

# Virginia Master Gardener Association, Inc.

## Annual Meeting

June 23, 2007

(Draft)

### Call to Order

President Cheri Haggerty called the 2007 Annual VMGA Meeting to order at 7:00 p.m. in the theater of Torgerson Hall on the Campus of Virginia Tech and welcomed everyone attending.

### Minutes – Angela Cingale

The minutes from the 2006 Annual Meeting were approved.

### Treasurer's Report – Ted Jenks

Annual Treasurer's Report - June 23, 2007

Data As OF: 5/31/2007

### Overall Balance of Accounts

Checking Account Balance	\$8,420.35
PDR Education Endowment CD Balance	\$8,086.43
Reserve CD Balance	\$6,976.27
Future Dues CD Balance	\$4,256.04
Total Overall Balance of Accounts	\$27,739.09

Checking Balance as of	5/31/2006	\$9,457.68
	Receipts	

Coord Endowment Gifts	\$927.52
FY 08-17 dues	\$3,996.00
FY 07 dues	\$2,256.00
Education	\$2,747.50
Fundraising	\$5,573.25
Gift for EEF	\$302.00
	\$15,802.27

### Disbursements

Comm/Support	\$0.00
Coord Endowment Cmte	\$522.00
Coord Endow Gift Transfers	\$978.36
Education	\$2,079.46
EEF Gift Transfers	\$112.00
EEF Scholarships	\$600.00
Elections	\$0.00
Fund Raising Cmte	\$1,497.60
Fund Raising Gifts to Endowment	\$2,861.25
Lifetime Dues Transfers	\$4,120.00
Marketing	\$175.00

Membership & Roster	\$1,700.43
Newsletter	\$1,638.88
State Fair	\$253.57
Officers Expense	
President	\$169.38
Vice President	\$0.00
Secretary	\$89.01
Treasurer	\$42.66

-\$16,839.60

Checking Balance as of 5/31/2007

\$8,420.35

### **Audit – Jim Scibek, Chair**

The audit committee consisted of Cheryl Sebera (Prince George) and Barbara Geer (Prince George). The annual audit was completed June 13, 2007 and is an attachment to these minutes. Jim thanked Ted Jenks for his excellent record-keeping and thanked the committee for their efforts. Motion was made and carried to accept Audit Committee report.

### **Standing Committee Reports**

#### **Education - Fran Shelton and Pinky Derieux, Co-Chairs**

Members: Nancy Drewry, Kathryn Debnar, George Graine, Debbie Hamilton, Chuck Miller, Lenore Plissner, and Al Thompson.

This past year, the education program was held at Maymont in Richmond on October 27. We had 89 in attendance and the speakers were Peggy Singleman and LeAnne DeBois. We toured the gardens and mansion and had a great day. We are presently working on the education program to be held at Montpelier on Friday, September 28, 2007. This was the home of James and Dolly Madison and has recently been renovated and the gardens restored. Also, this estate holds many of the state champion trees. We will tour the home and grounds of Montpelier, and Ira Wallace from Southern Seed Exchange will be our speaker for the day. She will speak on collection and preserving seeds. They hope everyone will be able to attend and enjoy the program. Please see me or Pinky for the registration forms.

#### **Membership - Mary Ann Kincaid, Chair**

As of June 17, there are 423 current members of the Virginia Master Gardener Association. Of these, 270 are Active members; 4 are Auxiliary members; and 149 are Lifetime members. We are awaiting renewal of 182 members whose memberships expired 05/31/2007

#### **Newsletter - Florace Arnold, Editor**

Cheri thanked Florace for her hard work and she received a round of applause. The number of newsletters being mailed out is 89 and decreasing steadily to members' access to e-mail. Continue to send unit reports and current news from your unit to Angela Cingale.

#### **Unit Support - Frank Reilly, Chair**

Members: Pinky Derieux, Kerry Goldmeyer, Pat Reilly, Karen Sacasky.

1. The committee promulgated information about "plant-a-row for the hungry."
2. The committee answered a question from a Unit concerning the use of Local Association Funds, and required wording on MG Association Banners.

## Communication Committee – Frank Reilly, Chair

Members: Tom Bolt, Paul Campbell, Kathryn Debnar, George Graine  
Cheri Haggerty, Shelby Snyder,

Frank reported the following. **1.** November 12th marked our eighth anniversary as VMGA.net. We've grown from a single page giving the minutes of the last meeting to a large web site with more than 350 pages of content and nearly 100,000 visitors annually. **2.** Since the last Annual Meeting 131,460 actual visitors to VMGA.net. **3.** The most popular pages in the last year have been Calendar, Hort Update, Minutes, News, Education, and Membership. **4.** They have begun revamping the website. George Graine has been painstakingly reviewing pages, and sending edits to him. He could use some editing help because George is way ahead of him. They have also begun trying to unify our look and changing some of the older formatted pages. **5.** He reminded us that we can help us host our site for a while under certain conditions. In the past year they have incubated 3 unit sites and helped two of them with comments and instruction. **6.** Since January 10th of this year we have advertised 51 different unit events on the Calendar page. There are directions on the Calendar page about how to get Kathryn Debnar to add your event. Consider doing this because the Calendar page had about 1,658 in the last 6 months. In general the only page with more views month after month is the home page.

### Finance - Bill Scott, Chair

Members: Ted Jenks, Lenny Mather, and Brenda Shimchick.

Bill worked with committee members to compile proposed budget.

Attached is the recommended FY2008 Budget together with assumptions. He noted that this is an "unbalanced" budget with expenses of \$12,145 and income of \$11,400 resulting in a "budgeted" deficit of \$745. VMGA's cash position is strong and a short-term deficit is not a problem. However, on a long-term basis, the Finance Committee recommends the Executive Board address these issues for future budgets as follows:

- ⊕ Membership dues are based upon prior year actual collections.
- ⊕ Memorial funds received in 2007 with the restriction that they be used as education scholarships.
- ⊕ Revenue from education activities is projected on past experience and forecast to offset expenses.
- ⊕ Fundraising revenue represents income from the silent auction at Master Gardener College.
- ⊕ The combined line item for Communication / Support expenses is composed of \$250 for Communications and \$50 for the Unit Support Committee.
- ⊕ Education represents the expenses of FY2008 educational activities forecast at a break-even level. Refer to the related income in the revenue section of the budget.
- ⊕ EEF Scholarships are forecast to be paid from operating funds in FY2008. The current VMGA endowment does not generate sufficient revenue to fund the scholarships and growth accumulation. The increase for FY2008 is funded from memorial funds described above.
- ⊕ Elections expenses represent the estimated costs of conducting the biennial election of officers.
- ⊕ Fundraising Gifts to VT Endowment represent the contribution of proceeds from the silent auction at Master Gardener College to the endowment for the state coordinator.
- ⊕ Membership & Roster expenses approximate the costs of producing the membership directory and other expenses incurred to acquire new members in FY2008. The \$2,000 budget represents a \$610 increase from FY2007. If an electronic solution were utilized, as previously discussed, these costs would be significantly reduced.
- ⊕ Newsletter expenses are composed of \$1,239 for printing costs and \$461 for postage and labels to provide for the mailing of 175 issues. This assumes the remaining 400 copies are provided electronically by email.
- ⊕ State Fair expenses are forecast at \$300. This represents an increase of \$50 compared to FY2007.

## Special Committee Reports

### State Fair - Christy Brennan, Chair

Christy reported that the 2006 State Fair was a huge success. Our booth and the educational demonstrations were well received by the State Fair Staff. She read a letter from Lorene Blackwood which read in part, "***Please express our appreciation for the extraordinary educational presentation that the Master Gardeners provided and presented for the Fair attendees. It was truly wonderful and well received. Everyone was helpful and positive.***" She reported the statistics were as follows: 25 Different Counties in VA were represented by the Master Gardener Units and Volunteers. The Master Gardeners had over **5,973 contacts**. Christy received a round of applause for all her hard work and dedication to the state fair. Once again the state fair will be held at the **Richmond RaceWay Complex on September 27th - October 7th 2007**. There will be lots of demos consisting of composting, pruning, soils, the popular Insect Cage, and Vermiculture. There will be lots of educational opportunities for children and adults who stop by at our booth. Dates are still available to volunteer either yourself or your unit. Volunteers who work the booths only get free tickets for themselves, not their spouses and children. Notice about the State Fair volunteer opportunity will go in the newsletter. The state fair is open to anyone who wants to enter their garden harvest, house plants and more. For more information, Christy gave us the following website: <http://www.statefair.com/competitions.asp>. She reported that she has been in touch with Don Saunders who is keeping her apprised of progress at the Dowell facility which will be the new state fair site when completed.

### Fundraising Committee – Betty Villers, Chair

Betty thanked everyone for their support with the fund-raising items. The Board introduced the Master Gardener t-shirt last year as a fundraiser for the Master Gardener Endowment. Since December we have sold 242 shirts at \$10.00 each and will be adding around a \$1000 to the Endowment after costs. This year we will be adding a VCE/MG decal (\$2.00 each) and a Virginia Master Gardener license plate holder (\$3.00 each). With these items, Betty is anticipating raising \$3,000 during the year for the endowment. Cheri still has flags at 2 for \$15 and is anxious to sell them.

### Silent Auction Committee, Pat Reilly, Chair

Pat praised all the MG's for their efforts in bringing the items for the silent auction which took place tonight before the meeting. As the meeting progressed, the successful bidders of the silent auction were being tallied.

### Educational Endowment Fund - Paul Campbell, Chair

Committee members: Ed Hazelwood, Jackie Lohr, Jim Revell, and Jane Wyman  
Paul announced the 2007 scholarship winners as follows: Barbara Brawley, Virginia Beach; Flo Davis, Prince William; Sharon Giese, Hanover; Jeff Goggin, Bedford; Bud Gregory, Northern Shenandoah; Conrad Kauppi, Lynchburg; Teri O'Brien, Fairfax; Donna Pearsall, Chesapeake

### Coordinator's Endowment Committee - Pat Reilly, Chair

Committee consists of Pat Reilly (Chair), Angela Cingale, Dave Close, Kathryn Debnar, Carol Dixon, Jane Pratt Schilling and Jim Scibek. Bill McCaleb, Max Bales, Virginia Tech Director of Development for College of Agriculture and Life Sciences  
Pat Reilly gave a PowerPoint presentation on the need for the endowment fund, the importance and impact of Dave Close's position as MG Coordinator, and why we need to support it thru our own personal efforts as well as the spread the word to the units. She announced that Dawn

Lerch, Assistant Director, from the CALS office has also become active with the committee by pursuing additional funds with donors and foundations. The present figure toward the million dollar goal is \$214,302.76 plus the fund had received \$1,250.00 which was not included in that total. Kathryn Debnar reported that the silent auction donation was \$3,243.00. The committee continued to reach out to units through Dave Close and Kathryn Debnar has coordinated speaking engagements to the units. Units were invited to add more support the fund by meeting the "Reilly Challenge". The Reillys will donate \$250.00 to the fund if a committee member gives a presentation on the Endowment Fund. We are continuing with the the "\$50 for 5" pledge campaign in which the donors receive a dogwood tree. The committee is pursuing foundations and corporations from which we can solicit funds or outright grants. Pat recognized George Graine (Fairfax) who presented a check for \$500 to the MG Coordinator Endowment. Sharon Corbin read the winners of the silent auction.

## **Extension Liaison Report - David Close, MG State Coordinator**

- Dave reported at how well the community responded to the VA Tech tragedy of April. Virginians, people from everywhere in the USA, and worldwide poured their support for the staff and students. He thanked everyone who has sent cards, flowers and showed special support for Jerzy Nowak, head of the Horticulture Department,
- Commemorating the 400th anniversary of the landing at Jamestown has brought international attention to our Commonwealth with America's Anniversary Garden
- Celebrating the 20th Annual Master Gardener College! The Water Stewardship program is the theme for this year and the extension agents and MG's have shown their enthusiasm throughout Virginia.
- Operation Rejuvenation in Mississippi and the efforts to rebuild the coastal MG programs where many Virginia MG's have been and still continue their involvement through our contributions.
- He is optimistic that with everyone's effort we will be closer to reaching the goal of \$1 million for MG Coordinator Endowment Fund by June 2008.
- He thanked everyone for their efforts throughout the year in their communities and how our commitment is making a difference towards a better environment in our state.
- Milestone awards commenced giving recognition to the MG's for their service.

## **President's Report- Cheri Haggerty**

Cheri reported the adoption of a Bereavement Guideline as follows:

1. The unit will notify the VMGA President of the passing of a VMGA member. This notification will include the name, address and wishes of the family. The notification will also include the details of the service.
2. The minimum response will be a card.
3. A decision will be made by the Executive Board on the level of recognition based on the level of participation in the VMGA.
4. If a unit or family desires to honor their VMGA member through a financial contribution, they will be directed to the Treasurer of the VMGA.

Bereavement Guideline is as follows:

She announced the passing of Chuck Norrington, Rockbridge Bath; Sammye Stienke, Prince William; and Larry Woyer, Brunswick, all of whom were or have been active VMGA supporter. Some units have given scholarships in their names.

She reported that since the June 2006 Annual Meeting, VMGA members have participated across the state: June 2006 – June 2007, MGCAT; September 2006-State Fair; October 2006, VGIC Garden Festival; February 2006 General Assembly-VESA; February 2006, Maymont Flower Show; March 2006, AAG. She announced the **2007/2008** Membership Meetings as follows:

August Gloucester

October Abingdon  
December York  
February Prince George  
April Bedford  
June MG College  
August Northern Shenandoah  
October Fairfax-Greensprings  
December JCC/Williamsburg  
February '08 - Open to units in Central or Northwest Districts  
April '08 Portsmouth  
June '08 MG College  
August '08 Prince William  
October '08 Northern Neck  
December '08 - Open to units in Central or Northwest Districts

**Goody Bags** - A huge **Thank You to the Bedford unit** for the tremendous job they have done on the daunting task of assembling Goody Bags for the past 2 years.

**Volunteer Opportunities** – Cheri announced volunteers are needed to assist Frank Reilly, the webmaster. Also a volunteer or unit is needed to assemble the contents she has for the VMGA history book and write about our past, present and future. Our next meeting is in Shenandoah.

**New Business – there was no new business**

### **Announcements**

Winners of the Brag Board –

Winners of the Sustainable Land Management Categories in the Brag Board competition were announced as follows: Prince William, SLM1 - Environmental Stewardship; JCC/Williamsburg, SLM2 -Youth in Horticulture; Northern Neck, SLM3 - Economic Value of Landscape; Central Rappahanock, SLM4 - Horticulture Therapy.

Awards - Peggy Fox of Newport News gave the Golden Trowel award to Dave Close and Barry Robinson for all their hard work which starts the minute that MG College is over. She also thanked everyone for their participation and support of the Master Gardener College and community work.

### **Announcements**

Next Board Meeting – Saturday, August 11, 2007 at 10:00 a.m. and will be hosted by Northern Shenandoah. Fran Gregory is the VMGA Representative.

The meeting was adjourned at 8:20 PM.

Respectfully submitted,

Angela Cingale  
VMGA Secretary

**VMGA, INC.**  
**REPORT of the FINANCE COMMITTEE**  
**PROPOSED FY2008 BUDGET**

Attached is a draft of the FY2008 Budget together with assumptions. You will note that this is an “unbalanced” budget with expenses of \$12,145 and income of \$11,400 resulting in a “budgeted” deficit of \$745. VMGA’s cash position is strong and a short-term deficit is not a problem. However, on a long-term basis, the Finance Committee believes there are some critical areas that must be addressed.

- First, the Membership & Roster expense budget of \$2,000 increased \$610 from the FY2007 budget. As we indicate in the budget assumptions, these costs could be significantly reduced if an electronic solution were utilized. This budget increase represents approximately 82% of the budgeted deficit.
- On a long-term basis, the Education and Newsletter programs need to be reviewed and the Board of Directors ensure that these programs provide a meaningful and informative benefit to the membership. These programs should be the answer to the question, “What benefit does a VMGA member receive from his (her) membership in the organization?” From a financial standpoint, the education programs should be structured to produce a small profit to help cover the total costs of the organization.
- Lastly, the Committee believes that the Lifetime membership classification should be reviewed to determine its effect on revenue from a long-term perspective. As the organization ages and the Life members remain active for more than 10 years, VMGA has the obligation to provide member benefits without any current revenue to pay for the services. Perhaps the structure of this class of membership may need to be modified.

The committee reviewed the financial stability of the VMGA investments and is continuing to look at restructuring the investments to improve yield. They have prepared a budget for 2006-07 which is attached. Changes from 2006 Budget include Membership Dues Income that is more consistent with what is actually received. On the Expense side the Newsletter cost will be considerably less due to electronic distribution of the newsletter. Since Lifetime Dues are paid in a lump sum the Finance Committee proposed and the Board approved not spending the future years' dues until that year. Motion made and carried that the 2007 Budget be accepted as presented by the Finance Committee.

**VMGA, INC.**  
**Proposed FY2008 Budget**  
**June 1, 2007 to May 31, 2008**

Income		
Membership		
Regular		\$1,900
Lifetime / Advanced Payments		3,300
	Total Membership	<u>5,200</u>
Gifts for EEF Scholarships		200
Education		3,000
Fundraising		3,000
		<u>3,000</u>
Total Income		<u><u>\$11,400</u></u>
Expenses		
Communication/Support		\$300
Coordinator Endowment Committee		100
Education		3,000
EEF Scholarships		800
Elections		475
Fundraising Committee		50
Fundraising Gifts to VT Endowment		3,000
Marketing		200
Membership & Roster		2,000
Newsletter		1,700
State Fair		300
Officers Expense		125
President		25
Vice President		35
Secretary		35
Treasurer		<u>35</u>
Total Expenses		<u><u>\$12,145</u></u>