

Virginia Master Gardener Association
Board of Directors Meeting
Stafford, VA October 10, 2015

The meeting was called to order by President Christy Brennan, Hanover, at 10:05 AM. She welcomed the attendees and introduced Linda Dunn, Central Rappahannock representative, who introduced Ron Singleton, MGACRA Vice President, who spoke of activities of their unit. He also invited the reps to visit some of their gardens in the Fredericksburg area.

Christy asked if there were any new reps present and welcomed them. She asked each person present to introduce themselves and their units.

Christy also mentioned a special meeting of the Board of Directors which included the officers and chairs of the standing committees along with Dave and John from VCE. The purpose was to plan for the year. A copy of the minutes was sent to the membership.

Secretary's Report

Joan Richards, Green Spring, reported that copies of the minutes of both the August Meeting with Standing Rules attached and the Minutes of the Special September Meeting were received by the membership. A correction was made to add the name of Ted Munns, Northern Neck, to the list of attendees at the August meeting. Marilyn Riddle, JamesCC/Williamsburg, moved we accept the minutes of the August meeting which was seconded and passed. Jeanne Millin moved to accept the minutes of the Special Meeting. The motion was seconded and passed.

Treasurer's Report

The Treasurer's Report was delayed until after lunch.

Standing Committees

Communication

Members: David Banks, Tom Bolt, Kathryn Debnar, Jan Worthy, Henry Hurricane Thompson and Chair Frank Reilly.

1. Since the August regularly scheduled meeting there have been 2,433 unique visitors to VMGA.net and they visited more than 12,900 pages.
2. Since the August regularly scheduled meeting, the web page has been updated on 42 separate occasions.
3. Dave set up a special page for the State Fair "handouts" and established a QR code to drive visitors directly to that page.
4. We have established a separate QR code for our front webpage. This is the square code that you can scan with most telephones, and it will access a specific website.
5. Most all of our visitors come through the front page of our site. Our favorite visitors come from the US but next are Ukraine, followed closely by Romania.
6. Remember that we can help you host your site for awhile under certain conditions.
7. 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.

8. Jan Worthy, our Newsletter editor, can use submissions. She published the July-August Edition of *VMGA Report* which was distributed by Tom Bolt.
9. Our newest committee member, Hurricane Thompson, is currently scouring the webpages dealing with VMGA and membership. There are a few dead links, and we want him to make certain that what we have makes sense. If you ever notice something wrong with or a way to improve a page please send me the address of the page with the wording you question cut and pasted into the email. Let us know how it could be different or better.

Frank Reilly, Chair

Education

Current members of the education committee: Robyn Puffenbarger, Wanda Gerard, Betty Jo Hendrix, and Anne Erricker.

The Natives event sponsored by VMGA, VSU, and VCE took place Saturday, September 19, 2015. Thanks to Joel Koci with VSU-VCE for hosting. Betty Jo Hendrix and Wanda Gerard were fantastic again this year. Thanks to Tom Bolt who did many emails to get the word out and he helped with registration for a second year. We especially want to thank Jody Purches for handling the funds received for registration. Riley Sixta at Virginia Tech did another super job on the save the date flyer and designing the program. Thanks to Dave Close and John Freeborn at Virginia Tech-VCE too, for all the work to get the word out via unit communications. Pat Reilly, Treasurer, and Pat Waring on the Finance Committee were so supportive. Finally, thanks to David Banks and Frank Reilly for all the work on the website and help with communications. We had 59 registrations (42 VMGA and four speakers plus 13 who were non VMGA) attend. Costs were \$3072.85 (honorarium, mileage, hotels for speakers, and catering) and registration fees were estimated at \$1840.00 and Pat Reilly reports \$1738.71 for income. The VMGA costs were \$1333.64, this is the total not covered by registration. By doubling the on-time cost to VMGA/VCE registrants to \$50, the VMGA cost or loss would be in the \$100 range if costs remain close to the same. This year, only 17 of the registrants completed the online form that was emailed to the Education Chair. It was very important to have the PayPal emails and communication with Pat Reilly as treasurer for checks mailed in. We still missed one registrant that came in the day of the event.

For 2016, the education symposia will take place at Maymont and Lewis Ginter in September. The 2016 event will have a limit of 60 registrants. This is a firm registration number so Education will need to work with Communications on a way to do online registration that captures our attendee list as accurately as possible. We recommend an early push in spring 2016 to fill the slots, reopen a late registration in late summer to fill up the spots. For 2017 planning, moving the symposia to the first or second weekend in November might help attendance since September is very busy with Master Gardener activities.

The schedule for Saturday Sept. 27, 2015, is in appendix 1. The evaluations (see appendix 2, 46 filled out) were extremely positive about topics (24 positive), speakers (22 positive), with the theme in the comments of 'all my expectations were met.' In terms of not meeting expectations food (21), parking (8), and directions (3) were the most common concerns for attendees. The attendees were asked to use a Likert Scale: Strongly Disagree (1) –Disagree (2) –Undecided (3)

–Agree (4) - Strongly Agree (5) for the event. The speakers were incredibly well received. There was only one (2) marked and a very few (3) scores, so another very strong response by attendees. Finally, the evaluation asked for idea for future meetings/topics, with many topics mentioned mostly once (rain gardens, alternatives to conventional pesticides, small trees, moss/lichens, sustainability, exotic wildlife, eating locally, shade perennials, greenhouses, invasives, raised beds, formal gardens, cover crops, endangered species, exotic wildlife, early American gardens). With two comments were the topics of aging gardeners, soil, deer resistant plants, gardens as food for humans and wildlife, and with three votes was vegetable gardening.

The Education Committee with 3-5 members can put together an education symposia per year. The ‘standard operating procedures’ for the committee should include a statement of trying to break even with registration income and costs. It is very important that Education work closely with the Membership Committee if VMGA members receive a discounted rate to attend. Another important factor is close work with the Treasurer on finances, plus the Communications Committee for emails, website updates, and the online registration. One goal of the committee has been to establish a ‘speakers bureau’ so we have a list of VCE/VMGA/others who are excellent speakers for units to draw on. This remains an elusive goal!

Robyn Puffenbarger, Chair Education

Discussion followed on costs of events including regional events which can handle 200 attendees.

Appendix 1 - Schedule:

Outline of Education Symposia for September 19th:

9 AM arrival and registration with coffee

9:30 AM Karl Shank, “If you could hire Nature to design your farm, your landscape, your village green...”

Short break

10:45-11:45 AM Jim Revell, “Native Pollinators - Who are they and are they important?”

11:45 AM lunch break

12:30 – 1:30 PM Anita Tuttle, “Wild Natives for Civilized Gardens”

Short break

1:45-2:45 PM Bryce Lane, “Home Gardening to Attract Wildlife”

Short break

3 PM for panel Q&A Session

Appendix 2 – Evaluation form

September 19, 2015 Native Plants Education Symposium

I am (please mark all that apply!):

Master Gardener

Interested in training as a master gardener

VCE Staff

Other (please describe)

I attended this meeting (please mark all that apply!):

I need continuing education hours

I am interested in the topic of natives

Supporting VMGA

Other (please describe)

Please indicate how much you agree with the following statements by circling your response using the scale provided, where 1 = strongly disagree and 5 = strongly agree.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Karl Shank's presentation on design was informative.	1	2	3	4	5
Jim Revell's presentation on native pollinators was informative.	1	2	3	4	5
Anita Tuttle's presentation on native plants was informative.	1	2	3	4	5
Bryce Lane's presentation was informative.	1	2	3	4	5
The meeting cost was affordable for me.	1	2	3	4	5
I felt my time was effectively spent.	1	2	3	4	5
I am satisfied with this meeting.	1	2	3	4	5
I enjoyed this meeting.	1	2	3	4	5

What aspects of today's education symposium (location, time, topic, etc.) were particularly good?

What aspects of this meeting did not meet your expectations?

Do you have any suggestions or additional comments about this meeting?

Can you suggest topics, speakers or subjects for future VMGA education meetings?

Can you suggest topics, speakers or subjects for future VMGA education meetings?

Finance

Pat Waring, Chair, Bedford, spoke about how his committee works. Most of the work is done via email due to the distances of committee members. The principal job is to work up the budget each year.

Membership

The spreadsheet was purged of non-actives and non-renewals on October 1st. Tom Bolt compiled the Roster and emailed it to all members on the 1st.

Please let me know of any corrections. We removed 98 non-active/non-renewals.

As of today we have: 527 members
Of those: 363 are ACTIVE
4 are AUXILIARY
160 are LIFE

Compared to our last meeting in August our total membership dropped by 63 due to the purge. We usually purge about 125 – 150. When compared to the beginning of the 2015-2016 year we had only 7 more folks on the roster.

I also sent each Representative a list of the VMGA members in their unit and asked them to go through the list and make sure those folks are still ACTIVE Master Gardeners, including the LIFE members.

Representatives, please go through your list and remind folks I need a filled out membership form as well as payment for new or renewal memberships.

Deb Straw, Chair

A question was raised about Emeritus Status. Deb explained that Emeritus status is awarded by VCE upon the local unit's recommendation. With this VCE designation the individual is considered an Active Master Gardner without reporting any hours until deceased. VMGA only recognizes the VCE designation not the local unit's designation. Currently if a LIFE member becomes inactive and has not been given the VCE Emeritus status they are no longer a LIFE member of VMGA. They may maintain an Auxiliary membership in VMGA for \$12.00 a year.

Unit Support

Members: Pat Reilly, Karen Sacasky, Pinky Derieux, and Frank Reilly.

1. 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.
2. Since the last regularly scheduled meeting the Unit Support Committee has had no requests for assistance.
3. I will be resigning this Chair, after more than 14 years, effective when a new Chair is appointed.
 - Note: During the New Business portion of the meeting, MaryAnn Kincaid was named as the Unit Support Committee Chair.

Frank Reilly, Chair

Fund Raising

Merchandise Sales Team

The Merchandise Sales Team of the Fund Raising Committee consists of Jody Purches, Maryanne Sparks and Pat Reilly.

The team has sold \$2,861.70 worth of merchandise, with \$553 worth sold at the education symposium held at Virginia State. The total cost was \$1,937.34, realizing a profit for VMGA’s State Coordinator Endowment of \$924.36. The value of the inventory is \$3,019.21.

The team will offer a new sweatshirt – a hoodie with a front pocket. They will sell for \$30 and we will have them available at the December meeting. We will also be selling long-sleeve T-shirts for \$20. If you need a particular color or size, please let the team know! Lanyards are coming, too. The team is considering adding aprons and tote bags to the inventory. Input from attendees is appreciated.

Jody Purches, Appomattox

State Coordinator Endowment Team Report

VMGA’s State Coordinator Endowment cash account now stands just shy of \$260,000, which makes the market value over \$330,300. Outstanding pledges total \$3,750. Individuals have committed another \$234,000, deferred. Account balances from the previous 18 months are included below.

The committee has worked with John and Dave to acknowledge the donors in the Silverbell and Bald Cypress giving level. Letters, pins and certificates are to be mailed out in the coming week. In April 2015, the board voted to use a maturing CD as the basis for a challenge – VMGA would match all cash donations made between May 1 and August 31, 2015 up to \$6,000. The cash donations received by the August 8 board meeting exceeded the goal, and the board voted to match donations to date, \$7,693.41. A question by a Unit Rep was raised as whether other donations made before the end of the challenge period would be matched. The response was that the board would consider this once the final dollar amount was known.

The Development Office has informed VMGA that there was an additional \$300 in donations made before the end of the challenge period. The committee made a motion that VMGA match these donations.

	1-Feb-14	5-Aug-14	3-Feb-15	1-Aug-15	30-Sep-15
Fund balance / Market value	\$270,530	\$307,776	\$310,818	\$321,272	\$ 330,302
Cash gifts and pledge payments	\$210,817	\$235,514	\$240,651	\$249,250	\$ 259,044
Outstanding pledges	\$ 5,075	\$ 6,275	\$ 5,175	\$ 4,100	\$ 3,750
Deferred commitments	\$190,000	\$233,986	\$233,986	\$233,986	\$ 233,986
Income Earned*	\$ 14,159	\$ 19,931	\$ 26,112	\$ 26,442	\$ 29,637
*\$3K deducted Mar 2015 to help fund online training modules					

Pat Reilly, Prince William

Tina Chaleki, Chair

The motion of the committee was made by Jody Purches, seconded and passed by voice vote.

Special Committee

State Fair

Thanks to everyone who volunteered for this year's Fair. After several years of wonderful weather, the rain played havoc with the Fair this year. For the first time since the 1970's, the Fair ended 3 days early due to bad weather. The MGs volunteered in the veggie garden and staffed the many demos. The children's center was a big hit. Thanks to Dave and John for the perennial pollinator seeds; sadly we ran out of clay for the seed bombs/balls Thursday but they were on the way!

Thanks to Riley Sixta and Muffie Grinell for the beautiful signage in the garden. I have learned a lot from the comments left by the volunteers and wish to thank everyone that helped. VCE day was a success and thankfully it was one of the least rainy days. We reported 2,099 contacts for this State Fair.

Christy Brennan, Chair

VCE Report

1. Change in dates of MG College—Due to a large conference that trumps MG College, we have had to shift our dates forward. College will begin on Friday, June 24 with check-in. Keynote and Concurrent sessions will be on Saturday and Sunday, and tours and workshops on Monday. The VMGA night, with the VMGA annual meeting, silent auction and reception will be Sunday night. Saturday night will be the milestone ceremony. Things are still slightly in flux, but this is how things are looking at present.
2. Work on modules—Discuss the soils and botany modules that will be ready by the end of the year. Two more modules will be complete by late spring 2016 and then 4 more if all goes well by the end of 2016. These will be the 8 core topics. There will also be associated lab exercises with these modules. Part of the support that has made these modules possible is from the Coordinator Endowment.
3. Handbook update—New handbooks should be ready for any training that starts in January. We hope to have a draft by November 1 and the final draft by December 1, provided all the remaining chapters come in and we are able to complete formatting by that time. The price for the manual will stay the same, and we will also be offering the print version along with a PDF version when that is complete. Cost for the digital versions has not been set, nor has the price for existing MGs to purchase an updated manual, but the thinking is \$45.00-\$50.00 per manual for existing MGs who would like to update to the most recent version.
4. IMGc—International Master Gardener College. Dave and I attended in Nebraska/Iowa the last week of September. Met with other Coordinators from across the country and were able to network with them as well as other volunteers and coordinators. Fairfax Master Gardeners won second place during the Search for Excellence with a poster on their Diagnostic Laboratory, and our James City County Master Gardeners led a session on the experiential learning project they

have within their Unit. Dave also presented a breakout session on **Training Extension Master Gardeners as Leaders**, which was attended by over 35 people.

5. Leadership training updates—Four leadership trainings across the state are complete. We had two in September and two in October, one in each Extension District. They were well attended, with over 100 people reached, total. We had about 25% Agents and 75% volunteer leaders, which was a great mix. Topics covered included office updates, partnerships, volunteer screening, dealing with big sticky problems, and leadership strengths. We utilized a combination of in person presentations and online formats with WebEx to address topics and were able to bring in speakers who would otherwise be unable to attend in person.

6. Healthy VA Lawns training update –This training will be hosted in Charlottesville, VA on November 18. During this training we will discuss the development of the Healthy Virginia Lawns program. This program has brought 8 lawn care / urban nutrient management programs together from across the state and created forms, guides, and advertising materials to be used statewide by programs who are interested. This one-day training will also cover implementing this program and cover the new advertising material. We hope to have a promotional video ready also for advertising the program at this time.

7. Annual Report. We are pleased to release our 2014 annual report. This document details developments and communications products from our office over the past two years. It also discusses the strategic planning process that we have gone through and then discusses the EMG program statewide. Finally, each Unit is listed, along with information about that Unit, and for Units who submitted photos and specific information about programs they are working on, those are also in the annual report. Please take a look. These are available online from the state website, each office has been sent a hard copy, and they are also being sent to stakeholders across the Commonwealth along with the Agency 229 report, directly from Dr. Jones' Office.

John Freeborn, Assistant State Coordinator

A question was asked about how the decision was made regarding who pays for the background checks of MGs. John spoke at length on the procedure they went through and basically it was a funding problem. With so many volunteers in VCE, no budget could handle the finances for it.

New Business

Christy announced MaryAnn Kincaid, Virginia Beach, had volunteered to lead the Unit Support Committee with Frank's resignation from it after 14 years of service. Frank will still chair the Communications Committee. Betty Villers, Virginia Beach, was named as Chair of the Nominations and Elections Committee and Mary Ann Kincaid and Marilyn Riddle as members.

President's Question

Reps were reminded by Christy to send their answers to the Question for each meeting to the Secretary, (jmrichardz@aol.com) so she can prepare a chart to send to Dave and John for their information.

Hanover, Virginia Beach, Loudoun, Central Rappahannock, James City County/Williamsburg, and Appomattox reported what type of educational events was used in their demonstration gardens and how the effectiveness of these events was measured.

Treasurer's Report

Pat Reilly, Prince William, presented the Treasurer's Report. A copy is attached to these minutes.

For the Good of the Order

Christy reminded reps to send newsletter articles to Jan Worthy, Central Shenandoah, Newsletter Editor. The December meeting will be hosted by James City County/Williamsburg. We still need hosts for February and December in 2016.

Respectively submitted,

Joan Richards, Secretary

Attendees at BOD Meeting, October 10, 2015

Amherst, Campbell, city of Lynchburg	Deb Straw
Appomattox	Jody Purches
Alexandra/Arlington	Joe Kelly
Bedford	Pat Waring
Cumberland, Prince Edward, Buckingham	Pat Lust
Fairfax	George Graine
Fauquier	Ann Erricker
Franklin	Nelda Purcell
Fredericksburg, Stafford, Spotsylvania, King George, Caroline,	Adriana Speare, Laura Collingsworth, Linda Dunn, Elizabeth Daly, Betsy Ryan, Ann Gorrell, Ron Singleton, Linda Kline, Laurie Clarkston
Gloucester	Hurricane Thompson
Goochland, Powhatan	Lurlean Jackson
Green Spring	Cyndi Bishop, Joan Richards
Hanover	Christy Brennan
James City County, Williamsburg	Marilyn Riddle, Angela Cingale, Jeanne Millin
Louisa	Ralph Mason
Loudoun	Sam Allaire
Norfolk	Harriette Frost
Northumberland, Lancaster, Richmond, Westmoreland, Essex	Diane Kean
Prince George	Cheryl Sebera
Prince William	Pat Reilly, Frank Reilly
Rockbridge, Bath	Lynn Jones
Suffolk	Wanda Gerard
Virginia Beach	Betty Villers, Jim Kincaid, Mary Ann Kincaid
VCE	John Freeborn

Virginia Master Gardener Association
Board of Directors Meeting, October 10, 2015

Statement of Financial Position (as of October 8, 2015)

Assets	Total to Date
Cash - gross sales of merchandise	\$ 2,861.70
Cash - all other sources	\$ 3,695.60
Cash total	\$ 6,557.30
PayPal Balance	\$ 390.49
Petty Cash Fund	\$ 50.00
CD #1 Balance	\$ 14,507.40
CD #2 Balance	\$ 5,028.40
Fundraising Inventory	\$ 3,019.21
Total Assets	\$ 29,552.80
Liabilities	
Unearned Income – Future Dues	\$ 2,936.58
Board Designated	
Coordinator Endowment Funds Payable	\$ 924.36
MG College Scholarships	\$ 2,102.57
MG College Sponsorship	\$ 500.00
Coordinators Manuals	\$ 500.00
Membership Recruitment Displays	\$ 200.00
Total Liabilities	\$ 6,463.51
Net Assets	
Unrestricted (Current FY Dues, Merchandise Sales)	\$ 7,377.16
Temporarily Restricted (Reserve CDs, Future Dues, Board Designated scholarships, sponsorships)	\$ 15,712.13
Total Net Assets	\$ 23,089.29
Total Liabilities and Net Assets	\$ 29,552.80

Statement of Financial Activities
Summary

Revenue	Unrestricted	Restricted	Total
Contributions (Scholarships+ Endowment)	\$ -	\$ 585.56	\$ 585.56
Fundraising (Gross Sales)	\$ -	\$ 2,861.70	\$ 2,861.70
Interest Income	\$ 9.87	\$ -	\$ 9.87
Membership Dues	\$ 4,515.46	\$ 856.17	\$ 5,371.63
Programs	\$ 1,738.71	\$ -	\$ 1,738.71
Total Revenue	\$ 6,264.04	\$ 4,303.43	\$ 10,567.47
Expenses			
Program Support (Ed. Event, Newsletter, Web)	\$ 3,215.15	\$ -	\$ 3,215.15
Donation Expenses (Endowment, St. Fair, Scholarships, Sponsorships)	\$ -	\$ -	\$ -
Program Services Total	\$ 3,215.15		\$ 3,215.15
General (Administrative)	\$ 115.91	\$ -	\$ 115.91
Fund Raising (Supplies, Merchandise, Gifts)	\$ 1,403.38	\$ -	\$ 1,403.38
Cost of Goods Sold	\$ 1,937.34		\$ 1,937.34
Total Expenses	\$ 6,671.78	\$ -	\$ 6,671.78
Change in Net Assets (Net Income)	\$ (407.74)	\$ 4,303.43	\$ 3,895.69
Net Assets, Beginning of Year	\$ 30,978.87		
Net Assets, Year to Date	\$ 23,089.29		

Financial Activities
Income and Expenses to Budget, YTD

INCOME		FY15 Actual	FY16 Budget	FY 16 YTD	
Admin	Membership Dues FY2016	\$ 2,140.68	\$ 4,000.00	\$ 4,515.46	
	Membership Dues FY2017 – FY2025	\$ 3,729.05	\$ 550.00	\$ 856.17	
Fund Raising	Fundraising (Merchandise Gross Sales)	\$ 3,724.96	\$ 3,600.00	\$ 2,861.70	
	MG College Scholarship Donations	\$ 902.57		\$ 585.56	
	MG College Scholarship Donations FY16				\$ 585.56
	MG College Scholarship Donations FY17				\$ -
	State Coordinator Endowment Donations	\$ 97.60		\$ -	
Programs	Education Events	\$ 1,252.33	\$ 3,000.00	\$ 1,738.71	
Total Income		\$ 11,847.19	\$ 11,150.00	\$ 10,557.60	
EXPENSES					
Administration	President	\$ 274.30	\$ 250.00	\$ -	
	Vice President	\$ -	\$ 25.00	\$ -	
	Secretary	\$ 25.44	\$ 50.00	\$ 10.76	
	Treasurer	\$ 35.32	\$ 100.00	\$ -	
	Professional and Legal Fees	\$ 441.00	\$ 25.00	\$ -	
	Membership	\$ 627.69	\$ 100.00	\$ 105.15	
	Nominations and Elections	\$ -	\$ 50.00	\$ -	
	Subtotal Expenses-Admin	\$ 1,403.75	\$ 600.00	\$ 115.91	
Fund Raising	Fundraising (Merchandise purchase, shipping)	\$ 2,771.92	\$ 2,100.00	\$ 1,273.52	
	State Coordinator Endowment (incl. auction)	\$ 1,181.02	\$ 1,200.00	\$ 129.86	
	Subtotal Expenses-Fundraising	\$ 3,952.94	\$ 3,300.00	\$ 1,403.38	
Programs	State Fair	\$ 565.85	\$ 500.00	\$ -	
	Education	\$ 1,952.47	\$ 3,000.00	\$ 3,072.35	
	MG College Scholarships	\$ 2,500.00	\$ 1,200.00	\$ -	
	MG College Sponsorship	\$ 500.00	\$ 500.00	\$ -	
	Merchandise Profits to VT Foundation	\$ 1,327.91	\$ 1,200.00	\$ -	
	Printing MG Coordinators' Manuals	\$ 115.13	\$ 500.00	\$ -	
	VMGA Recruitment Kits - 5	n/a	\$ 200.00	\$ -	
	Communications	\$ 142.80	\$ 150.00	\$ 142.80	
	Coordinator Endowment (pass-thru)	\$ 97.60	\$ -	\$ 100.00	
	Subtotal Expenses-Programs	\$ 7,201.76	\$ 7,250.00	\$ 3,315.15	
Total Expenses		\$ 12,558.45	\$ 11,150.00	\$ 4,834.44	
	Unbudgeted donation to VT Foundation			\$ 7,693.43	