

Virginia Master Gardener Association
Bimonthly Director's Meeting October 8, 2016
Harrisonburg, VA

The meeting was called to order at 10:10 am by President Joe Kelly. He welcomed all in attendance, especially since much of our area is under a hurricane watch for the weekend.

Joe introduced Robyn Puffenbarger, unit representative for Central Shenandoah Master Gardeners, who welcomed everyone. They meet monthly and have their annual business meeting in November. She stated that being able to host this meeting was a goal she set after attending her first VMGA meeting several years ago. She welcomed everyone to the valley where they are proud to have the James Madison University, the Eastern Mennonite University and of course Bridgewater University.

President's report: Joe Kelly (Arlington/Alexandria) thanked Robyn and the Central Shenandoah Master Gardeners for hosting today's meeting. Joe asked that everyone introduce themselves before getting into the topics of the meeting.

Vice-President's report: Joan Richards (Green Spring) is trying to track down two signatures on the conflict of interest statements, per the requirements of our By-Laws. After she has all of the forms, they will be filed in the secretary's handbook. She thanked Betty Villers (Virginia Beach) for sharing the unit Newsletters with us. Joan reviews them to look for articles that would be perfect for the VMGA newsletter.

Secretary's report: Wanda Gerard (Suffolk) reported that the minutes for the August 13, 2016 meeting had been distributed electronically and asked if there were any changes, and being none, she motioned that they be approved as written. Angela Cingale seconded the motion, and all were in favor of this. The clipboard with the unit representative roster began its way around the room for verification of contact information.

Treasurer's report: Diane Kean (Northern Neck) presented the financial report. It is provided at the very end of these minutes, after the attendance sheet.

Standing Committees

Communication Committee

Submitted by Frank Reilly (Stafford / MAGCRA), Chair

Members: David Banks, Tom Bolt, Lynn Hamm, and Henry Hurricane Thompson and whomever else we can get.

Since the August regularly scheduled meeting we have had 2444 unique visitors, and they visited 6884 pages. We've had a lot of visitors from the country of Ukraine recently. We are in need of 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. We are soliciting help to help edit our Newsletter, as well as help with our Calendar Page.

Education Committee

Submitted by Robyn Puffenbarger, Chair

Members: Wanda Gerard and Betty Jo Hendrix

The Maymont and Lewis Ginter garden tour and lecture event sponsored by VMGA and VCE took place Saturday September 17, 2016. Jo Hendrix and Wanda Gerard were fantastic again this year. Thanks to Tom Bolt who did many emails to get the word out, plus Frank and Pat Reilly and David Banks on communications who assisted over and over again with the web site/registration. Reily Sixta at Virginia Tech did another super job on the save the date flyer. Thanks to Dave Close and John Freeborn at Virginia Tech-VCE too for all the work to get the word out via unit communications. Diane Kean was so supportive as treasurer. Christy Brenan and Roseann Walling were amazing as the extra helpers at Maymont.

This year, we did an online only registration starting August 4th with one check accepted by a person with a PayPal issue. We had 60 registrations by August 24, 2016 and started a waitlist for possible attendees. Attendance was 57 and Diane K helped over and over with refunds as various people let their spot go to someone on the waitlist. It did take quite a bit of effort to make the list of attendees to have approximately 30 at each site, get directions appropriately to each list, and stay in touch about how folks would carpool to each site. Costs were \$1435 and income of \$1,786.66.

In terms of the event day, registration, lecture and tours went very well. Some of the people attending at Maymont did not do the entire tour since we did take the steep steps from the Italian to Japanese gardens. We did not do an evaluation this year. The comments for improvement included that attendees wanted lunch included, they wanted turn by turn directions from site #1 to site #2, parking at Lewis Ginter was challenging due to the plant sale. Generally, emails after the event were supremely supportive of the event and the opportunity to tour both gardens with the horticulture experts all in one day. Here is one email that exemplifies the notes received after the event, "*Both tours were wonderful. It's always a special day when you're at Lewis Ginter. Each visit provides something different and interesting to see and learn. But I must say that Maymont was a special treat. It has been some years since I was there, and Peggy Singleton did an exceptional job with her history/photo presentation and the walking tour. It was a pleasure to hear about Maymont from someone who has such obvious enthusiasm, knowledge, and love for the property and her work there.*" Since touring two gardens provided great interest to many, we should consider looking for some other gardens that are close to each other to provide another event like this in the future.

We had some discussion on having guidelines for how to process refunds, and Frank Reilly suggested that this be done as needed with events, and/or individuals.

This is my last report and event as Education Chair for VMGA. I have truly enjoyed the work. Erica Jones has stepped forward to take on Education Chair.

The Schedule of Events for the Education Symposia held on September 17, 2016

8:30 am Arrival and registration at garden site #1

9:00 am Lecture and tour at site #1

11:30 am End of tour. Depart for site #2.

Lunch is on your own -- if weather is fine, a picnic at either site will be delightful!

There is a cafe on site at Lewis Ginter.

12:45 pm Arrive at site #2

1:00 pm Lecture and tour at site #2

3:30 pm End site #2 tour

Finance Committee

Pat Waring (Bedford), Chair, was unable to attend. He informed the secretary that he had nothing to report.

Fund Raising Committee

Tina Chaleki (CVMG Louisa), Chair, was able to attend this meeting, but as explained in last month's report, earlier, she is unable to continue holding this role. The position of chair for the fund raising committee is responsible for ensuring that the Endowment, Merchandise, Scholarship and Silent Auction portions are all being done in compliance with our By-Laws. Please continue helping us locate a new VMGA member to chair this committee.

Pat Reilly (who was unable to attend) provided the following information concerning the Endowment portion of the fund raising committee. The balance has grown by \$950 since the last report, reaching \$271,311 with a market value of \$326,747. Outstanding pledges are at their lowest, with just \$1,700 being expected. While the cash gifts balance increases when pledges are paid, we'd like to know that there are more pledges in the pipeline! Deferred commitments remain the same at \$233,386. This balance refers to things like annuities or the endowment being made the beneficiary of a will. The interest account is the income earned on the cash gifts and pledge payments. This amount of \$19,471 is extremely valuable to the Virginia MG program. As the cash balance increases, the interest income increases and the funds are available to the State Coordinator for completing training modules or other program support needed.

Unit Support Committee

Mary Ann Kincaid (Virginia Beach), Chair was unable to attend.

The Unit Support Committee is available to advise MG units throughout the state on issues that benefit from the diverse experience of its members – from dealing without an agent to 501C3 organization and others.

No requests of the Committee have been made since our August meeting.

Membership Committee

Submitted by Deb Ayers Straw, (Hill City MGA, Lynchburg), Chair

	<u>10/8/2016</u>	<u>8/31/2016 (before purge)</u>
ACTIVE	349 (inc. 4 VCE Emeritus)	444 (inc. 5 VCE Emeritus)
AUXILIARY	2	4
LIFETIME	162 (inc. 10 VCE Emeritus)	163 (inc. 10 VCE Emeritus)
TOTAL CURRENT	513	611

1. As of 10/8/2016 the membership total is 513 current members.
2. As of 8/13/2016 we have 150 members that have not renewed and are subject to be dropped.
3. We dropped 98 members due to non-renewal of dues or inactive status. Tom Bolt emailed everyone a current Directory. We had about nine minor corrections to the Directory.

4. The committee thanks those who have renewed their membership and who have encouraged new members to join. An application must accompany your dues in order for the committee to process your membership application.
5. The Membership Committee has Membership lists by unit for the Unit Representatives.
6. Please remember that all correspondence is done electronically. Therefore members have the responsibility to update the Membership Chair of any contact information changes. We want to be able to keep our membership informed.
7. The Committee has contacted a representative of each unit that has VMGA members in it to verify that everyone on their roster is an active Master Gardener. Deb Straw reminded everyone that the VMGA Representative must also be a member of VMGA.

Special Committees:

State Fair Report

Submitted by Christy Brennan (Hanover), Chair

This year the theme for the Virginia Master Gardener State Fair Booth featured the Smart Yard Program. The VCE Master Gardener office gave tremendous support by providing lawn testing tools for demonstration, posters, supplying samples of various types of grass seeds, and ordering several thousand rulers for proper grass cutting heights. Thanks to Dave Close, John Freeborn and Riley Sixta for their support and hard work. The VCE Office was able to contact other agencies (DCR) for educational materials that went perfectly with our theme.

Master Gardeners from eleven different groups volunteered to staff the booth and provide smart land care tips to the public. Special thanks go to the Master Gardeners from: Central Rappahannock (MGCRA), Hanover, Central Virginia (Louisa), Richmond City, Green Spring, Northern Neck, Suffolk, Prince George, Norfolk, Henrico and VA Beach.

The Master Gardener booth was on the State Fair Educational tour and Master Gardeners taught hundreds of children and adults how to make a seed tape to take home and how to provide elements in the yard to create a better backyard habitat. The Burpee Seed Company was wonderful to work with and provided seed packages for contacts to start their own pollinator garden. This year's Fair was a lot of fun and a lot of soil test kits and good landscaping materials were distributed to over 6,000 contacts.

Statics: 11 Master Gardener Groups participated for the 10 day event
125 MG Volunteers
6,000 Contacts reported

Christy stated that she is running out of ideas for themes for the state fair booths. Each theme is used two years before a new one is created. As with any display like this, it is hard to come up with something that will capture someone's interest for two minutes as they pass by the table. She has been coordinating this event for 13 years, and if anyone is interested in taking it over they should see her.

The handout that the Hanover EMGs have that lists many of the VCE publications will be posted on the VMGA website for viewing, and perhaps to encourage other units to create one too – this handout is great because it reduces the amount of paper that anyone would need to carry with them for any tabletop display. Someone mentioned that when printing any of the VCE publications, you should hit PDF first.

VCE

Submitted by Dave Close, VCE representative

1. Modules--First six are complete and posted in the VMS for viewing. Guidelines and recommendations are there as well as an intro PDF. Access is for Agents, members of training classes, and trainees at this time. We will continue to work and release more of the remaining units in the coming months. Eventually there will be a module for each of the 18 chapters in the EMG handbook. A few units are using these modules instead of having all sessions of face-to-face training.
2. PDF of handbook--Coming soon. Pricing for handbooks, \$85.00 new folks, \$50 for existing/continuing EMGs, and no shipping on order of three or more. Pricing of PDF to be released along with PDF. The interactive PDF is complete but we are working through several logistics issues before making it available.
3. Leadership Development Training on November 2--We will be offering it once in one central location, perhaps in the Charlottesville area. A few suggestions for locations were given to Dave for consideration for this or future events. We have confirmed Dr. Curt Friedel, Dr. Martha Walker, Mr. Dan Goerlich, and Mr. Jeremy Johnson as speakers. It will be a combined in-person and hopefully live-streamed event. Details soon to follow.
4. New Agent / Coordinator training--similar to the event we hosted in Charlottesville back in February, we will offer this again later in the fall or early winter.
5. Battlefield Farms Day--March 28, Focus on bulbs, keynote speakers, breakout sessions. More details to come.
6. Instagram account for EMG to be released in 2017. We are meeting next week to set up the parameters and timeline with an intended launch in January. It will give us another outlet to share photos of events and video clips of things such as the 'weed, disease or insect of the week.' The power in the tool is that things can be archived and they are searchable. Another great feature this has is that it can be 'taken over' by a project leader/EMG coordinator, etc. for a short timeline to focus on real time reporting. An example of that would be for Christy Brennan to have the 'lead' on this while the State Fair is in session.
7. Fall edition of In Season to be released soon.
8. Save the date for MG College--June 22-25; advisory team met in August and will meet again in less than three weeks. We are working on a conference theme, the keynote speakers, and a logo design contest similar to what we did for the 25th Annual MG College. They have discussed having a commemorative 30th anniversary T-Shirt. Jody Purches mentioned lanyards as one possible item if we were going to be doing any commemorative items. The dates for MG College 2018 and 2019 have been given to both Conference and Guest Services and Continuing and Professional Education.
9. National State Coordinator's Conference--more than 100 state and county coordinators came to the conference in Pray, MT; two very intensive days of talks with a couple of special highlights: Park Superintendent of Yellowstone was a dinner speaker and Dr. David Gibby was a luncheon speaker on the second day. The next conference will be hosted by Wisconsin. Dr. Gibby was the Extension Agent who started the EMG program - in the state of Washington.
10. YouTube videos coming out soon--we have several video clips on propagation that will be the first installment of videos on our YouTube channel.

11. Water Steward Manual is updated--Sam Allaire of Loudoun and Frank Reilly of Central Rappahannock recently hosted a Water Steward training for 15 EMGs. Kudos and congratulations to them both for their work to organize and pull off the event. They were able to have a few WebEx sessions in the training as well.
12. Recorded WebEx sessions—two sessions are in a password protected area of the website in order to meet the Fair Use standards. They are: Carol Heiser on Backyard Habitats and Alex Niemiera on woody plant material. The password is VirginiaEMG.
13. As mentioned in the last VMGA meeting minutes, Extension's budget has been reduced. Their travel budget at the departmental level has been reduced by more than 50%. Dr. Allan Grant is offering alternate severance options (ASO) to field agents that have more than five years' experience/time in service. Even as this is being reported, the details are not firm yet on how this may proceed. There is a possibility that some of our programs may look into a 'cost recovery', or 'for fee' program. A task force for this is underway now comprised of VCE agents, specialists and some administrative personnel. Frank Reilly asked if a unit could offer travel support as a way to defray costs for a VT or VCE individual – and Dave responded yes. The cost reduction items mentioned here could be a one year 'fix' and not a long lasting concern.

VMGA Recruiting Kits

Nothing was reported.

Lunch Break: The meeting broke for lunch, to resume at 12:15.

Old Business:

New Business

Wanda gave an update on her research for units to host our bi-monthly meetings. Chesapeake and Lynchburg have signed up, and a few other units have expressed an interest, but didn't commit pending verification with unit members, etc. A clip board was sent around the room to see if anyone in attendance was interested in signing up.

Announcements/For the Good of the Order:

The topic of interest for today's meeting was 'the pros and cons of incorporation'. Some questioned that perhaps there is an interest because many of our units are close to government headquarters/operations. Dave briefly talked about the 501 (c)3 status. Papers are to be filed annually for this. Additional paperwork is needed if the unit is incorporated. Unless grandfathered, one must be incorporated in order to gain 501c(3) status. Dave will check to see how many units are actually incorporated. He said there were 61 EMG units although we have only 49 on the roster. There was talk of collecting fees for offering public education, but who would keep the money? Several units have insurance for their officers even though there is no definite ruling that this is required. If an EMG was to be sued, the office of Risk Management has said that we can only be sued for up to the salary we earn – so in the words of a volunteer, that equals 'zero.' VT cannot provide legal advice to any 4H clubs, EMG, MC or other extension driven volunteer programs/clubs. They recommend we consult a local attorney that has tax expertise. We are to follow this guidance when in public presenting a program: "use due diligence, take safety, precautions, have an approved plan of work, be on an approved VCE project, and be in the 'vein' of an EMG volunteer."

Angela Cingale asked the following questions for the James City County / Williamsburg unit (and submitted this for the minutes):

1. *In general, why did you incorporate and what were the risk factors that determined your decision to incorporate?*
2. *Did the incorporation process take a significant period of time and cost? 3-6 mos. to complete the process or longer? What was the approximate cost including legal fees?*
3. *Did you purchase more than one type of liability insurance? Directors & Officers? Errors & Omissions? General liability for events? Other?*
4. *Does your board spend much additional time and effort to prepare yearly compliance reports and audits? and any other required documentation?*
5. *Has incorporation effected your association's relationship with VCE and Virginia Master Gardener Program in any way?*
6. *Have you found any disadvantages to your association for being incorporated?*
7. *How large is your association membership?*

Seventeen units were represented at the meeting, of which two are incorporated. Joe Kelly, of Arlington/Alexandria area, said that his unit is in a litigious area and precautions had to be taken. Frank Reilly, Prince William, stated that they are incorporated but didn't go into depth. Regarding liability for an EMG officer in a 501(c)3 unincorporated status: Dave Close responded that the board can only be sued for the amount of salary that an officer receives.

Regarding an EMG volunteer's liability: Dave stated that as long as we are volunteering on a VCE approved project and we are in meetings in support of VCE's mission of education the public, we are covered

Another important factor for a 501(c)3 is to file required yearly paperwork. To properly "vet" the treasurer so they know the filing responsibilities to keep the association in good standing with VA IRS.

Regarding liability: Virginia Beach was told that if there is an accident/incident while conducting a project it's better to call 911 rather than call our VCE contact for this purpose. Dave confirmed and this is "due diligence" as part of our VCE MG risk management training.

Joe announced that the focus for the December meeting will be "how and when do you communicate with your unit on the subject of the endowment?"

Diane reported that the Northern Neck EMGs has lost their source of barrels to make rain barrels, so they are willing to sell the ones they have on hand for a reasonable price (\$15.00 each). In order to get this price, an individual will have to purchase 10-15 of them. Contact her for more information.

Wanda reported that 17 units are represented at today's meeting.

Closing

Thanks again to Central Shenandoah Master Gardeners for hosting our meeting, and to all their members who made our day so accommodating given the rainy day. Robyn Puffenbarger raffled off handmade pumpkins that were planted with

succulents. She explained that their organization did this as a meeting night activity earlier, and that a special committee had made these for the meeting and raffle items. They purchased the pumpkins at a produce auction, everyone brought along their glue guns and items from home for their project, and in her words 'we had a blast'. She explained that one should mist them every so often to keep them alive and healthy.

The meeting was adjourned at 12:55.

Respectfully submitted
Wanda Gerard, Secretary

Attendees at VMGA Meeting, October 8, 2016

Amherst, Campbell and City of Lynchburg (Hill City MGA)	Deb Straw
Appomattox	Jody Purches
Arlington, Alexandria	Joe Kelly
Central Shenandoah	Robyn Puffenbarger, Travis Keeler, JanWorthy, Vi Miller
Chesapeake	Vicki Roberts
Chesterfield	Lynne Foote
CVMG Louisa	Tina Chaleki
Fairfax	George Graine
Franklin	Nelda Purcell
Green Spring	Joan Richards (Don), Ellen Kuriata, Ruth Nussbaum
Hanover	Christy Brennan
James City County/Williamsburg	Angela Cingale (Raymond)
Loudoun	Sam Allaire
Northumberland, Lancaster, Richmond, Westmoreland, Essex (Northern Neck)	Diane Kean
New River Valley	Erica Jones
Stafford / MAGCRA	Frank Reilley
Suffolk	Wanda Gerard
VCE	Dave Close
Virginia Beach	Betty Villers

New unit reps attending for the first time: Vicki Roberts, Erica Jones

Financial Position

Assets	Total to Date
Cash - gross sales of merchandise	\$ 2,342.16
Cash - all other sources	\$ 6,541.93
Cash total	\$ 8,884.09
PayPal Balance	\$ 396.71
Petty Cash Fund	\$ 40.00
CD 002 Balance	\$ 14,521.88
Money Market Savings Account	\$ 5,037.83
Fundraising Inventory	\$ 1,689.46
Total Assets	\$ 30,569.97
Liabilities	
Unearned Income – Future Dues	\$ 1,191.81
Board Designated (college sponsorship scholarships)	\$ 2,200.00
Membership Recruitment Displays	\$ 250.00
Total Liabilities	\$ 3,641.81
Net Assets	
Unrestricted (Current FY Dues, Merchandise Sales)	\$ 3,741.40
Temporarily Restricted (Savings, CD, Future Dues, Board Designated scholarships, sponsorships)	\$ 23,186.76
Total Net Assets	\$ 26,928.16
Total Liabilities and Net Assets	\$ 30,569.97

Financial Activities Summary

Revenue	Unrestricted	Temp Restr	Total
Contributions (Scholarships+ Endowment)	\$ -	\$ 1,161.89	\$ 1,161.89
Fundraising (Gross Sales)	\$ -	\$2,342.16	\$ 2,342.16
Interest Income	\$ 2.54	\$ -	\$ 2.54
Membership Dues	\$3,815.06	\$ 540.00	\$ 4,355.06
Programs	\$1,786.66	\$ -	\$ 1,786.66
Total Revenue	\$ 5,604.26	\$ 4,044.05	\$ 9,648.31
Expenses			
Program Support (Ed. Event, Communications)	\$ 1,335.00	\$ -	\$ 1,335.00
Donation Expenses (Endowment, St. Fair, Scholarships, Sponsorships)	\$ 923.00	\$ -	\$ 923.00
Program Services Total	\$ 2,258.00		\$ 2,258.00
General (Administrative)	\$ 76.41	\$ -	\$ 76.41
Fund Raising (Supplies, Merchandise, Gifts)	\$ 357.50	\$ -	\$ 357.50
Cost of Goods Sold	\$1,225.71		\$ 1,225.71
Total Expenses	\$ 3,917.62	\$ -	\$ 3,917.62
Change in Net Assets (Net Income)	\$ 1,686.64	\$ 4,044.05	\$ 5,730.69
Net Assets, Beginning of Year	\$ 19,962.91		
Net Assets, Year to Date	\$ 26,928.16		

Financial Activities to Budget

REVENUE		FY16 Actual	FY17 Budget	FY 17 YTD
	Temporarily Restricted			
	MG College Scholarship Donations	\$ 238.89	n/a	
	MG College Scholarship Donations FY17			\$354.00
	MG College Scholarship Donations FY18			
	State Coordinator Endowment Donations	\$ -	n/a	\$923.00
	Fundraising (Merchandise Gross Sales)	\$ 4,350.54	\$ 3,600.00	\$2,342.16
	Membership Dues FY18-26	\$ 3,852.21	\$ 960.00	\$540.00
	Total Temporarily Restricted	\$ 8,441.64	\$ 4,560.00	\$ 4,159.16
	Unrestricted			
	Membership Dues Current FY	\$ 5,025.86	\$ 4,200.00	\$3,815.06
	Interest Income	\$ 25.81	n/a	\$2.54
	Programs (Education Events)	\$ 1,753.38	\$ 3,000.00	\$1,786.66
	Total Unrestricted	\$ 6,805.05	\$ 7,200.00	\$ 5,604.26
Total Income		\$ 15,246.69	\$ 11,760.00	\$ 9,763.42
EXPENSES	Unrestricted	FY 16 YTD	FY17 Budget	
Administration	President	\$ -	\$ 250.00	
	Vice President	\$ -	\$ 25.00	
	Secretary	\$ 10.76	\$ 50.00	
	Treasurer	\$ 77.32	\$ 75.00	76.41
	Professional and Legal Fees	\$ 26.95	\$ 25.00	
	Membership	\$ 105.15	\$ 100.00	
	VMGA Recruitment Kits - 5	\$ -	\$ 255.00	
	Nominations and Elections	\$ -	n/a	
	Subtotal Expenses-Admin	\$ 220.18	\$ 780.00	\$ 76.41
Fund Raising	Fundraising (Merchandise purchase, shipping)	\$ 2,056.52	\$ 2,100.00	\$357.50
	State Coordinator Endowment (incl. auction)	\$ 1,129.86	\$ 1,200.00	
	Subtotal Expenses-Fundraising	\$ 3,186.38	\$ 3,300.00	\$ 357.50
Programs	State Fair	\$ 409.91	\$ 500.00	
	MG College Scholarships	\$ 1,950.00	\$ 1,200.00	
	MG College Sponsorship	\$ 1,000.00	\$ 1,000.00	
	Merchandise Profits to VT Foundation	\$ 1,463.91	\$ 1,200.00	
	Donation to VT Foundation-Coord Endowment		\$ -	\$923.00
	Education	\$ 3,172.35	\$ 3,000.00	\$1,335.00
	Communications	\$ 142.80	\$ 250.00	
	Coordinator Endowment (pass-thru)	\$ -	\$ -	
	Cost of Goods Sold	\$ 2,841.63	\$ -	\$1,225.71
	Subtotal Expenses-Programs	\$ 10,980.60	\$ 7,150.00	\$ 3,483.71
Subtotal Expenses		\$ 14,387.16	\$ 11,230.00	\$ 3,917.62
	Unbudgeted donation to Coordinator Endowment	\$ 7,993.00		
Total Expenses		\$ 22,380.16	\$ 11,230.00	\$ 3,917.62