

OHA DISTRICT 10 EXECUTIVE WORKSHOP

January 23, 2021



What's In Today's Workshop?

The OHA has made a valiant attempt to navigate the deluge of ever-changing information coming to them and to keep everyone informed during this challenging time.

Whether you're new to your Society's board or an experienced leader, there's something for everyone today. We'll tell you what you need to know, what's new, what's in it for you, and where to go for help.

Everyone staying as positive as they can and continuing to support each other is more important than ever!

New Year. New Ideas. New ways to succeed.





Welcome & Introductions:

Advisory Panel

Katharine Smyth, OHA President

Kelly Taylor, OHA Secretary

April Davies, OHA Webmaster

Jim Mabee, Past D10 Director and
Former OHA President

Your District 10 Board

- **Shelley MacKenzie**, District Director
- **Jim Mabee**, acting Past District Director
- **Albert Acre**, Assistant Director Oxford - *interim*
- **Sherry Burgess**, Assistant Director Elgin - *interim*
- **Bernice Barratt**, Assistant Director Perth & Lambton Shores
- **Pat Graham**, Assistant Director Middlesex
- **Maureen Cocksedge**, Secretary
- **Samm Okolisan**, Treasurer
- **Sharon Shortt**, Convention Treasurer
- **Joyce Schlegel**, Webmaster/eReports
- **Dian Chute**, Flower Show Convenor



AGENDA



- ❖ **Welcome**
- ❖ **What's in it for us?**
OMAFRA, OHA & District 10
- ❖ **GardenOntario Resources** – where to find them
- ❖ **Awards & Grants**
- ❖ **Society Annual Reporting**
-what's new?

- ❖ **Your Online Presence**
- ❖ **Break** -15 min. Stay in the meeting, bring back your lunch
- ❖ **Luncheon Chat Open Forum**
 - Announcements
 - Society One Minute Reports
 - Q&A
 - Idea Sharing, Networking & Social Time

WHAT'S IN IT FOR US?

**A LOT!
... but first....**

**Let's explore our
governing bodies,
who they are and what
they do.**



OMAFRA, OHA & DISTRICT 10

All Horticultural Societies in Ontario are governed by:

- **OMAFRA** – Ontario Ministry of Agriculture, Food and Rural Affairs. By law (*Agricultural and Horticultural Organizations Act of Ontario*), ALL Horticultural Societies in Ontario fall under the authority of OMAFRA.
- **OHA** – Ontario Horticultural Association (GardenOntario). 270 Horticultural Societies across Ontario belong to OHA, which is divided into 19 Districts.
- **District 10** – supports 22 Societies within the Counties of Elgin, Oxford, Middlesex, Perth & into Lambton Shores. The District functions as OHA's liaison and provides support to the Societies in their area.

OMAFRA

Ontario Ministry of Agriculture, Food and Rural Affairs

- All Horticultural Societies and Agricultural Societies or Associations are governed under OMAFRA (Ontario Ministry of Agricultural, Food and Rural Affairs).
- OMAFRA is funded by the Provincial Government.
- They provide regulations, education, grants to Agricultural Associations and Horticultural Societies in Ontario.
- OMAFRA requires an annual report from societies to be filed **by Feb 1, 2021**. **Please note** there has been a delay in having their new forms available. Societies will be notified by email and the due date will be extended.

[Agricultural and horticultural initiative guidelines | Ontario.ca](#)



OHA

GardenOntario.org

GardenOntario
KEEPING ONTARIO BEAUTIFUL™

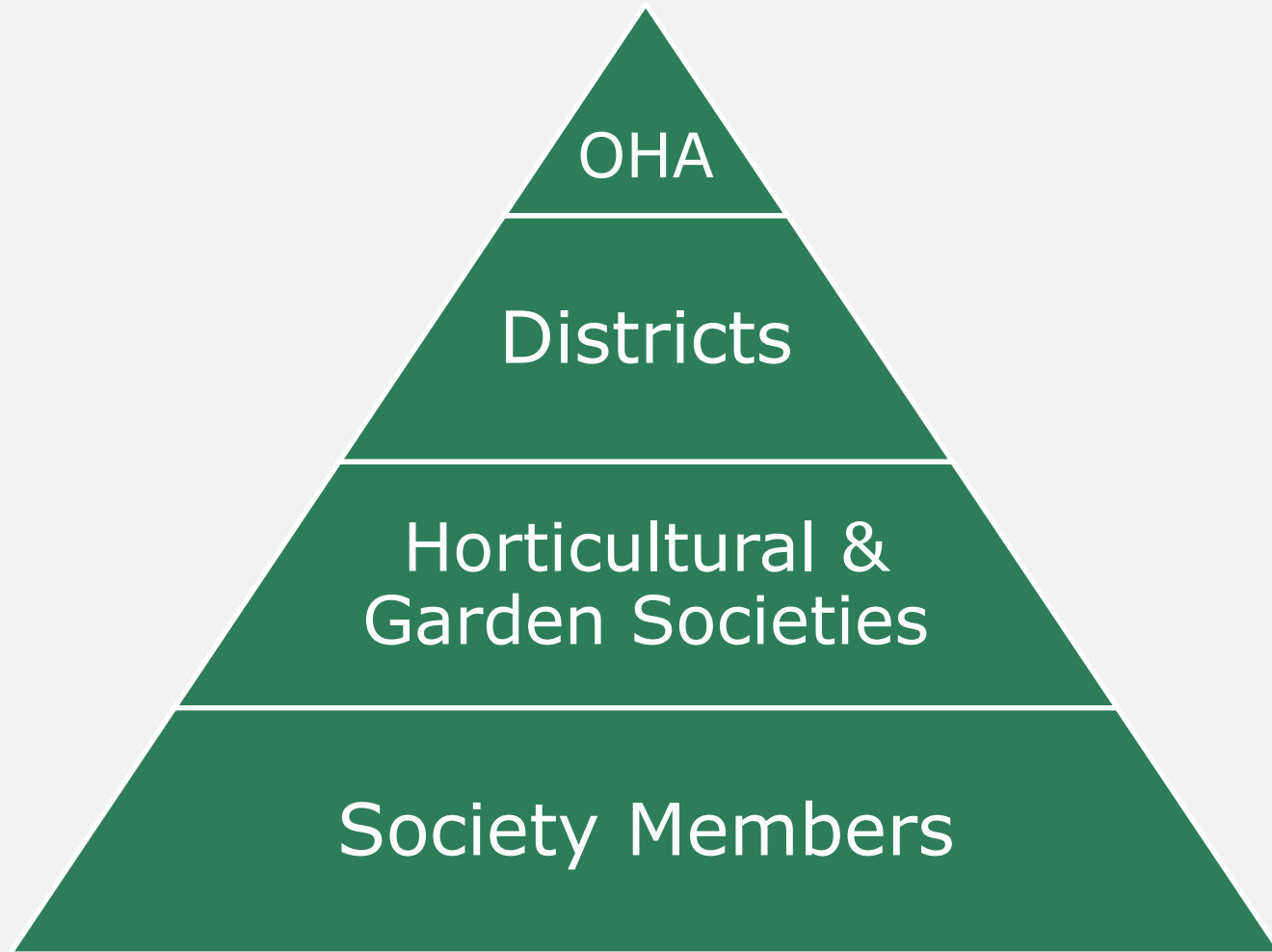
The OHA is a strong and vibrant organization, divided into 19 Districts, with 270 Horticultural Societies across Ontario.

Their goals are to:

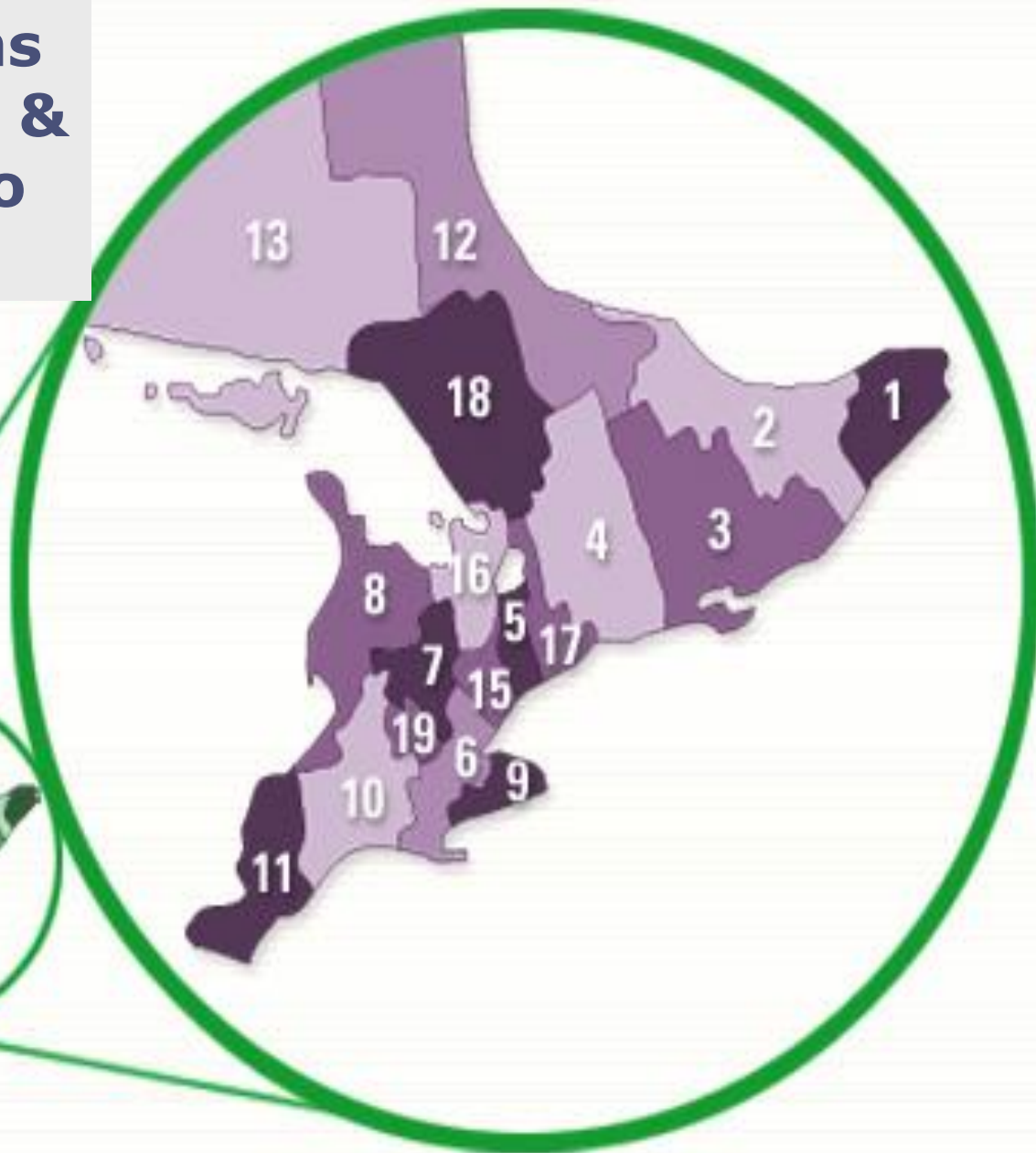
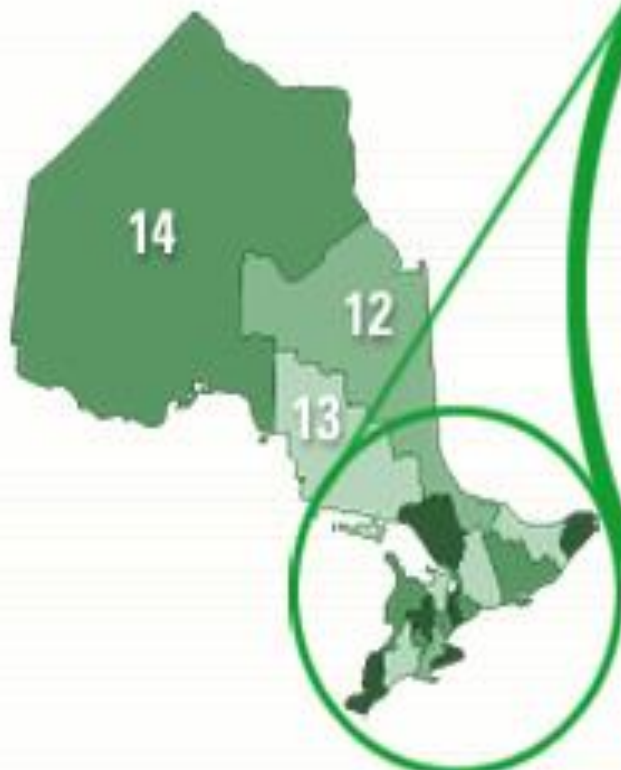
- ❖ Provide recognition, awards, and grants throughout Ontario.
- ❖ Develop and support programs for all ages encouraging gardening, community beautification, environmental enhancement, and conservation.
- ❖ Provide resources for horticultural societies.
- ❖ Encourage the development horticultural societies.
- ❖ Society Annual Reports to OHA are due **Feb 1, 2021**. The forms are available on [Gardenontario.org](https://www.gardenontario.org).



OHA Organizational Chart



**The OHA spans
across Ontario &
is divided into
19 Districts**



District 10 Thames Valley



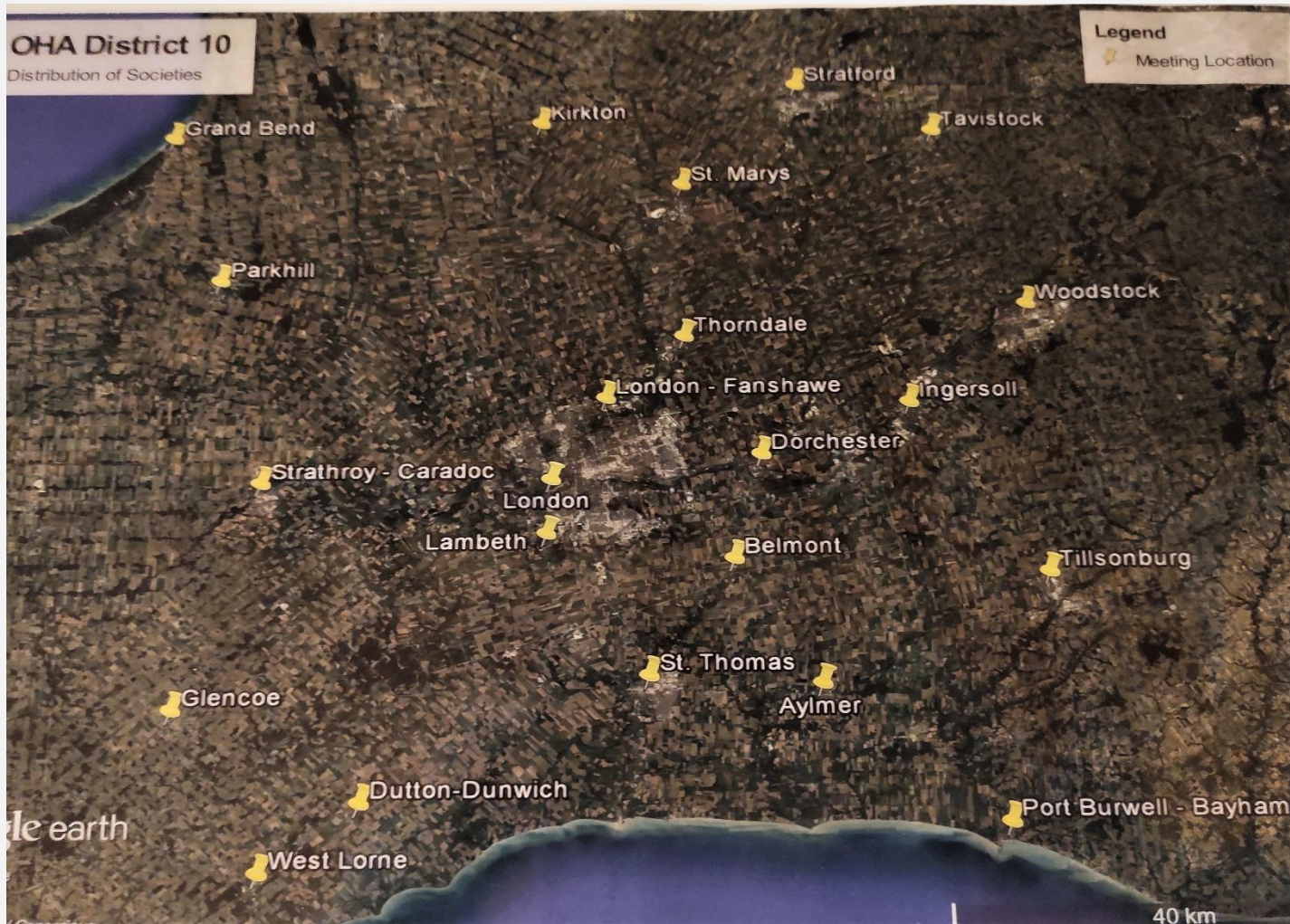
We are one of the largest
Districts in OHA

Encompassing the
Counties of

- ❖ Elgin
- ❖ Oxford
- ❖ Middlesex
- ❖ Perth & Lambton
Shores



And this is us... 22 Societies of District 10



WHAT'S IN IT FOR US?

**Let's take a look at the
rewards & benefits....**



OHA Benefits to Societies

The list of benefits in belonging to and being under the umbrella of the Ontario Horticultural Association are many:

- **Group Insurance Negotiated:** Coverage for venues, events, and meetings, coverage for your Volunteers, Bonding & Liability coverage for Executive and Board of Directors.
- **Awards and Grants**
- **Support programs, training:** Youth, Judging
- **Comprehensive resources** for new Society executive to help Societies be successful
- **Publications:** Judging and Exhibiting Standards, information & educational, marketing
- **Navigating and advocating with:** OMAFRA, Insurance, Legalities, Ethics.



And More....

- **Partnerships & outreach** with many like minded community organizations which benefits all members.
- **Extensive website**, (visit gardenontario.org) resources, events calendar, Judges regulation & registry, Speakers registry, District & Society pages. (Any speaker or judge can register)
- **Marketing** – encouraging people who have an interest in gardening and landscapes to join their local society
- **Supplies** – [Garden Shop](#) pins, certificates, appreciation awards, online store.
- **Historical records & In memoriam.**
- **Annual General Meeting & Convention**



District 10 Benefits



District 10 supports the 22 Societies within its borders by:

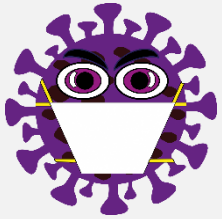
- ❖ **Providing leadership training** through workshops, distribution of educational materials, information & opportunities
- ❖ **Empowering** participants to create positive change and growth within their Societies
- ❖ **Building knowledge** and skills
- ❖ **Exploring common issues** and finding solutions
- ❖ **Encouraging biodiversity** and sustainability practices in horticulture
- ❖ **Helping to arbitrate disputes** & maintaining the fundamentals of OHA

and More...



We also:

- **Advocate for Societies** in our District with the OHA.
- **Help** with distributing & understanding of information
- **Give informed advice and support** (Society visits, installation of Society boards, promotions)
- **Provide support** for incoming and current Society Executive and Board of Directors.
- **Annual General Meeting** – providing transparency and encouraging open communication
- **Provide Opportunities** to join the District Board and committees to help shape the future of our Societies, District and the OHA.



COVID SUPPORT

On the [GardenOntario.org](https://www.gardenontario.org) website under **Resources** there are guidelines to follow during COVID.

For example, did you know there is no insurance for pandemic illnesses? Learn how to password protect your Zoom meetings ...& more!



Finding Resources

Welcome to the OHA Resource Library

Our Resource Library is filled with forms, guides, manuals, and more. All are designed to help you communicate or organize within the OHA. All documents listed below are available for download in Adobe Acrobat (pdf) format opening in a new tab/window. If you need a free Acrobat Reader, please visit adobe.ca.

To use our forms, please download the form and save it on your computer. There are two formats, either a "fillable" or regular pdf. A fillable pdf can be opened on your computer and *filled in* by typing in each field. Don't forget to save this new file so you can send it in by email. A regular pdf can be printed out and *filled in* manually. Please print clearly, scan, and send it to the email address listed on the form.



COVID-19 SUPPORT INFO



Support Us and Donate to the OHA!



Garden Shop Order Form



The OHA Resource Library on GardenOntario.org has a wealth of information, including Manuals & Guides to help run a Society, Awards & Grants, Judging updates, and more.

AWARDS & GRANTS

The OHA believes that members who show strong leadership and active participation within a society should be recognized.

Under **RESOURCES** on their gardenontario.org website, you'll find the latest copy of the

[Awards + Grants Booklet](#)



AWARDS & GRANTS



AWARDS: OHA provides awards at the following levels who are in good standing and who provide the leadership and active participation which result in promoting the aims of the OHA

- Horticultural Societies
- the Districts
- the OHA

GRANTS: OHA provides grants that Societies can apply for. See if there's anything your Society can apply for.

What's new?

1. OHA Technical Advancement Award

1. OHA Technical Advancement Grant

Read the criteria and follow the instructions to apply. Check the submission date.

DUEŞ

OMAFRA
OHA
DISTRICT 10





OMAFRA

- \$0 - Horticultural Societies do not pay dues to OMAFRA. They are funded by the Ontario Government.
- Horticultural Societies are required to submit an annual report and grant application to receive grants from OMAFRA.



OHA

Your Society's annual dues invoice from the OHA includes:

- \$3 **per member** affiliation fee for OHA
- .74 cents **per member** for general and liability insurance
- \$100 flat rate **per society** for Directors and Officers bonding & liability insurance.

Great value for your \$!





District 10



Your Society's annual dues to the District are

.55 cents X number of members

For example: a Society with 100 members pays \$55 per year to the District

Money well spent!

SOCIETY ANNUAL REPORTS

Society Annual Reports are a requirement for EACH of the following organizations:

OMAFRA

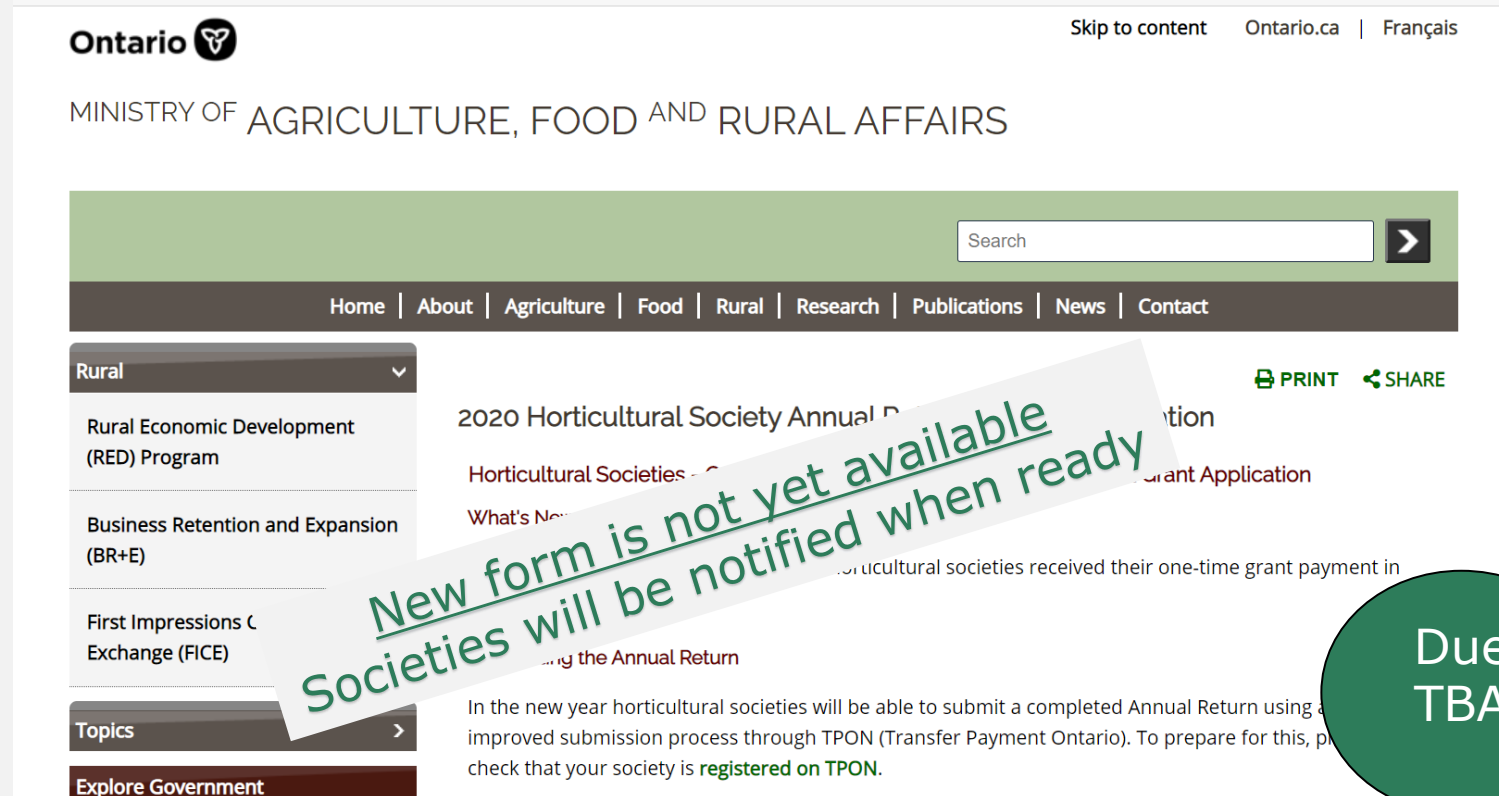
OHA


District 10

What's new?




OMAFRA - Society Annual Return & Grant Application




Ontario  Skip to content Ontario.ca | Français

MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS

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Rural 

Rural Economic Development (RED) Program

Business Retention and Expansion (BR+E)

First Impressions C Exchange (FICE)

Topics 

Explore Government

2020 Horticultural Society Annual Return & Grant Application

Horticultural Societies - Grant Application

What's New

Horticultural societies received their one-time grant payment in

Preparing the Annual Return

In the new year horticultural societies will be able to submit a completed Annual Return using an improved submission process through TPON (Transfer Payment Ontario). To prepare for this, please check that your society is **registered on TPON**.

New form is not yet available
Societies will be notified when ready

Due TBA

http://www.omafra.gov.on.ca/english/rural/returns/hortreturn_grant.htm

OHA – Society Annual Reports

Your report is due February 1st which includes a summary of accomplishments and how the pandemic has impacted your society, **actual membership numbers 2020**, and volunteer hours for the year previously ended, as well as society contact, executive contact, and program information for the current year. It looks like this...

district *
please choose your district

01

legal society name *
only submit one form per society, use your legal name, and do not use all caps.

society also known as
if you use another society name for publications and in the community, please enter it here.

founding year *

floral emblem *

Due Feb 1 2021

GardenOntario.org >login >
2020 Annual SOCIETY REPORT entry

District 10 - Society Annual Reporting



Annual Report of Activities

Includes a summary of Special Events, Activities & Fundraisers 2020; How others can find your Society online; Staying Connected with your members; New year, New ideas, New Ways to Succeed: events / fundraisers/activities being planned for 2021.

Speakers List Form

Speakers List includes a list of speakers you had (or had planned to have): their names, topic, type of presentation, rate, & contact information.

The District reports are collected & shared within D10 Societies. They are full of info & ideas that might work for your Society.

Watch for details to arrive in your email.

A screenshot of the "District 10 - Society Annual Report of Activities Form". The form is titled "District 10 - Society Annual Report of Activities Form" and "Society Annual Report to District: 10". It includes fields for "Speakers List" (marked as required), "Email addresses" (with a sub-field for "Your email"), "Email address" (with a sub-field for "Your email"), and "SOCIETY NAME" (with a sub-field for "Your answer"). The form is overlaid on a background image of a garden with colorful flowers. A blue circular callout in the bottom right corner of the form area says "Due March 15 2021". The bottom of the form shows a "Next" button and "Page 1 of 2".

YOUR ONLINE PRESENCE

**Why you need one
& how it directly
affects your Society**



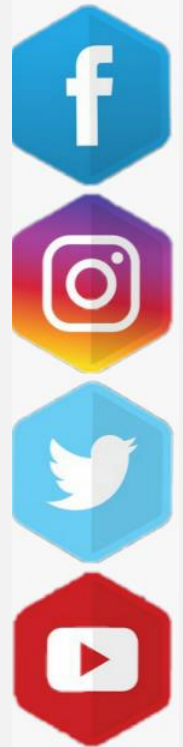
How do you get noticed?

Tips to improve your Society's online presence, bring awareness, encourage engagement, attract new members, stay connected & share news.

Online is where you need to be.

SOCIAL MEDIA: Facebook, Instagram, Twitter, Youtube

- ❖ Images, gifs, infographics get 2.5 times more engagement.
- ❖ Don't be afraid to add some humour.
- ❖ Sprinkle interactive content among your postings, ie: polls, Q&A, surveys, ask your audience to share gardening stories & photos.
- ❖ Use hashtags in your content: ie: #HappyGardeners. Attracts a younger demographic. [How to Create a Hashtag: 12 Steps \(with Pictures\) - wikiHow](#)
- ❖ Check social media daily, respond to questions promptly.
- ❖ It brings your events, projects, meetings & activities to life and inspires like-minded persons to engage.



Can people find you?



ONLINE PRESENCE — website, Society page on gardenontario.org

- Your website / Society page is your **Society's digital home, representing you online 24/7.**
- “Do once & done” does not apply. Keep your site current and updated.
- Content must be engaging, effective and purposeful
- Share events & send out invitations to other Societies and the District to join in your events.
- “Explain who you are and what you do” to engage people who may have a similar interest. Where do you meet?
- Provide your Social Media links on your website, and your website address (ie: www.district10gardenontario.org) on social media.
- Have your membership form and brochure online for ease of downloading.

Staying Connected



It's been a challenging time during COVID for all our Societies to remain active and stay connected. Keep your members informed and involved by:

- **Virtual Meetings** with your board and members using online platforms such as Skype, Zoom, Teams, WebEx.
- **Find Speakers** who will demonstrate flower arranging or engaging topics virtually. Many speakers have switched to online presentations.
- **Invite other Societies** and the District Board to your online meetings. Advertise to your local community to join in.
- **Online fundraisers** – online auctions, plant sales, etc.
- **Email** – share information, quizzes, surveys, etc.
- **Telephone** – Set up a phone committee to help members feel connected & in touch, especially those without online capabilities.

Finding New Board Members

Some ideas:

- **A special meeting** could be called. Make a plea to your members as well as the community. WE NEED YOUR HELP! by email, phone, newspaper & social media.
- **Approach people** with the skills needed, urge them to make a difference to their community & lead the Society into the future. Set up a recruitment committee.
- **Setting term limits** will entice people more readily to join the board & helps to prevent burnout.
- **Ask that someone fill in** as interim
- **Split job responsibilities**, or combine positions (ie Sec-Treas)
- **Consider offering** an honorarium for the position.
- **Youth recruitment** (must be 18 or older to serve on the board) volunteer hours, tech support, social media. Ask at the local high school for recruits, ask your children/grandchildren.
- **Work as a team.** Take the time to let new people know what is needed & expected. Keep your board informed and involved.
- **Voice your praise** frequently to your volunteers & board members to let them know they are valued and appreciated.



Luncheon Chat / Open Forum

**We'll take 15 minutes. Please stay online.
Grab some lunch and come back for the
Luncheon Chat / Open Forum**

- **One Minute Reports** - Activities, Events or Fundraisers 2020
- **Q&A** - discussion questions submitted & others
- **Open Forum** - share ideas, network & social time
- **Announcements**



ONE MINUTE REPORTS

**One Minute Report
on
Activities, Events or
Fundraisers
that have been a success**



Q&A

Sharing of ideas during COVID restrictions and beyond.

Discussion questions received:

1. What are you doing if you can't meet in person or virtually?
2. Did you conduct an AGM?
3. How are other Societies having their AGMs when in person meetings are prohibited as per COVID-19 Provincial regulations. Our last General meeting was in November and our turnout was understandably low. Our venue is now closed. We have not had zoom meetings. Internet is sporadic in our area.
4. What are the newest directions from OMAFRA? Confusing, frustrating and difficult for small group to meet the AGM request for these reports.
5. How are getting the membership cards to their members in an efficient and cost-effective manner?
6. Fundraising ideas
7. How to set up a plant sale safely

Q&A

Discussion questions received (con't)

8. Effective use of Facebook.
9. Completing the OHA Technical Advancement Grant Application. Given the Feb 28th, 2021 deadline date, is there any additional information or update(s) we at the Stratford Club should be aware of ?
10. Getting more volunteers to join vacant spots on the board. How to attract people to be a director without begging? Volunteering should have some enjoyment.
11. Should we be trying to set up speakers for the fall?
12. Can we get a zoom license from OHA?
13. Any future ideas, plans or activities to keep the membership interested in horticulture during the pandemic in place?

OPEN FORUM

Sharing ideas, networking & social time





Please

Join

Us!



OHA District 10
Thames Valley

DISTRICT 10 AGM 2021

Invitation to join us
virtually
for the
District 10 AGM 2021

April 24, 2021

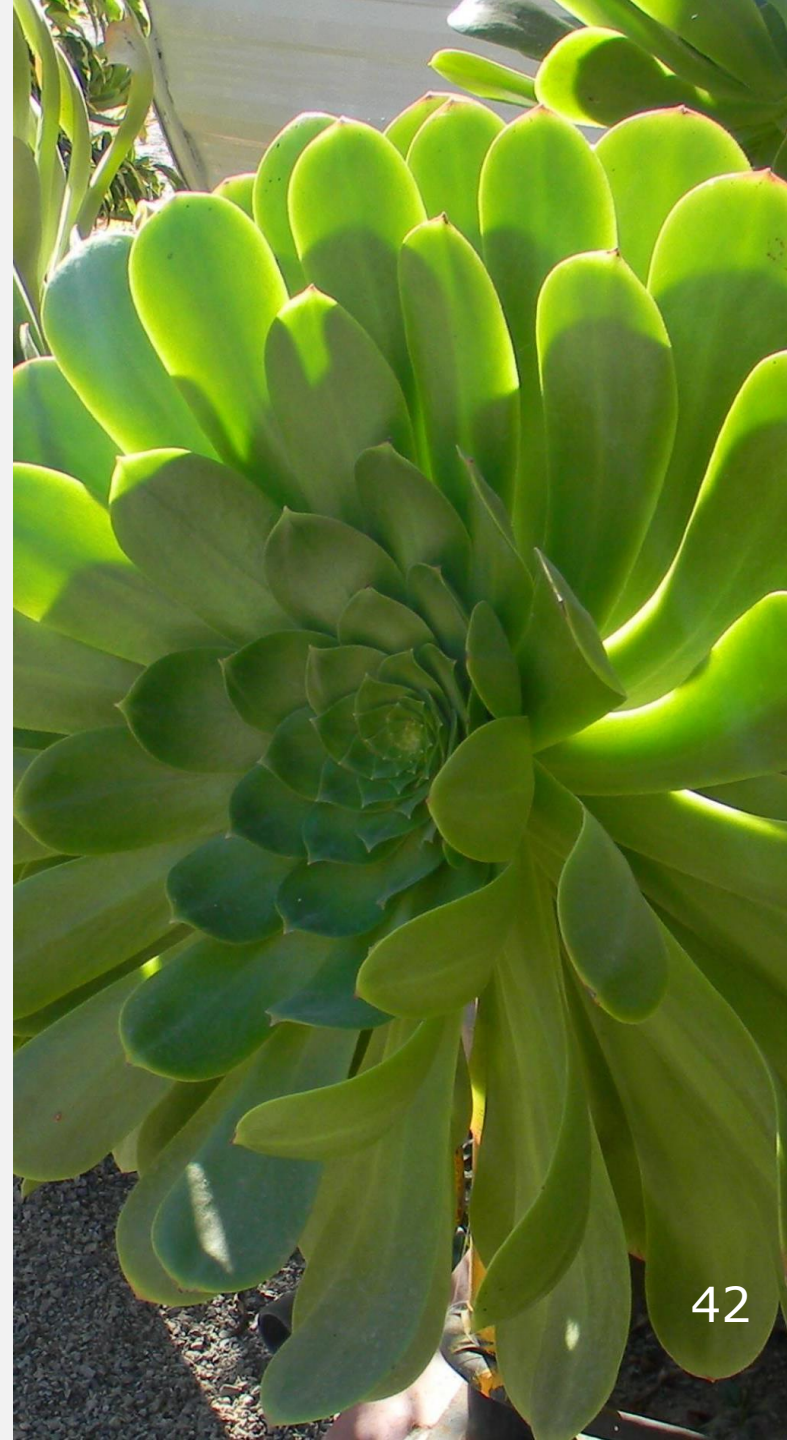
Details coming soon!

ANNOUNCEMENTS

OHA CONVENTION 2021



- July 17-19, 2021
- Update on planning



FINAL REMARKS

**Final Remarks
by District Director
Shelley MacKenzie**



THANK YOU FOR ATTENDING!



Bee inspired.
Bee innovative.
Bee safe.



Thank you to Kelly Taylor for granting permission to use her L-F mask photo.