



May Center Report – December 2015

Open Space and Regional Park Commission Meeting



May Arboretum

HIGHLIGHTS

- ◆ The May Arboretum Society, fund raising arm of the Arboretum, held their 8th annual holiday Ginger Bread Festival. Musical performers included local elementary schools, e.g., Double Diamond Ranch School chorus among others, 26 gingerbread creations and ginger bread building activities. More than 1,200 visitors attended the event and were treated to a visit with Santa Claus. The Annual Gingerbread House Competition was once again a crowd favorite, with 26 entries in six different categories. Local celebrity judges, Reno City Council Member Jenny Brekhus and KOLO8 News Chief Meteorologist Jeff Thompson, assisted Society member Linda Conaboy in awarding 1st, 2nd and 3rd place ribbons in each category. The People's Choice Award went to the Haltom Family. The People's Choice is selected through ballots cast by individuals who attend the Gingerbread Festival. First place winners in the traditional categories were Theresa and Natalie Fox (Adult Category – 17 years of age and older); Haltom Family (Family Category); Girl Scouts of Sierra Nevada #920 (Group/Non-Profit Child); Atria Summit Ridge (Group/Non-Profit Adult); and Keira Fong (Funhouse Category). Many in attendance made their own gingerbread house to take home while enjoying musical performances from several local school choral groups and musicians. New to the Gingerbread Festival was the arrival of Santa Claus. Children of all ages shared Christmas wishes and had their photo taken for a special memory of the day by Sue Halliburton of Sierra Elegance Photography. Sponsors of this year's Gingerbread Festival were In-N-Out Burger, LP Insurance Services Inc., Model Dairy, Raley's, Sam's Club, SaveMart Supermarket, Scolari's, and WinCo Foods.
- ◆ Horticulturist and parks Volunteer Coordinator will be planning the Arboretum Volunteer horticulture training that will be held in the spring of 2016.
- ◆ Clean-up and pruning continues in the Arboretum from the November storm that brought down large branches and downed trees in the Arboretum. It has been estimated the Arboretum sustained nearly \$20,000.00 worth of damage. This includes the cost of contracting a certified arborist, arboretum staff time, park staff and the volunteer support.
- ◆ Horticulturist and the horticulture assistant attended media training provided by Washoe County public information officers.
- ◆ Horticulturist met with the former plant curator and horticulturist Joe Clement from Huntington Botanical Garden (San Marino, California) this past month to discuss new plans for a cactus and succulent garden near Lear Garden. Mr. Clement supervised the Huntington Desert Garden, one of the largest and oldest (nearly 100 years old) assemblages of cacti and other succulents in the world. The discussion focused on landscape alternatives and providing community educational programs that focuses on living with droughts and how to conserve outdoor water using low water use plants such as cacti and succulent and proper landscape methods using native and desert plant species. The discussion turned to plant records software and how they are used to provide free public information about the gardens and plants via social media and the internet.
- ◆ The horticulturist continues to make weekly changes to the Arboretum webpage.
- ◆ Arboretum horticulturist continues to upgrade plant records (plant curator) and add new accessions as they arrive and de-accession plants.
- ◆ The Horticulturist continues to serve as chairmen of the May Arboretum Endowment fund committee.



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- ◆ The horticulturist continues to publish horticultural articles for the May Center newsletter (Botanical Bytes) twice a month and quarterly for the May Arboretum Society.

Wilbur D. May Arboretum Volunteers

- ◆ May Arboretum Society (MAS) and Arboretum volunteers logged 124.5 hrs. this past month which has a service value of \$2,807.48. Children’s Cabinet logged 52 which has a service value of \$1,172. Total volunteer and intern hours for the Arboretum this past month was 176.5 which has a service value of \$3,980.00 for the month of December. This fiscal year the Arboretum recorded 2,967 hours which as a service value of \$66,908.00.
- ◆ **Job Corps& Children’s Cabinet**
Interns are on winter break and we will resume or intern program next month.

Wilbur D. May Arboretum Visitors

- ◆ The May Arboretum subscribes to the Pedestrian TRAFX Counter software. The software is used to collect, view, analyze and manage pedestrian data flow from two entrances of the Arboretum, south entrance and west entrance. The data is collected monthly using a portable data logger (G3 Dock). Adjustments are made to accommodate visitors entering and exiting the Arboretum. The system averages the number of visitors based on historical data and the days that were recorded. Below is amount of visitors per month for the calendar years, January 1, 2014 through December 31st, 2014 and visitors per month for the calendar year, January 1, 2015 through December 31st 2015. In 2015, 163 days of data were missing (days with data column) due to circumstance beyond our control. Total visitors minus the missing data for 2015 was 60,547 visitors.

Year	Site	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	ADT [†]	ADT [†] x365	Days with data
2014	So.Arbo Entrance ^D	4,349	2,864	4,022*	5,324	4,660	4,202	3,130	3,316*	2,377	4,567	2,804	1,458	118.006	43,072	363
	West Arbo Entrance ^D	1,468	1,156	1,908*	2,738	3,006	3,072	2,428	2,028*	1,801	2,010	1,638	677	65.573	23,934	363
2015	So.Arbo Entrance ^D	3,048*	2,896*	4,625	5,462	4,626	3,388*	2,496*	2,690	3,321	4,613	2,653	1,703*	117.936	43,047	314
	West Arbo Entrance ^D	1,357*	1,038	1,438*	1,820*	2,201*	2,001*	1,612*	1,409	1,323	1,536	1,160	605*	43.802	17,500	253

ADT[†] = Average Daily Traffic

* = based upon that month's ADT [Learn more](#) Indicates months with less than 6 days of data.

^A = adjustment applied, ^D = divide by 2 applied, ^F = filtering applied

- ◆ The month of December yielded (2015-12-01 to 2015-12-31) 2,306 people. The south entrance logged 1,702 visitors while the west entrance logged 605 visitors. Daily visitor count for the two different entrances were; 53.7 from the south/main entrance and 19.5 visitors from the west entrance.

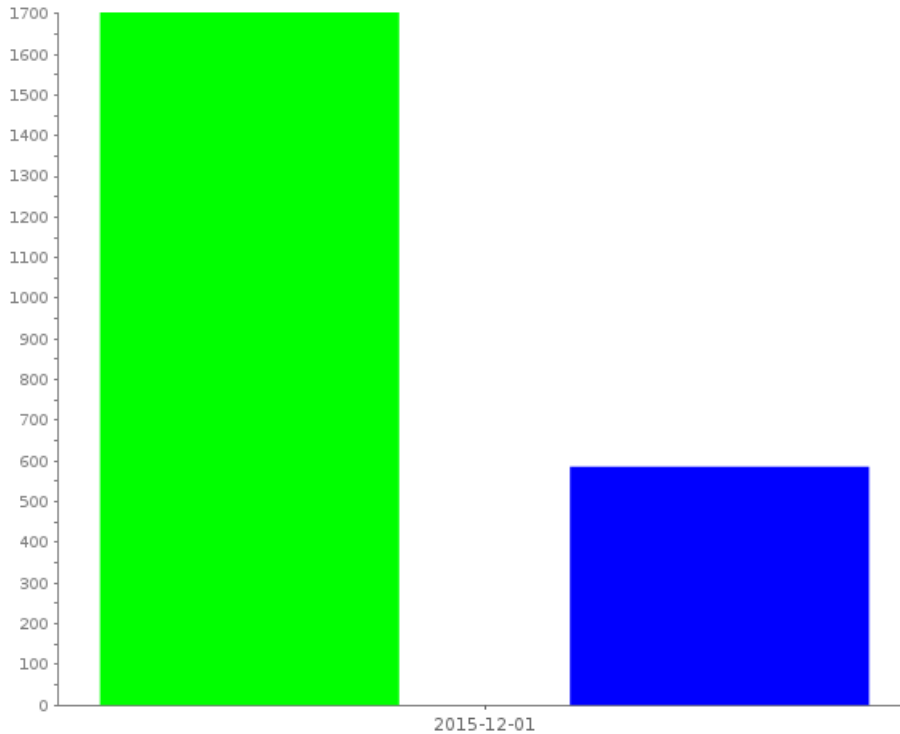


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December Visitor Totals
2015-12-01 - 2015-12-31

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Site Name	Average	Min	Max
So.Arbo Entrance ^D	1,702.9	1,702.9	1,702.9
West Arbo Entrance ^D	604.5	604.5	604.5

^A = adjustment applied, ^D = divide by 2 applied, ^F = filtering

Arboretum Tours

- ◆ The horticulturist provided a 2 hour private tour of the Arboretum to Vista and AmeriCorps volunteers. The horticulturist explained the purpose, mission and goal of the Arboretum as well as future plans. The botanical and horticultural importance to Northern Nevada’s cultural heritage and the scientific role gardens play globally and nationally, including the May Arboretum was also explained.



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Wilbur D. May Arboretum Memorials

- ◆ Memorial bricks, benches, Adopt-A-Tree and New Tree Program and general donations continue to supplement Washoe County's general fund budget for the Arboretum operations.

UPCOMING EVENTS

- ◆ Arboretum Horticulture Volunteer training in spring 2016. Dates to be determined.