

VMGA Board Meeting  
South Boston, VA August 9, 2014  
Host: Southside Master Gardener Association  
MEETING MINUTES

Attendees: List of attendees is attached.

The meeting was called to order at 10:00 AM by President Christy Brennan, Hanover.

Christy introduced Bill McCaleb, Southside Unit Coordinator. He welcomed the attendees and spoke of their activities including straw bale gardening and the botanical gardens. He also mentioned several activities going on in South Boston. He then introduced Carol Nelson, president of the Southside Master Gardener Association. Carol welcomed the attendees and invited all to visit highlights in Halifax County. The goodie bags contained information and a road map of Halifax County.

Christy welcomed all in attendance and they introduced themselves and their units.

#### Secretary's Report

Joan Richards, Green Spring, Secretary, presented the Minutes of the VMGA Board Meeting of June 27, 2014 for approval. The Minutes of June 27 were approved.

#### Treasurer's Report

Pat Reilly, Prince William, Treasurer, announced that the IRS has granted VMGA its non-profit status. We are a public charity and have a tax exempt status. Pat presented the Treasurer's Report. The report follows these minutes. The report was accepted for audit.

#### Vice President's Report

Angela Cingale, James City-County-Williamsburg, Vice President, discussed the reports Unit Reps are to send in, not to the Secretary but to her. The report should contain snippets of new projects in each unit or special events. Angela will edit reports and provide the information to the Newsletter Editor or "*In Season*" as space permits. **Reports are due by the 20<sup>th</sup> of the month in which the Board meets. Please send to: arcingale@cox.net.**

#### Committee Reports

#### Communication

Frank Reilly, Prince William, reported members of the committee are David Banks, Kathryn Debnar, and Frank, Chair, and anyone else they can get.

Since the June regularly scheduled meeting, there have been 16,800 Page views by more than 1680 unique visitors; most from the U. S., but we seem to also be very popular in Ukraine, Netherlands, Italy, and Romania.

Since the June regularly scheduled meeting the web page has been updated 34 times. Our most popular visiting times seem to be 8 AM, noon, and 10 PM.

84% of all our visitors come through the front page of our site. Useful Links is picking up in visits followed by Next Educational Event and Calendar. Remember that we can host your site for awhile under certain conditions.

### Education

Current members of the education committee: Robyn Puffenbarger, Wanda Gerard, Betty Jo Hendrix, Ben Capozzi

Work is just about finished for the September 27, 2014 - VSU & VMGA Educational Symposium on Permaculture. Our speakers and schedule is just about done, registration should be online by mid-August. The program will start at 9 am at the Wilder Building of VSU and go until about 3 pm giving MG's the chance at over 4 hours of continuing education time! Registration for the symposia is \$25 for VMGA members and includes lunch, \$40 for non-VMGA members until Sept. 5<sup>th</sup> or we fill our seats.

We will also need significant on the ground help in the VSU area, so if unit representatives can volunteer at the June meeting – talk to Wanda Gerard and please get their information to Robyn Puffenbarger as soon as possible ([rpuffenb@bridgewater.edu](mailto:rpuffenb@bridgewater.edu) or 540-908-7335).

We are in discussions with Theresa Nartea at VSU about setting up biannual educational symposia for VMGA in September and March. We will need ideas for speakers and if VMGA wants symposia to be 'themed' as the one in Sept. 2014 on permaculture or organized in other ways. If there are any other questions, ideas, or concerns, please send those to Robyn Puffenbarger as well ([rpuffenb@bridgewater.edu](mailto:rpuffenb@bridgewater.edu) or 540-908-7335).

### Membership

Deb Straw, Hill City, Membership Chair, reported the 2014 roster of the VMGA membership was emailed to members in late July. Unit Reps are asked to pick up the envelopes for their VMGA members who requested a paper copy. Over 180 were removed from the roster. They were the ones who had not paid their dues for 2014, were deceased, had moved and left no forwarding address or had changed their email addresses. Please let me know if you change your address or email so you continue to get information from VMGA.

### Newsletter

The President reported that newsletters from units should be sent to the Newsletter Editor, Jan Worthy, Central Shenandoah. She is looking for articles to share with all units.

### Unit Support

Members of the committee are Pat Reilly, Karen Sacasky, Pinky Derieux, Betty Villers and Frank Reilly, chair, and whoever else we need.

We have received an inquiry concerning units that have established Community Gardens. I would like to have some input from such units.

Due to VMGA's successful reinstatement of 501(c) 3 status, we will soon have guidance on the Unit Support Page for Units with similar difficulties.

### Fund Raising

Pat Reilly, Prince William, Interim Chair, presented the report for the committee. For the period of May 31 to August 8, 2014 \$1,107 was received as revenue from merchandise sold. The cost of the merchandise sold was \$494.56. The current value of merchandise on hand is \$2,744.46.

Thanks to all of those who jumped in to sell merchandise at Master Gardener College. Without those volunteers, the sales would not have taken place. If anyone assisted or knows who assisted please let us know so that they may be properly acknowledged for their assistance. It is known that Kathryn Debnar, Roanoke, Tonya Harper, Roanoke, Mary Ann Kincaid, Virginia Beach, and Tom Bolt, Norfolk, helped. Please let us know any others.

The committee is asking that you help us identify a person, or two MG friends who work well together, who would like to take on VMGA's merchandise sales. The inventory has been decreased, procedures written and spread sheets developed to

make storage, sales, and reporting easy. Skills and abilities needed between the one or several MG volunteers are:

- Organization to keep inventory
- A bit of marketing to keep up the web page and sales flyers
- Basic knowledge of Excel or a willingness to learn
- Storage space for six containers (decreasing all the time)
- Time to travel to the meetings (VMGA and some local)
- And imagination to find new products and methods for merchandising.

Please look around your unit to see if there is one or several MGs who would fit this description and are looking for a new volunteer opportunity.

### State Fair

Christy Brennan, Hanover, Chair, reported the State Fair will be held on September 27 through October 5. There is still a need for volunteers for the 5-9 PM. evening hours. The subject this year is Protect our Pollinators. If your unit has any backdrop photos or posters you might have used, let her know.

### MG Scholarships

Marilyn Riddle, James City-County-Williamsburg, presented the report of the committee of Betty Villers, MaryAnn Kincaid, Karen Sacasky, Joan Richards, and Marilyn Riddle, Chair. Five scholarships of \$500 each were presented at MG College. There were many well qualified applicants. We received letters of thanks from Bob Miles, Hill City, and Wanda Gerard, Suffolk, whose letter was read.

Suggestions for the future include:

- Call for members to serve on the committee in October, majority to have received scholarships in the past.
- Scholarship Committee (5) members named, chair identified by the December Meeting.
- Applications to be made available with accompanying announcement on the web site by March 15.
- Applications due by April 15.
- Awardees named by May 1. If someone is selected, then unable to attend MG College, the money is kept in the treasury for awarding the following year.

- \$500 per scholarship is too high though it was a good one time opportunity. More scholarships would be our choice. Six or seven at \$350/\$400 each if the budget would allow.

We suggest a limit of three applications per unit. This should give agents more incentive to recognize people.

### Silent Auction

Pat Reilly, Prince William, submitted the report for the team that conducted the Silent Auction at Master Gardener College 2014. The team was volunteers from multiple units. Many, many thanks go to Fran Wall and Kathy Stewart (Washington County), Jean Bennett, Paul Gibson, Maggie Hart, and Susan Bruns (Prince William), Betty Villers, Peggy Holmes, Vincent Foresta, Michelli Booker and Gretchen Fisher (Virginia Beach), Lynn Brammer and Gwen Ewing (New River Valley) and Cathy Charity (Roanoke). Some volunteered to help but there were already enough helpers! We appreciate their willingness, as much as we appreciate those who worked the critical couple of hours from the end of bidding to the last pick up of items. For those who toiled over matching numbers, adding prices, taking money and fetching items, we appreciate everything you did!

The auction netted \$4,285. All proceeds went directly into VMGA's State Coordinator Endowment Fund. Supplies were paid out of VMGA's checking account as a fundraising expense.

The process for gathering items, preparing receipts, accepting payment and distributing items seemed to work well. The process used has been added to the document created by Leslie Paulsen and Betty Villers for future auction teams to use and improve upon.

A huge "Thank you!" to all who donated, bid, and purchased items. The Silent Auction is an important fundraising event for the Endowment but is also a fun, exciting event that attendees of MG College have come to expect. We appreciate all contributions to the event. For the opportunity to conduct the auction at College, VMGA expresses gratitude to the Office of the State Coordinator.

### Coordinator Endowment

The committee consists of Michelli Booker, Tom Bolt, Dave Close, Kathryn Debnar, John Freeborn, Joe Kelly, Bill Scott, Betty Villers and Pat Reilly, Chair.

The status of the Endowment Balances is as follows:

	Feb 1, 2014	April 1,2014	June 27,2014	Aug 6, 2014
Market Value	\$270,530	\$271,439	\$287,986	\$307,776
Cash gifts and pledge payments	\$210,817	\$212,319	\$227,016	\$235,514
Outstanding pledges	\$ 5,075	\$ 5,875	\$ 6,175	\$ 6,275
Deferred commitments	\$190,000	\$190,000	\$233,986	\$233,986
Interest income	\$ 14,159	\$ 17,036	\$ 19,931	\$ 19,931
tal market value & pledged/committed	\$471,771	\$484,350	\$528,147	\$548,037

Cash gifts and pledge payments increased by more than \$23,000 since VMGA announced the Matching Challenge in April. This represents donations by local associations and individuals made directly to The Virginia Tech Foundation or through purchases of VMGA's Gear and/or the Silent Auction.

The committee is now setting goals for FY 2015. We will acknowledge the Silver Bell, Bald Cypress and Southern Magnolia donors who were not represented at MG College. We'd like to raise the amount of cash gifts and pledge payments to \$250,000, and there will be an initiative to raise awareness of ways to pledge deferred commitments.

#### License Plate

Yolan Williams (Hill City) presented information on a survey she conducted at MG College on the License Plate question: should we obtain MG license plates. Her informal survey of 60 resulted in 25 willing to give an answer. Of those 25 who responded, 17 said yes and 8 no. She had even offered a raffle for a T-Shirt to answer the question. After discussion by the attendees, a motion was made and seconded to drop any further work on a VMGA license plate. The motion was carried by voice vote.

#### VCE State Coordinator's Liaison Report

Dave Close, State MG Coordinator, presented his report.

Leadership Development Training will be taking place across the state in four geographic regions. Topics will include:

- Update on the VCE MG Strategic Plan
- Update from the State Office
- Inclusion
- Civil Rights Compliance

- Risk Management
- Screening Volunteers
- Open Space Activity
- Public Value Exercises
- Working with Youth
- Running Effective Meetings
- Policy Update/Overview

The schedule for training is:

- September 9 – Southwest District, location TBD
- September 10 - Central District at the Campbell County Extension Office in Rustburg
- October 7- Southeast District, Williamsburg
- October 8 – Northern District, Germanna Community College in Culpepper

Attendance at MG College was 262, nearly a record high. The Advisory Team will be meeting in mid-September. The 2015 MG College will be June 24-28 and the theme will be Trees Stewards.

A new web site is in the works. It should be up and running in late August. You will be able to request/order MG Handbooks online through the new web site.

The Urban Nutrient Management update: There was a meeting in April and another in July. Drafts of the material are in the works. We are conducting a research project to develop the name for our target audience.

Two sets of agents are working on a new training manual for MGs. They are also going over the Coordinator's Manual. Attention is given to what is currently used and using criteria to evaluate what should be removed or updated.

The summer issue of *"In Season"* was sent out with an article on MG College and the high attendance. Included also is an article on the Endowment Recognition Ceremony.

Signs are now available for your events. You can see the examples on the wall. We are able to do this. The customized marketing signs can be ordered and you can take them to your printer for copies.

The Extension MG Publication Contest is ready to be launched. It will run through December 31. The same rules apply as last year and the recipient of the selected publication will win an iPod. It will be an e-pub.

Several new MG Coordinators are in the system.

- Northern Neck – Laura Rowe
- James City-County-Williamsburg – Kate Robbins
- Hanover – Wanda Willis Trexler
- Newport News – Fred Coolbear (interim)
- NRV – vacant
- Albemarle – is advertising

There will be a VCE Day at the State Fair on Sunday, September 28. This is being held to celebrate the Centennial of Virginia Cooperative Extension. We already are there with the MG booth but will have an extra table. We do not know yet where it will be.

Information comes out weekly in John's email. It arrives weekly in your Coordinator's email. Contact your coordinator if you are not getting it. They should be sending it on to you.

We have a number of conferences we will be traveling to.

September 22- October 2 to Seoul, South Korea to the International MG Symposium.

October 21-25 to the Southern Region MG Conference in Baton Rouge, LA

Late October to the National MG Coordinator Conference in New Brunswick, NJ

#### President's Question

At each meeting of the VMGA Board, President Christy Brennan will be asking a question of the Reps, which you will receive in the mail before the meeting.



Today's question is: What do VMGA Unit Reps need from the Executive Committee to help you accomplish the duties of educating your unit about VMGA, helping to increase membership in VMGA and sharing recent activities of your unit or the handling of a special discussion topic to promote VCE and the Master Gardener Program?

An active discussion followed: some knew little about VMGA, never heard of it in training. Questions followed as to what Unit Reps have done in the past, how they discussed VMGA in the unit. Unit Rep Joe Kelly, Arlington/Alexandria suggested sending out emails to your unit MGs. Mention what VMGA is doing for them as that was asked by Betty Villers, Virginia Beach, Discuss MG College. Write about the new Education Event in September. More discussion followed about the best time to provide a gift membership in VMGA. Some units give memberships when they become interns but the rate is low for the MG to join again. Discussion followed and the group seemed to feel best time to give as a gift is when interns become volunteers. Kandy Keith, Chesapeake, suggested making a poster, Life as a MG.

A motion was made, seconded, and passed by voice vote to set up a committee led by Vice President Angela Cingale. The committee is to investigate ways to help communication between units and their reps and VMGA. Members are Betty Jo Hendrix, Western Tidewater, Wanda Gerard, Suffolk, Yoalan Williams, Hill City, and Deb Straw, Hill City. Dave Close reminded the group to check out the Face Book, p.8 on the web site, and weekly highlights from John/ for more ideas.

#### Unfinished Business

#### New Business

The Fund Raising Committee was made a Standing Committee by the membership at the Annual Meeting June 28, 2014. Christy discussed how Silent Auction, the Endowment and merchandising gear are all ways of raising funds. Three subcommittees would come under Fund Raising, each with a leader who would report to that chair. Those three committees would be Silent Auction, Endowment, and Merchandising or Gear. Because Endowment was previously established by the Board, a motion is needed by the Board to dissolve it. The motion was made and seconded to dissolve the Endowment Committee and place it as a subcommittee under Fund Raising. The motion was passed by voice vote.

#### President's Comments

Christy announced that Tina Chaleki, (Central Virginia) has agreed to be the Fund Raising Chair, and Kathryn Debnar (Roanoke) will be the leader of the Coordinator Endowment subcommittee.

She also mentioned the Executive Committee met in Richmond July 25 to plan the year's programs. All committee chairs have agreed to stay on for another term. She thanked the Southside MGs for their excellent job hosting the meeting.

#### Announcements

Christy announced the next VMGA Board Meeting will be held in Suffolk on October 11. Wanda Gerard, Unit Rep from Suffolk, handed out pamphlets on things to do in Suffolk for those wishing to make a weekend of it.

The meeting was adjourned at 1:05 PM.

Respectfully submitted,

Joan Richards, Green Spring

VMGA Secretary

Treasurer's Report  
 Virginia Master Gardener Association  
 Meeting of the Board of Directors  
 August 9, 2014 South Boston, VA

Summary of Checkbook Activity

Balance May 31, 2014	\$10,752.08
Deposits	\$2,869.00
Withdrawals	\$5,412.62
Ending balance July 31, 2014	\$8,208.46

FY 2015 Income and Expenses to Budget  
 June 1, 2014 – July 31, 2014

<b>INCOME</b>		FY 2015	FY 15 Actual
<b>Income-Admin</b>	Membership Dues FY2015	\$ 4,524.00	\$ 1,188.00
	Membership Dues FY2016 – FY2024	\$ 1,440.00	\$ 216.00
<b>Income-Fundraising</b>	Fundraising (Merchandise Sales)	\$ 2,000.00	\$ 1,107.00
	MG College Scholarship Donations	\$ -	\$ 58.00
<b>Income-Programs</b>	Education Events	\$ 4,500.00	\$ -
<b>Total Income</b>		<b>\$12,464.00</b>	<b>\$ 2,569.00</b>
<b>EXPENSES</b>			
<b>Expenses-Admin</b>	President	\$ 250.00	\$ -
	Vice President	\$ 25.00	\$ -
	Secretary	\$ 75.00	\$ -
	Treasurer	\$ 100.00	\$ -
	Professional and Legal Fees	\$ -	\$ 400.00
	Membership	\$ 1,000.00	\$ 118.61
	<b>Subtotal Expenses-Admin</b>	<b>\$ 1,450.00</b>	<b>\$ 518.61</b>
	<b>Expenses-Fundraising</b>	Fundraising (Merchandise Purchase)	\$ -
State Coordinator Endowment		\$ 1,200.00	\$ 64.01
Silent Auction		\$ -	
<b>Subtotal Expenses-Fundraising</b>		<b>\$ 1,200.00</b>	<b>\$ 64.01</b>
<b>Expenses-Programs</b>	State Fair	\$ 500.00	\$ -
	Education	\$ 4,500.00	\$ -
	MG College Scholarships	\$ 2,500.00	\$ 2,500.00
	MG College Sponsorship	\$ 500.00	\$ -
	Merchandise Profits to VT Foundation	\$ 1,200.00	\$ -
	Newsletter	\$ 100.00	\$ -
	Communications	\$ 250.00	\$ -
	Gift to VT Foundation (Coordinator Endowment)	\$ -	
<b>Subtotal Expenses-Programs</b>	<b>\$ 9,550.00</b>	<b>\$ 2,500.00</b>	
<b>Total Expenses</b>		<b>\$12,200.00</b>	<b>\$ 3,082.62</b>

List of Attendees VMGA Board Meeting Aug.9, 2014

Amherst, Campbell, city of Lynchburg Hill City MG	Deborah Straw Yolan Williams Elsie Morris
Appomattox	Jody Purches
Arlington/Alexandria	Joe Kelly
Augusta, Rockingham, cities of Harrisonburg, Staunton and Waynesboro (CSMG)	Robyn Puffenbarger Carol Kudless
Bedford	Pat Waring
Brunswick, Mecklenburg Lunenburg, Nottaway` (SCVAMG)	Janice Aulisio
Chesapeake	Kandy Keith
Chesterfield	Lynne Foote
Franklin	Nelda Purcell
Green Spring	Joan Richards
Halifax (Southside MG)++=	Joan Whitt Edna Duthrie Shirley Whitfor Agnes Gregory Loretta Stallard Charles Stallard Karen Coughlin Patrick Coughlin Carol Nelson Maggie Westerweet Elizabeth Overton Bill McCaleb Edna Guthriei Margoeth Wertwelt Ben Capozzi

Hanover	Christy Brennan
Isle of Wight, Southampton, Surry (Western Tidewater)	Betty Jo Hendrix
James City County, Williamsburg	Angela Cingale Marilyn Riddle
Louisa	Tina Chaleki Edna Musser Ralph Mason
) Norfolk	Tom Bolt
Northumberland, Lancaster, Richmond Westmoreland and Essex (Northern Neck)	Diane Kean
Prince George, Petersburg	Cheryl Sebera
Prince William	Frank Reilly
Rockbridge, Bath	Lynn Jones
Suffolk	Wanda Gerard
Virginia Beach	Betty Villers Mary Ann Kincaid Jim Kincaid Fran
Shelton	Pinky Derieux
VCE Representative State Coordinator	Dave Close

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