

VMGA BOARD MEETING
HEATHSVILLE Saturday, October 12, 2013
Host: Northern Neck MGs
MEETING MINUTES

Attending: List of attendees attached.

The meeting was called to order at 10:00 a.m. by Vice President David Mims. David welcomed the group and advised that Tom Bolt, president, was unable to attend due to health reasons.

David introduced Ted Munns, VMGA rep from the Northern Neck MGA. Ted noted that the planned post-meeting tours had been cancelled due to the excessive rain. He noted that VMGA signs, to identify the meeting location, would be helpful. Ted reported that the annual "Gardening in the Northern Neck" seminar is scheduled for Saturday, March 29, 2014, in Whitestone. Registration will be available on line at www.nnmg.org after February 1.

Ted introduced Kathleen Watson, extension agent for the Northern Neck. Kathleen thanked the Master Gardeners for coming and noted how much she appreciates the Master Gardeners and the work they do for Extension across the state of Virginia.

Ted then introduced Janice Mahoney, president of the Northern Neck Master Gardeners. Janice provided a video overview of the Northern Neck MG programs.

The attendees introduced themselves and their units.

Secretary's Report

Mary Ann Kincaid, Secretary, presented the minutes of the August 10, 2013, VMGA Board Meeting for approval.

The 8/10/13 minutes were approved.

Treasurer's Report

Pat Reilly, treasurer, presented the Treasurer's Report as of October 11, 2013. The report follows these minutes.

The Treasurer's Report was accepted for audit.

President's Report

No report.

Vice President's Report

David Mims, Vice President, reported that Jan Worthy, Central Shenandoah Valley, has volunteered to be the *VMGA REPORTS* editor for a two-issue trial period. Peggy Fox, Newport News, the previous editor, will assist Jan during that time.

Unit reports and other newsworthy items should be e-mailed to Jan as soon as possible for inclusion in the next newsletter. Her e-mail address is jancwva52@gmail.com.

VMGA Reports is scheduled to be distributed during the months in which a VMGA Board Meeting is not held.

Extension Representative Report

John Freeborn reported as follows:

Leadership trainings across the state went well. Classes were held in four locations and over 150 people attend. We covered some communication training, an update on the VMS, updates on policy, and talked about public value.

MG College planning is going well. The dates are June 25 to June 29. We have Felder Rushing committed to give the Sunday morning keynote address.

The VMS changeover is going well. We have a user's guide that is available online and three administrator training modules that are available to listen to.

The MG Coordinator office at Tech is currently hiring two student workers, one for the MG Newsletter, "In Season," and a webmaster. We are interviewing the week of October 23 and should have the new staff in the office during November.

The Ipad contest is open for submissions. The deadline for submissions is November 27. Please contact Dave or John for more information.

The fall Edition of "In Season" is now available and has been posted on the MG Website and also sent out via the VMS.

The Bedford MGs placed third with their Horticultural Therapy program in the International Master Gardener Conference Search for Excellence. This is a great program and a great honor. We also had 15 people from VA who attended the Conference.

The statewide MG Project Presentation is going well. We have over 40 projects that were submitted and we are now working on scripting the presentation.

John showed a mock up of a 4'x2' MG sign that will be available for download so units can have it made locally. This sign would be useful when MGs have a public presence.

Committee Reports

Audit

No report. The Audit Committee will not meet until spring.

Unit Support

Frank Reilly, chair, advised that the committee members are Pat Reilly, Karen Sacasky, Pinky Derieux, and Frank Reilly and whomever else we need.

The Unit Support Committee was created to help Units discover how other units accomplish things, help with difficulties that may arise and aid units that have lost their Agent.

The Unit Support Committee just received an inquiry from the President of the Goochland Powhatan MGA asking for advice regarding several frequently asked questions, and recommending the development of Best Management Practices. The Committee will be responding to these questions, and developing BMPs to be posted at vmga.net/unit support. Look there for information and to review or volunteer.

Communication Committee

Frank Reilly, chair, advised that the committee member are David Banks, Kathryn Debnar and Chair Frank Reilly and whomever else we can get.

Since the August regularly scheduled meeting, there have been 3,174 unique visitors to VMGA.net and they visited more than 12,845 pages. The web page has been updated on 33 separate occasions. Most all visitors come through the front

page of the site. Frank reminded the MGs that the Communications Committee can help you host your site for a while under certain conditions.

More Calendar entries are needed. The Calendar is routinely one of the top three most visited pages on the website. Listing your unit's activity can definitely help drive participants to your event. In addition, local gardening events can be included.

Our webmaster, David Banks, has been keeping up with changes, and gradually updating some of the old pages. With more than 200 pages of content, some items are a little long in the tooth.

Ralph Mason totally rebuilt the Calendar page which has several views available to check out events. We thank him for his hard work; he has left the committee. Kathryn Debnar has returned to her role as calendar girl.

Coordinator Endowment

Pat Reilly reported the status of the Endowment balance was not available from the Virginia Tech Foundation. Money was moved from Interest Income to the corpus late this week, and a balance reflecting that action will be forthcoming. Interest is earned only on the corpus, so moving the income into the corpus will result in additional earnings.

A donation of \$1,580 was made from VMGA to the Endowment. This represents revenues from the Fundraising Committee's sale of merchandise.

The Prince George Master Gardener Association has made a very generous donation to the Endowment of \$2,000. VMGA is extremely pleased with this donation, recognizing the size of the Prince George unit.

It was clarified that, while disbursements may be used for program support as well as salary, decisions for use of disbursements would be made by the Coordinator in accordance with the agreement. After discussion of the process by which Dave and John are made aware of Master Gardener program needs, it was decided that the Endowment Committee would look into the question of who would make decisions on the use of disbursements and report in December.

John responded to the question about the timeliness of updating the donor acknowledgement web page. John has a new student helper who will be assigned that responsibility.

Another question was asked about how VMGA finds out about donors who are eligible for Giving Level pins. The committee will work with John and Dave to close this loop.

Charles Stallard, Southside, asked where a copy of the Coordinator Endowment agreement is available. Pat responded that it is available on the VMGA web site.

Diane Relf Education Endowment Fund

No report is due until Spring. Former recipients of the MG scholarship who would like to be a part of the 2014 committee should contact Marilyn Riddle, chair, mriddle@cox.net.

Education

No report was available. Those interested in serving on this important committee should contact the chair, Robyn Puffenbarger (rpuffenbarger@bridgewater.edu). Those who have volunteered earlier should also touch base with Robyn so her volunteer list will be complete.

The planned 2014 education event is “Sustainable Gardening for Life” and the plan is to train MGs to teach the subject in their own communities, a “Train the Trainer” approach.

Finance

No report due. This committee begins meeting in February to plan the 2014-15 budget.

Fundraising

Betty Villers, chair, was out of town. On her behalf, Mary Ann Kincaid presented the following report:

Since the August meeting, there have been sales of \$232 which have been submitted to the Treasurer.

A new committee chair is needed. Janice Mahoney, Northern Neck, asked if the Chair needs to attend all meetings. Mary Ann Kincaid responded that it is not necessary, but it is the most efficient way to handle the sales and delivery of the VMGA merchandise. Mary Ann suggested that two people from the same unit could share the job and alternate attendance at VMGA Board Meetings.

Membership

Deb Straw/Hill City, chair, advised there are currently 560 members. Of these 159 are Life members, 9 are Auxiliary members, 6 are emeritus and 386 are Active.

Deb noted that the Four County MG unit has split. Culpeper, Orange and Madison will stay together and will be called Rapidan. Rappahannock will join Fauquier.

The 2013 VMGA Roster has been distributed via e-mail. Hard copies, in addressed envelopes, will be available at the December meeting. Reps are asked to pick them up and deliver to their members. Those not picked up in December will be mailed.

Newsletter

(See Vice President's report.)

Nominating

Joe Kelly, Arlington/Alexandria, chair, reported that the Nominating Committee is moving forward. Nominations for VMGA officers for 2014-16 is scheduled for the December 2013 VMGA Board meeting.

Silent Auction

Mary Ann Kincaid read the following report from Fran Wall, Washington County, chair of the Silent Auction committee:

There were 190 items donated to the auction. The donations came from individuals in 19 MG units, Glebe Hill Garden, Dave Close and the VT Hahn Garden. Some items were grouped (making them count as one item), so they would be attractive to a buyer. Plants were the number one interest. Planted pots, yard art and tools also received a large number of bids.

The bidding at the auction closed at 6:30 p.m. and, at about 8:00 p.m., winners began paying for winning items. The last person paid at 9 p.m. For the most part,

everything ran smoothly. There was one glitch. When marking the winning bid, a final bid was overlooked because it was a single bid on the next column. When the person thought to be the winner was called, she paid and left. The other person, assuming she had won, was not happy. She demanded to see the bid sheet because, she stated, she knew she won the article. The other person (who got the item), not knowing this, had already paid, so I let it stand. It was an honest mistake and I told the volunteer who marked the sheet that I would handle it. I apologized to the person who should have won, but did not. She still was not happy and I understand her point but I was not going to go back to (and try to find) the other person who paid for the item.

The 2013 Silent Auction raised \$3,500 for the Virginia Master Gardener Association Endowment in the Virginia Tech Foundation.

The Washington County Master Gardeners want to thank everyone who helped make the 2013 auction a success.

Which unit will head up the 2014 Silent Auction is to be determined.

State Fair

Christy Brennan, chair, noted that the MG booth at the Fair went well. The Master Gardeners were asked to help staff a second booth, so Fair entry tickets were made available to us.

Over 5,000 contacts were recorded. Christy asked John Freeborn for clarification on the counting of the same contact by multiple MGs. John advised that a statement will be written on this question and distributed to all.

Christy noted that the layout of the Fair had changed and she felt the new layout worked well.

Eleven MG units volunteered. A significant number of handouts were distributed.

Christy noted that many similar questions were asked regarding pests. Frank Reilly advised that the VMGA web site contains some old pest information and that this should be updated.

Old Business

None.

New Business

David Mims announced an event to be held in Lexington on March 8. Dr. Michael Dirr and former coach Dooley will speak. Tickets are available.

Unit Reports

The question for the day was ‘how does your unit handle plant sales.’ Reps from many units responded via e-mail as well as during the meeting. Mary Ann Kincaid will summarize the comments and provide them in a separate document to all unit reps.

It was suggested by Charles Stallard, Southside, that a discussion of 501(c)3 regulations as they apply to MG units be on the December agenda. It was recommended that this discussion be lead by an attorney, well versed in 501(c)3 law. John Freeborn will check to see if someone at Tech can fill this role and advise the Executive Committee.

Announcements

The next VMGA Board Meeting will be held Saturday, December 14, in Arlington/Alexandria.

The meeting adjourned at 1:20 p.m.

Submitted:

Mary Ann Kincaid
VMGA Secretary

Treasurer's Report
 Virginia Master Gardener Association
 Meeting of the Board of Directors
 October 12, 2013 Heathsville, VA

Summary of Checkbook Activity

| | |
|---------------------------------|-------------|
| Balance July 31, 2013 | \$20,188.43 |
| Deposits | \$676.00 |
| Withdrawals | \$1,600.58 |
| Ending balance October 11, 2013 | \$19,263.85 |

FY14 Income and Expenses to Budget
 June 1, 2013 – present

INCOME

| | 2014 Budget | FY14 YTD |
|----------------------------|-----------------|-------------------|
| Membership Regular | \$4,320 | \$1,080.00 |
| Membership Life, Adv. Dues | \$1,320 | \$120.00 |
| Education | \$6,000 | -- |
| Fundraising | \$1,200 | \$1,566.70 |
| Total Income | \$12,840 | \$2,766.70 |

EXPENSES

| | | |
|--|--------------------|-------------------|
| Officer Expenses – President | \$250 | 0 |
| Vice President | \$25 | 0 |
| Secretary | \$75 | 0 |
| Treasurer | \$85 | \$31.00 |
| Standing Committees – Communications | \$250 | 0 |
| Education | \$6,000 | 0 |
| Membership | \$1,000 | \$229.27 |
| Newsletter | \$500 | 0 |
| Special Committees – Nomination & Elections | \$150 | 0 |
| State Fair | \$350 | 0 |
| State Coordinator Endowment | \$1,200 | 0 |
| Education Endowment Fund (College Scholarships) | \$1,155 | \$1,155.00 |
| Marketing | \$200 | 0 |
| Other Expenses – MG College Sponsorship | \$400 | \$500.00 |
| Transfer of Fundraising Income to VT Foundation | \$1,200 | \$1,580.00 |
| Total Expenses | \$12,840.00 | \$3,495.27 |

ATTENDEES* – VMGA BOARD MEETING
10/12/13 HEATHSVILLE – NORTHERN NECK

| | |
|-------------------------|------------------|
| Appomattox | Jody Purches |
| Arlington/Alexandria | Joe Kelly |
| Central Virginia/Louisa | Tina Chalaki |
| Chesterfield | Lynne Foote |
| Fairfax | George Graine |
| Fairfax/Green Spring | Stephanie Olson |
| Franklin | Nelda Purcell |
| Gloucester | Bonnie Bernard |
| Hanover | Christy Brennan |
| Heart of Virginia | Pat Lust |
| Hill City | Deb Straw |
| James City Cty/Wmsbg | Marilyn Riddle |
| Loudoun | Alta Jones |
| Northern Neck | Diane Kean |
| | Ted Munns |
| | Janice Mahoney |
| | Kathleen Watson |
| Prince William | Pat Reilly |
| | Frank Reilly |
| | Janet Scott |
| | Bill Scott |
| Rockland | David Mims |
| Southside/Halifax | Charles Stallard |
| | Loretta Stallard |
| Suffolk | Wanda Gerard |
| Virginia Beach | Fran Shelton |
| | Jim Kincaid |
| | Mary Ann Kincaid |
| | Pinky Derieux |
| VT/VCE | John Freeborn |

*Reflects names of those who signed in at registration table.