

Labyrinth Project Team Meeting Notes, July 16, 2024 – via Zoom

In attendance: Martha Dexter, Patrick Dexter, Dana Bagshaw, Terry Hall, Elizabeth Chandler, Cathy Watson

Discussion of Donor Recognition Program plan

We revisited the Donor Recognition Program plan that we developed in June and which was approved by the Vestry. Dana was unable to participate in the development of the plan since she was out of town in June. She disagrees with the outline of the plan's giving levels and how the program is presented. During the discussion it was pointed out that actual donor levels and amounts would not be featured on the plaques, and that the entire design of the donor signage is still to be determined. Since the program has already been widely promoted, the group decided to stay with what we have laid out and come together around the donor display when we get to that. Everyone thanked Dana for her thoughtful comments and suggestions.

Review of Project Plan developed by Terra Nova with additional input from Calvary

In June, we entered into two formal contracts with Terra Nova, one for the construction of the labyrinth and the other for the installation of the surrounding garden. As part of the contract, we asked that they provide a project plan and timeline which they did in the form of a shared Word document. We are able then to add our own project tasks to one unified document.

For the July to October timeframe, we added the following bullets as Calvary activities:

- Set up zoom meeting with Lars and Terra Nova – now scheduled for July 31. This will make sure their mutual contracts with us are in sync and cover everything that needs to be done for a successful build on October 26.
- Begin monthly newsletters to Friends of the Labyrinth and Calvary parishioners.
- Select McNear bricks and determine source / logistics for availability on Oct. 26
- Plan marketing and communication plan for Community Build Day, Oct. 26.
- Plan garden signage.
- Confirm final installation date with Lars, and his travel and accommodations schedule.
- Plan Build Day activities, e.g. hospitality, waivers, supplies, signage, safety, etc.
- Plan for communication with donors about recognition plaques; vendor for plaques; timeline for installation of tree cross-section.
- Plan dedication celebration(s).

Communications and marketing in the months leading up to installation

We published and distributed our first **Labyrinth e-newsletter** using Constant Contact and the Realm email list. We now have almost 40 people on the Friends of the Labyrinth email list. We'll continue monthly newsletters to keep interest alive. In August we'll feature an article from Terra Nova on the plants and trees that will be in the garden, and an article on other labyrinths in the area.

We discussed recent **tabling activities on the lawn during the Wednesday Farmers Market**. Those of us who have participated find it to be very rewarding as there is considerable enthusiasm for the project. We found that simply asking passersby if they know about our future garden gets people to stop and learn more. We think it is too much to do every week (the foot traffic is pretty much the same week after week), but we think once a month would be good. We have a kit of supplies available, although

volunteers will need to bring a portable table. While we won't be outside every Wednesday, we now have a **permanent display on Lincoln Street** at the location where the labyrinth will be. Cathy and Tom repurposed the post from the old labyrinth as an information display with a plastic container holding brochures and our FAQ sheet.

We now have a **draft solicitation letter** for all of us to use to contact friends, family members, and neighbors about the labyrinth. It will be available along with all the other promotional materials (e.g., brochure, FAQ sheet) on our shared drive – watch for an email with details. A subgroup of us will get together to discuss specific philanthropic families or groups to contact and rehearse talking points.

Selecting materials for the labyrinth

Martha and Cathy reported on their recent trip to Central Home Supply to find out more about the McNear bricks that Lars has recommended for the "lines" of the labyrinth. Central Home Supply does carry the bricks, approx.. \$2.00 per brick plus \$150 delivery, 5% discount for cash or check. We need 850 bricks. They come in 500 brick pallets, so we would need about one and 2/3 pallets. They had 4 or 5 colorways on the lot. It was good to see what they look like and that they match the brochure photos pretty well. At the meeting, we all agree that, given information gained from labyrinth field trips, we need a bold contrasting brick colorway to help it stand out against the decomposed granite pathways and the surrounding garden. Cathy will get a group together in August to discuss this more. We will need to order bricks in September. FYI, here are photos from Lars of 2 installations with McNear bricks – he thinks both were the colorway Embarcadero:



Begin discussion of hosting the Community Build Day and Dedication celebration(s)

While we didn't make any specific plans at this meeting, we noted that in August and September we will need to start planning for hosting the Community Day on October 26, including plans for getting the word out for volunteers, safety and liability waivers, refreshments, etc. It's not too early, either, to begin thinking about how we will celebrate when the project is complete. Right now, Terra Nova expects to complete the garden by Thanksgiving, so there could be some kind of thanksgiving celebration. But we will also want to have a dedication ceremony of some sort. We also discussed having a parish kick-off spaghetti dinner at the beginning of October as we enter the homestretch. The parish stewardship campaign will be Nov. 3-24 coinciding with the installation of the garden. All of these ideas will be topics for our next meeting in mid-August.

Notes by Martha Dexter.