirmer: I don't think so either.

N. McConahey: I agree to keep it at 4%. That keeps the endowment building.

Meeting Adjourned 7:01pm

Respectfully submitted by Amanda Babin, Parks & Recreation Administrative Assistant, 11/08/22.



TO: Jensen-Olsen Arboretum Advisory Board
FROM: George Schaaf, Parks & Recreation Director
DATE: November 8, 2022
RE: Restructuring Parks & Recreation Boards and Committees

The Parks & Recreation Department currently supports five citizen advisory boards and committees, requiring a total of 43 volunteer members:

1. Parks & Recreation Advisory Board
2. Treadwell Arena Advisory Board
3. Aquatics Board
4. Jensen-Olsen Arboretum Advisory Board
5. Youth Activities Board

The Parks & Recreation Advisory Committee (PRAC) was established in the 1980s and charged with making recommendations to the Department and Assembly on all matters affecting recreation in the community. Each year, the mayor designates a member of the Assembly as a liaison to the PRAC. Nevertheless, the PRAC's broad mandate was eroded over the last 15 years as new committees were created to focus on specific issues or facilities (e.g. the ice rink, arboretum, and pools). The Jensen-Olsen Arboretum Board, for example, was established with the narrow purpose to "advise on the Arboretum's guiding vision as provided by Caroline Jensen," including fundraising, capital campaigns, and programs. Other groups have similar mandates, including the Friends of the Jensen-Olsen Arboretum, which has demonstrated a robust ability to recruit volunteers and raise money for the property.

For CBJ, having so many boards and committees engaging in different areas of Parks & Recreation has resulted in a number of problems and challenges:

- It is very difficult to recruit and retain 43 engaged volunteers who are interested in recreation. With over 30% of these board seats vacant, meetings are frequently cancelled or unable to proceed due to lack of quorum.
- Supporting five boards and committees requires over 1,000 hours of staff time each year. This diverts limited resources away from delivering core services and programs.

- The ability of citizens to influence decision-makers is reduced when each facility or operation is represented by a niche board or committee, rather than a diverse body representing the entire community.
- Board morale suffers when meetings have no purpose or no meaningful action is taken.

It is imperative that the public have meaningful opportunities to provide input and recommendations to staff and the Assembly regarding the services and programs delivered by the Parks & Recreation Department. With so many boards and committees, however, little has been accomplished: The Aquatics Board has approved only one regulation in the eight years since it was established, and the Treadwell Arena Advisory Board has not taken any action in three years. Considering the staff and volunteer resources required by more than 40 public meetings every year, there are more efficient ways to engage the public.

Juneau uses a “council-manager” form of government where elected officials set policy and the manager oversees day-to-day operations. According to the International City/County Management Association (ICMA), “Because decisions on policy and the future of the community are made by the entire governing body rather than a single individual, council-manager governments more often engage and involve their residents in decision-making. Residents guide their community by serving on boards and commissions, participating in visioning and strategic planning, and designing community-oriented local government services.”ⁱ A 2009 report by the University of Tennessee distinguished between various standing committees that typically exist in city government (planning commissions, park boards, etc.) and “citizen panels that are appointed to investigate or review a single issue *and that are disbanded once recommendations on that issue have been delivered to the governing body.*”ⁱⁱ An informal survey of parks & recreation agencies nationwide by CBJ staff found that the vast majority use just one citizen board or committee. Only very large cities like Miami or Chicago have more than four advisory committees, mainly to represent large geographic areas rather than specific programs or interests, like aquatics or an arboretum.

The Department recommends that the community would be better represented by a single, well-managed Parks & Recreation board that provides for diverse representation of interests in all of the Department’s programs, facilities, and services, including the Jensen-Olson Arboretum. This approach would not only reduce the burden on staff, but also allow board members to accomplish meaningful and needed work throughout the year. The Jensen-Olson Arboretum is unique in that it has a multi-million dollar endowment held in trust by the City & Borough of Juneau. A permanent subcommittee should be established to advise CBJ on the management of this endowment.

The next step would be for the Department to work with the City Attorney to draft legislation repealing the resolutions and ordinances that established the current committee structure, as well as a new ordinance re-establishing a robust Parks & Recreation Advisory Committee, including a permanent subcommittee for the Arboretum’s endowment.

ⁱ ([International City/County Management Association](#))

ⁱⁱ ([Angerer, 2009](#))



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Policy No.	Title: Commercial Use – Jensen-Olson Arboretum		
Date Approved:		Last Reviewed:	
CBJ Code:	CBJ 67.01.090(i) CBJ 67.01.080	CBJ Regulation:	11 CBJAC 01
Purpose & Need: To establish and define standards for commercial use of the Arboretum, a Parks and Recreation facility, for activities not addressed by other policies; to establish requirements and conditions; and to establish guidelines for fees.			

Policy Statement

- I. It is the policy of the CBJ Parks & Recreation Department to:
 - a. Maintain and improve parks, recreation areas and trails for their primary use by the public, to include visitors and residents alike, and to preserve them from activities inconsistent with that primary use.
 - b. Preserve and maintain these public assets for all users, preserve the recreational experience unique to each area, consider impacts upon other users and neighboring property, and ensure public safety on city lands.
 - c. Establish rules to minimize environmental damage and mitigate impacts from events and commercial use of parks, trails and recreation areas.
 - d. Generate municipal revenues in support of parks and recreation programs and facilities;
 - e. Establish and enforce uniform rules for events and commercial use of parks, trails, and recreation areas.
- II. The Jensen-Olson Arboretum is a CBJ Parks and Recreation Facility that is managed and operated under a conservation easement held by the Southeast Alaska Land Trust (SEALT) with the intent to:
 - a. Preserve and protect plant communities and natural habitat.
 - b. Preserve open space.
 - c. Preserve a historically important land area.
 - d. Not be a destination for large scale tourism, while permitting access by individuals and small non-commercial and non-profit groups such as university or school groups.



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Permitted Uses

- I. Guided Tours
 - a. Guiding and interpreting of the Arboretum facility by CBJ employees and partners only.
- II. Vehicle Based Tours
 - a. Small groups of no more than 15 people may be dropped off for entry into the Jensen-Olson Arboretum. Guiding or leading these groups in the Arboretum is not allowed.
- III. Vending
 - a. Sales of products shall meet the intent of the operation of the Arboretum as outlined in the conservation easement, for example, sale of plants, scientific papers, and horticulturally related gifts.
- IV. Filming and Photography
 - a. Photography, motion picture recording, videotaping, or sound recording that involves the advertisement of a product or service, the creation of a product for sale, or the use of actors, models, sets or props.
- V. Special Uses
 - a. Groups larger than fifteen (15) people by permit only, but only if the group's permit application evidences that the primary purpose of the activity is education, that the activity aligns with the purpose of the Arboretum, and that the activity is consistent with Department policies.
 - b. Other activities not specified elsewhere in this policy may be permitted on a case-by-case basis with approval by the Southeast Alaska Land Trust in accordance with the requirements of the conservation easement and administrative supplements to same.

Notwithstanding the above, the Department may limit such permitted uses as determined necessary under the conservation easement and administrative supplements to same if the scale or intensity of such use appears to be having an adverse impact on the Conservation Values of the Arboretum property.

Procedures

Notwithstanding the provisions of 11 CBJAC 05, the following procedures apply to all persons authorized by a commercial use permit at the Jensen-Olson Arboretum:

- I. **Application Process**
 - a. Applications are accepted on a first-come, first-served basis.

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- b. The Southeast Alaska Land Trust shall be notified of, and approve as provided for under the conservation easement, any applications for commercial use of the Arboretum exceeding 30 days total.
- c. In determining the appropriate level of commercial use, as required by 11 CBJAC 05, the Director or designee shall consider:
 - i. Whether the proposed use is consistent with the provisions of the this policy;
 - ii. Whether the proposed use is consistent with the mission, policies, and regulations of the Parks & Recreation Department;
 - iii. Whether the proposed use would unreasonably impact public use and enjoyment of the Arboretum; and
 - iv. The public benefit of the proposed use, if any.

II. Sales Tax

All persons operating under a commercial use permit must collect and remit sales tax, as required by CBJ Code. Compliance with sales tax regulations will be verified with the CBJ Finance Department. Failure to remit sales tax as required will result in immediate revocation of the permit.

III. Insurance

Proof of insurance is required at the time of application, and must be maintained at all times during the permit period. Failure to maintain liability insurance as required will result in immediate revocation of the permit, without notice.

IV. Fees/Additional Costs

Permit fees are set by the manager and calculated to give the city a fair and reasonable return. Application fees shall be applied as revenue in the Parks and Recreation Operations budget to offset staff costs for administering the permit. Permit Fees shall be applied as revenue in the Arboretum Endowment Fund as required by the Deed. Fees shall be paid to the Department by the 15th of each month for fees owed in the previous calendar month. Failure to remit required fees is a violation of CBJ 67.01.09(i) and may result in revocation of the permit, a fine, or both.

In determining the fee, the manager considers:

- a. The cost of administering the activity permitted under the permit;
- b. The impact of the proposed activity on the area and the general public;



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- c. The cost of maintenance and any improvements required;
- d. The value of the benefit conferred upon the permittee; and
- e. In addition to these fees, the permittee shall be responsible for additional costs incurred for any services provided beyond basic city services. This may include, but is not limited to, police services, park cleanup, utility charges, or excess administrative work.
 - i. The **Application Fee** is based on the estimated staff time required to process a commercial use permit, including verification of certification, insurance, and compliance with sales tax regulations.
 - ii. **Permit Fees** are calculated to recover costs associated with administering the activity, maintaining the area, and to provide the CBJ with a fair and reasonable return in light of the revenue generated by the commercial activity.

f. Commercial Use Fee Table

i. Application Fee (non-refundable)	\$250
iii. Use Fee	
Vehicle Based Tour Fee	\$2 per person
Filming and Photography Fee	\$200/year
Vending Fee	\$70/day
Vending Fee Non-Profit Organization	\$45/day
Special Use Fee	\$300 for 1-3 hours
	\$90 each additional hour
Electrical Service up to 100 kWh	\$25 per day

Fees may be waived or reduced by the Parks and Recreation Director for permits issued to non-profit organizations upon a determination that the activity is in the public interest.

General Operating Requirements

I. Mandatory Permit Conditions (All Permits)

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- a. The following language must be included in all of the Permittees' advertising or promotional material (including websites), or included in the credits of any content created under the Permit: "<Client Name> operates under a commercial use permit issued by the City & Borough of Juneau Parks & Recreation Department."

II. Mandatory Permit Conditions

Permits are subject to the following conditions, which will be included on all permits. Additional permit conditions may be added as necessary.

- a. Disturbing or damaging vegetation, picking flowers, and moving benches or other items is prohibited.
- b. Tossing artificial confetti, seeds or other items is prohibited.
- c. Blocking of garden views, pathways or elements for extended periods is prohibited.
- d. Climbing or leaning on trees and walking in garden beds is prohibited.
- e. Disruption of gardeners' work is prohibited.
- f. No hunting or fishing is allowed.
- g. No dogs or other animals are allowed.
- h. For filming and photography permits, no equipment or facilities for preparing sets or costumes will be provided. Cords, wires and tripods must not impede traffic or be placed in planting beds.

Jensen-Olson Arboretum, Manager's Report to the Advisory Board

November 09, 2022

Thank you JOAAB for your input on the budget and use of nonrestricted funds over the past two years. Thank you for your time, interest, and dedication to JOA.

- Budget and use of nonrestricted funds in FY23

JOA requested \$13,000 of the endowment's nonrestricted funds be added to the FY23 budget.

These funds purchased a whole-house water filter device, replacing the water softener. They also go toward replacing the copper and lead plumbing with Pex pipe. The project is scheduled for winter 2022-23 by CBJ Maintenance.

JOA also requested \$5,500 of the endowment's nonrestricted funds for installation of satellite internet service. Modern service will enable JOA to give or interact with online presentations. CBJ MIS said this works with their operations. However, MIS has a new Director and they have been working on updating their master plan delaying action on the JOA plan. A good option was presented by Snowcloud, yet it has not been vetted by MIS. Snowcloud's suggestion looks promising, this is an ongoing search.

- Horticultural updates

Late summer and fall rain caused flooding that created what is affectionately called Lake Caroline. Everyone in Juneau should be well aware that Southeast has set an annual rainfall record. The results impact the grounds of JOA. A spring behind the entry arbor fills to a small pond generally once a year. That is the Lake Caroline area and it has appeared three times this year. The most recent was at the beginning of October when JOA received about 9 inches of rain in a 4-day period. The lake area expanded toward the residence and up into the lawn. A small sump pump was employed to run water over the crest of the lawn toward the coast. Areas that were historically planted with bulbs will have to be reconsidered. Some small species of *Primula* may be impacted, a situation to watch.

Continuing rains into November hampered garlic planting efforts, though covering with tarps, as is conventional here, has stabilized the beds. Saturated soil conditions delayed and rescheduled bulb planting. Most were planted by the first week of November.

The *Sorbus acuparia*, European Mountain Ash, bordering the edge of the forest on the south side of the cultivated grounds, were heavily browsed and damaged by black bear this year. As soon as the berries were ripe in August, a female and her yearling cub began visiting the trees. She was seen onsite twice a week for a while, eventually daily. Late September a larger male black bear started eating in the trees and was seen nearly daily for almost four weeks. Due to the heavy damage and the mother now teaching a cub to eat at JOA, I have decided to remove all the remaining Mtn. Ash at once. I requested permission from SEAL Trust as per the Conservation Agreement and it was granted. The work will be done by Cal Reikert of Cal's Arbor Art over the winter. Cal will fell the trees, cut large trunks and limbs into manageable pieces, and all material will be left at JOA for processing.

JOA continued its commitment of donating produce from the historic veggie garden to the community. Over 200 pounds of vegetables, currants, and herbs were donated to the AWARE shelter, the Southeast Alaska Food Bank, and the Glory Hall.

- Infrastructure

An awning has been constructed over the potting bench area at the rear of the garage.

Materials were purchased by the Friends of Jensen-Olson Arboretum (FJOA) and labor was donated by Bill Ehlers and Ken Murphy.

- Hours of operation and staffing

Members of FJOA volunteered close to 100 hours as Weed Warriors helping to keep perennial beds weed-free. Members also contributed time dividing and potting perennials.

Master Gardeners contributed approximately 250 hours on various projects: updating the *Primula* genus in the plant database (still in progress); cultivating the vegetable garden; preparing perennials for replanting and preparing pots for seeding; and packaging and writing plant descriptions.

Members of the Juneau Chapter of the American Primrose Society contributed approximately 30 hours cleaning and packaging *Primula* seeds for seed exchanges and preservation.

JOA is now in reduced winter hours, mid-October through mid-March, open Friday – Sunday, 9a – 4p. I have not received any negative feedback. My normal schedule remains Wednesday – Sunday 9a-5pm. In order to meet with other P&R employees and to utilize faster internet, weather permitting, I travel to the City Hall P&R office on Wednesdays and some Thursdays.

- Outreach:

FJOA received a \$3,500 ARPA (federal American Rescue Plan Act) Easy Grant in October 2021 that was used to update JOA's online resources. Four short videos have been completed and will be on a FJOA youtube channel soon.

October 27, I attended the Alaska Community Forest Council quarterly meeting, virtual. I would like to source more forest and arbor information in consideration of operating an arboretum.

Nov 1-5, I attended the annual AK Invasive Species Workshop in Anchorage. This is organized by the Alaska Invasive Species Partnership consisting of multiple state and federal agencies. The goal is to educate on all types of invasives (marine, terrestrial, insect), identification, control, or eradication.

2023, February 15-19, I will be speaking for the second year at the Northwest Flower and Garden Festival in Seattle. I will give a presentation with a panel of 3 speaking on summer color, my section "not your grandma's primroses" for early season color. I will have a presentation on the DIY stage on basic garden tools, how to select the best, and how to use. More information can be found on their website: <https://www.gardenshow.com/>

Thank you for your advice and support of the arboretum.

Submitted by Ginger Hudson