

## Memorandum of Understanding

### Purpose

The purpose of this Memorandum of Understanding (MoU) is to define the responsibilities and roles of Jenkins Arboretum & Gardens and the Valley Forge Chapter of the American Rhododendron Society in partnership to complete a successful Plant Sale at Jenkins Arboretum & Gardens (JA&G).

### Background

The Valley Forge Chapter of the American Rhododendron Society (VF-ARS) is a non-profit member organization whose mission is to encourage interest in and to disseminate information about the genus Rhododendron. Society activities include public education, plant sales, flower shows, seed exchanges, and scientific research. The VF-ARS has been holding its fundraiser plant sale at JA&G for many years.

Jenkins Arboretum & Gardens is a 501(c) non-profit public garden whose mission includes displaying and promoting a nationally accredited collection of Rhododendrons and Azaleas. JA&G very much values the long-standing relationship with the VF-ARS and their support of plants and financial donations. JA&G works to provide a wonderful public garden and promotes great plants through educational programs and activities. This is partly accomplished through a year-round Garden Shop that includes the sale of garden plants from late April through October, which it depends on for part of their operational revenue.

With changes in operations and membership for both organizations, it is agreed that JA&G and VF-ARS will transition to a partnership relationship for the upcoming and potentially future plant sales.

The Plant Sale is scheduled to take place this spring, with a week to set up (April 25<sup>th</sup> to 29<sup>th</sup>), two and half days to operate (preview event 29<sup>th</sup> and general sale 30<sup>th</sup> and May 1<sup>st</sup>), and a day to break down (May 2<sup>nd</sup>).

### Roles and Responsibilities

Valley Forge Chapter of the ARS:

- Order plants with complete payment with preferred vendors.
- Provide plant lists and information; including retail price for each plant no later than 15 days prior to the event.
- If possible, prepare Information cards for plants purchased by VF-ARS for public viewing.
- Provide necessary information for JA&G to produce marketing advertisement, which includes electronic copy of logo and information about the sale.
- Coordinate plant delivery arrival times with JA&G Horticulture Director.
- Recruit and coordinate volunteers from your membership to assist with all aspects of the Plant Sale and communicate with the JA&G Horticulture Director.

- Assist with the set-up and breakdown of the Plant Sale area.
- Direct the layout of ARS plant displays on the tables and benches provided by JA&G and ensure ARS members/volunteers are present to staff the ARS section for the entirety of the sale hours to handle questions by prospective customers
- Direct the care for plants purchased by VF-ARS with volunteers.

Jenkins Arboretum & Gardens will:

- Provide marketing/advertisement for the sale, listing both parties as partnership, using various media.
- Organize and schedule JA&G volunteers to assist with aspects of the Plant Sale in coordination with the available volunteers from VF-ARS.
- Manage traffic and parking during the events, plus manage cash registers. JA&G will staff its own Garden Shop sales area during the event.
- Provide the space and setup in a suitable location for proper display and operation of the Plant Sale event. This includes setting up fence barriers, plant display tables, tents, cash registers, and a space for volunteers to gather for breaks.
- Plant sale price tags for plants that differentiate between VF-ARS plants and JA&G plants.
- Provide security in sale area outside operating hours before garden closure and secure gate closure in the evenings.
- Maintain a separation of sales records from JA&G retail plants and VF-ARS retail plants.
- Conduct all cash and credit card transactions for the sale of plants.
- Provide end-of-day accounting of daily sales of Chapter's plants, as soon as possible.
- Provide complete report on sale figures along with any owed payment of profit.

#### **Allocation of Annual Donation by the Valley Forge Chapter of American Rhododendron Society**

VF-ARS agrees to contribute 15% of the gross sales to JA&G to help share event costs. Once both parties approve final Plant Sale figures, the 15% will be deducted with remaining amount produced as a check to the VF-ARS Treasurer within 5 to 10 business days after the conclusion of the Plant Sale.

#### **Term**

The term of this MoU will be from February 1, 2022 to December 31, 2022. The two parties agree to review the MoU on an annual basis, or before December 1<sup>st</sup> of the preceding year to determine if the parties wish to pursue another one-year agreement, change conditions, or terminate.

**Modification and Termination**

This MoU may be canceled or terminated without cause by either party by giving 60 calendar days advance written notice to the other party. Such notification shall state the effective date of termination or cancellation, plus include any final performance and/or payment requirement instructions.

Any and all amendments must be made in writing and must be agreed in writing to be executed by the parties before becoming effective.

**Effective Date and Signature**

The MoU shall be effective upon signature of the parties involved by their authorized officials. All parties indicate agreement with this MoU by their signatures.

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Jerry O-Dell, President  
Valley Forge Chapter of ARS

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Date

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Thomas Smarr, Executive Director  
Jenkins Arboretum & Gardens

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Date