

**VMGA BOARD MEETING
ALEXANDRIA, DECEMBER 14, 2013
Host: MG of Northern Virginia
MEETING MINUTES**

Attending: List of attendees attached.

The meeting was called to order at 10:07 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 Joe Kelly, VMGA rep from the Northern Virginia MGs. Joe noted that the Arlington/Alexandria MGs use the Fairlington Community Center building on many occasions. He reported that River Farm, the home of the American Horticultural Society, is having an open house today.

Joe introduced Kirsten Buhls, extension agent for the Northern Virginia MGs. Kirsten welcomed the VMGA members and talked about the upcoming partnerships and cross programming scheduled between the Northern Virginia MGs and other area groups.

Kirsten introduced Amy Reed, outgoing president of the MGs of Northern Virginia. Amy noted the variety of projects worked on by the 200+ Master Gardeners, including the Sustainable Practices program, plant clinics, help desk and monthly public education.

The attendees introduced themselves and their units.

Secretary's Report

Mary Ann Kincaid, Secretary, presented the minutes of the October 12, 2013, VMGA Board Meeting for approval.

The 10/12/13 minutes were approved.

Treasurer's Report

Pat Reilly, treasurer, presented the Treasurer's Report as of November 30. 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, reminded the group that the deadline for VMGA Reports is December 21. Unit reports should be sent to him (mimsdavid2@gmail.com) and the VMGA Reports editor, Jan Worthy (jancwva52@gmail.com) by that date.

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

Extension Representative Report

Dave Close reported as follows:

Master Gardener College is all set, thanks for John Freeborn. The dates are June 24-29.

Last week, a strategic planning session was held with volunteers, agents, Dave Close and led by an outside corporate coach facilitator. Based on the survey input from over 200 Master Gardeners, it appeared that MGs are not clear about who they are or what they do. The results of the meeting were encouraging. It is likely that the process will be ongoing for six months or so, with a follow up meeting in a year.

A summary sheet of some of the results of this week was distributed. A copy follows these minutes.

It is expected that a special edition of *In Season* will be produced to communicate the details of the plan to the Master Gardener audience.

Two new people have been hired for the Master Gardener office. They will be involved in improving communications.

The Bedford Master Gardener unit won 3rd place in the most recent Search for Excellence.

The 2014 Southern Region Master Gardener Conference will be held in Baton Rouge October 21-14. You can visit the web site for details:

<http://SouthernRegionMGConf2014.com>.

Virginia Tech has announced its new president, Dr. Tim Sands. Dr. Sands has an engineering background and has most recently been employed by Purdue University. Dave is looking for the opportunity to get Dr. Sand's wife, Laura, involved in gardening.

In response to questions about the strategic planning:

Dave noted that what's being created is a road map for Master Gardening at the State level, only. Its emphasis will be on branding and marketing. The goal is communicate who we are to the public.

Issues of the Master Naturalist program were not involved in the planning process.

The details of the plan should be distributed by the end of January.

Committee Reports

Audit

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

Unit Support

Frank Reilly, chairperson, reported as follows:

Members: Pat Reilly, Karen Sacasky, Pinky Derieux, and Frank Reilly and whomever else we need.

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

At the last meeting we reported that the Unit Support Committee had 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 set up a page on

www.VMGA.net with information and a Comment and sharing (BLOG) page. We will be responding to the questions, and developing BMPs to be posted at vmga.net/unit support. Look there for information and to review or volunteer.

The Committee solicited information regarding obtaining and maintaining IRS 501(c)3, tax exempt status. Some information is at the Unit Support website, but no one responded with any new information.

Communication Committee

Frank Reilly, chairperson, reported as follows:

Members: David Banks, Kathryn Debnar and Chair Frank Reilly and whomever else we can get.

Since the October regularly scheduled meeting, there have been 3,316 unique visitors to VMGA.net and they visited more than 11,015 pages.

Since the October regularly scheduled meeting, the web page has been updated on 63 separate occasions.

Most all of our visitors come through the front page of our site. .

Remember that we can help you host your site for a while under certain conditions.

We need more Calendar entries. The Calendar is routinely one of the top three most visited pages on the website. Listing your activity can definitely help drive participants to your event.

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.

Coordinator Endowment

Pat Reilly, chairperson, reported as follows:

The committee consists of Michelli Booker, Tom Bolt, Dave Close, John Freeborn, Joe Kelley, Bill Scott and Pat Reilly, Chair.

Activities of the committee since the October meeting:

- Input was given on the VCE-MG program web page acknowledging contributions to the Endowment. Donors of higher amounts are listed more prominently.
- A presentation made to the Northern Neck Master Gardeners resulted in raised awareness about the Endowment and an additional \$1,250 in gifts.
- An article featuring the recent donation by the Prince George Master Gardener Association will appear in the next issue of *In Season*, the state VCE-MG program newsletter. *The VMGA Report* article to appear in the next issue provides some information about year-end giving, answers the policy question about annual disbursements from the gifts made to the Endowment and updates the account status.

The MG College Advisory Team has made some changes to the College schedule based on evaluations by attendees. Feedback indicates that attendees prefer that Friday night be free from planned activities. The last couple of years, we have offered a reception on Friday night to benefit the Endowment, with significant resources and efforts going into the reception. The Saturday night Silent Auction will return to being the primary activity to benefit the Endowment. Plans are being made to acknowledge individual and group donors at the Silent Auction.

The cash amount in the Endowment has grown over the years – not just from more donations but from investment by The Virginia Tech Foundation. We have been reporting only the amount of cash gifts, but the "market value" reflects the amount of cash plus the actual investment performance and interest earned which has been added to the Endowment account. The Endowment has \$209,560 in cash gifts, but the market value is \$264,538 - growth worth reporting!

Market value*	\$264,538
Outstanding pledges	\$5,200
Deferred commitments	\$190,000
Interest earned	\$12,033
Total	\$471,771

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

In the absence of Robyn Puffenbarger, chairperson, Pat Reilly reported that the Education Committee is planning an education event on how to use the *Flora of Virginia*. No date or location is available at this time.

David Mims, Rockbridge, suggested the topic would be good to partner with the Master Naturalist organization.

Marilyn Riddle and Angela Cingale, James City/Williamsburg, noted they had enjoyed the earlier education events at Virginia State University, usually held the end of February.

Finance

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

Fundraising

Betty Villers, chairperson, reported that \$38 had been received for purchases in the October meeting.

Betty continues to look for someone to take over the position. David Mims suggested Betty write a short paragraph about the position for the next issue of *VMGA Reports*.

Membership

In Deb Straw's absence, Mary Ann Kincaid read the Membership Report as follows:

As of 12/13/2013 we have 564 members.

390	Active
9	Auxiliary
6	Emeritus

159
564

Life
Total

The Membership chair will be sending, by USPS, the 110 Rosters to those MGs who do not have a workable email address.

Newsletter

No report.

Nominating

Joe Kelly, Arlington/Alexandria, chair, reported that candidates have been identified for each office. Nominations continue to be open until January 25.

Silent Auction

It was noted that a MG Unit needs to be designated to run the Silent Auction at MG College in June 2014. Mary Ann Kincaid will contact Fran Wall, Washington County, to see if that Unit is interested.

It was suggested that following the Prince William model for the Silent Auction would eliminate the processing delays. It was proposed, and unanimously adopted, that the Prince William model be used for future Silent Auctions.

A copy of the Prince William model will be made available to the hosting Unit.

State Fair

Christy Brennan, chair, noted that the State Fair staff was happy with the Master Gardener activities.

Christy suggested that, in the future, handouts be given by hand vs. being stacked on the table. This would cut down on the number of handouts distributed, many of which seem to be wasted.

Old Business

David Mims reported that the Search for Excellence displays at 2013 MG College were good. However, more are needed. He encouraged all units to be thinking about what they will enter for 2014.

Christy Brennan suggested that a tutorial/road map for putting together a Search for Excellence entry would eliminate some barriers for units to participate. Dave Close noted that was something his office could develop.

It was suggested that someone from the Bedford MG unit might speak at the February VMGA meeting about the process.

Angela Cingale noted that starting early to develop the Search for Excellence materials makes the process easier and better.

Mary Ann Kincaid will contact Jim Scibek, Fauquier, to determine the status of the By-Laws revision process.

New Business

Pat Reilly presented information about a direct sales opportunity. There was little interest in pursuing the opportunity.

Marilyn Riddle, James City/Williamsburg, reported that the Mid-Atlantic Horticultural Short Course is scheduled for Newport News beginning January 13. Details are available on the web site, mahsc.org.

Cyndi Bishop, Green Spring, announced that the Green Spring Master Gardeners and Green Spring Gardens will host the 10th Annual EcoSavvy Gardening Symposium "*Gardening in the Suburbs*" on Saturday, February 22nd at Green Spring Gardens Park in Alexandria.

Betty Villers, Virginia Beach, announced that the Mid-Atlantic Flower and Garden Show is scheduled for the Virginia Beach Convention Center January 31-February 2.

David Mims reminded the group of the Lexington event with Dr. Dirr and Coach Dooley on March 8.

Tina Chaleki, Louisa, announced that Ira Wallace, a Louisa Master Gardener and owner of Southern Seed Exchange, has published a book on vegetable gardening in the Southeast. It is available at Barnes & Noble on line.

Unit Reports

It was requested that all units e-mail their reports to both David Mims (mimsdavid2@gmail.com) and the newsletter editor, Jan Worthy (jancw52@gmail.com).

The proposed “question of the day” was how to manage 501(c)3 status. Dave Close advised that Tech staff would not be in a position to provide advice on this question. It was suggested that, perhaps, the founder of “Lynchburg Grows,” Mike van Ness, might be willing to attend the February meeting in Appomattox to provide information on this question. Mary Ann Kincaid will contact Deb Straw, Hill City rep, on this subject.

In response to a question, Dave Close reported that the new reporting system is on schedule.

David Mims advised that the Rockbridge unit is looking for a signature project to help brand Master Gardening in the county. There was discussion about an initiative from VDOT, in which an organization takes a section of VDOT right-of-way as a landscaping project. That organization can solicit sponsors to help defray the expenses. Signage is an important part of the project to make the public aware of the maintaining organization and any sponsors. Pat Reilly noted that, at this time, no new projects are being authorized as there is no leadership for the project within VDOT.

Considerable discussion was held about the program “Landscape for Life,” developed by the National Botanic Garden and the Lady Bird Johnson Wildflower Center (landscapeforlife.org). They offer ‘train the trainer’ education, both on line and in class sessions. The training consists of five 2-hour sessions.

Angela Cingale, James City/Williamsburg has been trained and has taught four sessions. Arlington/Alexandria MGs also have taught sessions. They limit the class to 20 households.

It was suggested that Dave Close investigate offering the ‘train the trainer’ classes at MG College. Pat Reilly suggested this be brought up for discussion at the next Advisory Team meeting.

Upon request, Mary Ann Kincaid will contact Deb Straw to determine if Poplar Forest will be open for visitors at the time of the VMGA Board Meeting in February.

Announcements

The next VMGA Board Meeting will be held Saturday, February 8, in Appomattox, hosted by the Hill City and Appomattox MG units.

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
December 14, 2013 Arlington, VA

Summary of Checkbook Activity

Balance October 11, 2013	\$19,263.85
Deposits	\$279.00
Withdrawals	\$597.14
Ending balance November 30, 2013	\$18,945.71

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

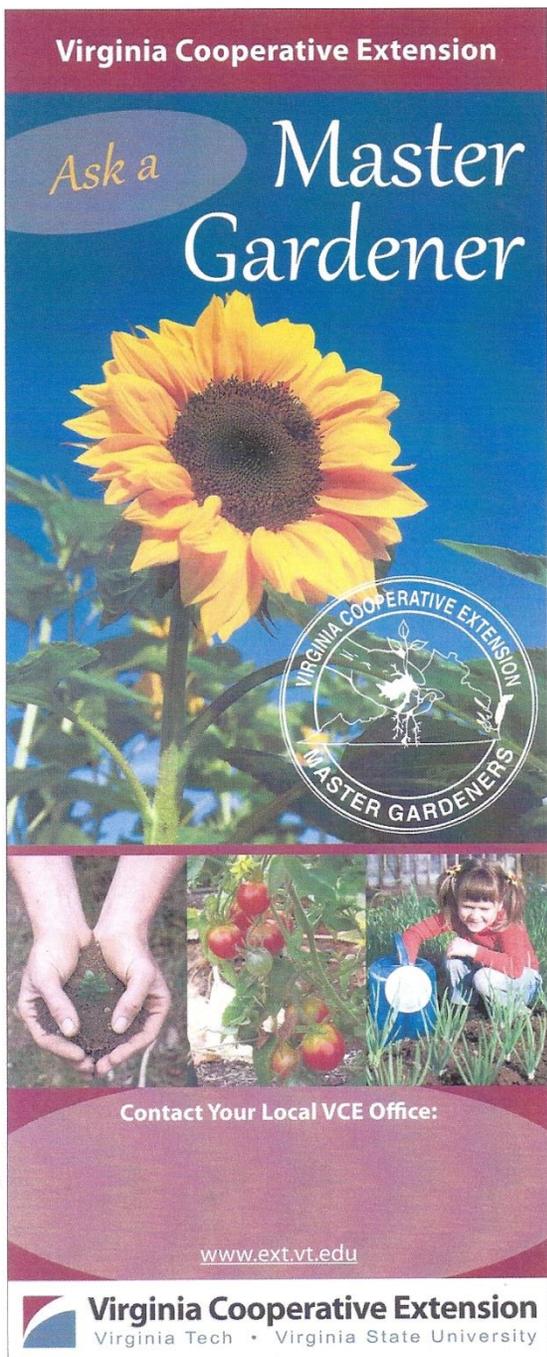
INCOME

	2014 Budget	FY14 YTD
Membership Regular	\$4,320	\$1,359.00
Membership Life, Adv. Dues	\$1,320	\$120.00
Education	\$6,000	--
Fundraising	\$1,200	\$1,566.70
Total Income	\$12,840	\$3,045.70

EXPENSES

Officer Expenses – President	\$250	0
Vice President	\$25	0
Secretary	\$75	0
Treasurer	\$85	\$41.00
Standing Committees – Communications	\$250	0
Education	\$6,000	0
Membership	\$1,000	\$386.36
Newsletter	\$500	0
Special Committees – Nomination & Elections	\$150	0
State Fair	\$350	\$430.05
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	\$4,092.41

The Virginia Cooperative Extension Master Gardener Program



Virginia Cooperative Extension

Ask a Master Gardener

VIRGINIA COOPERATIVE EXTENSION
MASTER GARDENERS

Contact Your Local VCE Office:

www.ext.vt.edu

Virginia Cooperative Extension
Virginia Tech • Virginia State University

The poster features a large sunflower in the upper half, a circular logo for the Virginia Cooperative Extension Master Gardeners in the middle, and three smaller images at the bottom: hands holding soil, a tomato plant, and a child watering plants. The background is a gradient of blue and green.

Mission

Sharing Knowledge. Empowering Communities.

Vision

To be the Virginia Cooperative Extension volunteer organization extending horticultural and environmental outreach across the Commonwealth.

Core Values (Internal & External)

Respect

- The environment, each other and those we serve

Accountability

- Wise stewardship of resources
- To organization, community and each other

Collaboration

- Willing to work with a diverse group to reach a common goal
- Actively seeking out partners

ATTENDEES* – VMGA BOARD MEETING
12/14/13 ALEXANDRIA – NORTHERN VIRGINIA

Arlington/Alexandria	Joe Kelly
	Jane Longan
Central Virginia/Louisa	Tina Chalaki
Fairfax	George Graine
Fairfax/Green Spring	Joan Richards
	Cyndi Bishop
	Stephanie Olson
	Fred Blott
	Fred Abbey
Franklin	Nelda Purcell
Hanover	Christy Brennan
James City Cty/Wmsbg	Marilyn Riddle
	Angela Cingale
Newport News	Fred Coolbear
Prince William	Pat Reilly
	Frank Reilly
	Janet Scott
	Bill Scott
Roanoke	Kathryn Debnar
Rockland	David Mims
Virginia Beach	Jim Kincaid
	Mary Ann Kincaid
	Betty Villers
VT/VCE	Dave Close
Wythe/Bland	Tammie Lowry

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