

Virginia Master Gardener Association
Bimonthly Director's Meeting October 14, 2017
Painter, VA

The meeting was called to order at 10:09 by President Joe Kelly (Arlington/Alexandria). Joe welcomed everyone on this rainy October day. He introduced Julie Rogers, the unit VMGA rep for the Eastern Shore Master Gardener Association. She again welcomed us and introduced her fellow VMGA member (or almost member) Christine Williams and Susan Weir. She explained that since her getting involved in VMGA and attending meetings, she appreciates what VMGA has done for their small unit. She is able to learn from other units across the state and enjoys meeting other MGs. "This is our first time hosting a meeting; we hope you enjoy what the area has to offer, pick up some literature for this weekend, or to come back another time. The tour of Fisherman's Island is still going to be held even though the weather is a bit dismal." She introduced Phil Goetkin their association president. He again welcomed everyone to this "you come here, or are from here" place. He went on to tell us that he's been coming here for over 40 years. Before relocating here permanently, he was in charge of grounds and gardens at Wolf Trap (Fairfax County). "What is so nice about the Eastern Shore is that the Chesapeake Bay is on one side, and the Atlantic Ocean is on the other." He joined the master gardeners to meet people after moving here, and to learn about the plants that are from, or that grow well in this area.

Introductions were done. 22 Master Gardener units were represented at the meeting.

Secretary's Report: Wanda Gerard (Suffolk) reported that the minutes for August 12, 2017 meeting had been distributed electronically and asked if there were any changes that needed to be made. There being none Deb Straw motioned that they be approved as written, and Nelda Purcell seconded the motion. All were in favor of this. The clipboard with the unit representative roster began its way around the room for verification of contact information.

Wanda also reported that we had not yet voted on the June 23, 2017 minutes (the Friday night meeting), and explained that again that they had been distributed electronically. Jody Purches asked to see a paper copy, so it was decided that we would vote on these later.

Treasurer's report: Treasurer Diane Kean (Northern Neck) explained that the total of gross sales as of today is \$3,282.90. The amount in the pay pal account is to cover shipping fees and that sort of things. The fundraising inventory category is now \$2,220.60 due to a recent purchase. The odd figures are because of Pay Pal. There is a .56 cents charge for most purchases, and yet a lesser amount if some purchases are from members that have pay pal accounts. An item on the report shows an amount to the endowment in both the 2017 and 2018 report. This is because the check written to Ben Grove earlier this year still is missing in action. A stop payment was put in place for that check, and a new check was issued which has been cashed. Please see the report attached to these minutes for amounts, etc.

President's report: Joe reported that he had no report but wanted to state the question for the good of the order: (Based on guidelines that we as MGs reach out to all ethnic groups) "How does your unit achieve and/or work toward parity?" He reminded everyone to keep Jim Kincaid in their prayers and thoughts.

Vice-President's report: Joan Richards (Green Spring) reported that she still needed to obtain one Conflict of Interest statement so that all are on file for this year. It was decided to mail the form to Pat Waring (Finance committee chair) instead of waiting. Erica Jones, Darlene Smith, John Freeborn, Nelda Purcell and Susan Garrett were the unit reps that all traveled a considerable distance to attend today's meeting after Joan asked who had come the farthest.

Communication Committee

Submitted by Frank Reilly (Stafford /MAGCRA), Chair

1. Members: David Banks (webmaster), Tom Bolt (e-blast coordinator), Chair Frank Reilly and whomever else we can get.
2. VMGA.net is still a popular website. Since the August regularly scheduled meeting we have had 2714 unique visitors, and they visited 5210 pages.
3. 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.
4. We are soliciting help to help produce our Newsletter, as well as help with our Calendar Page. I believe that I have a volunteer to edit the Newsletter.

Education Committee

Submitted by Erica Jones (New River Valley), Chair

1. Members: Wanda Gerard and Erica Jones, chair.
2. "Ed Day" for 2017 was based in the Winchester area. We started at the Museum of the Shenandoah Valley (MSV) promptly at 9:30 am on Aug 27th and ended at the state arboretum (Blandy). Given that much of the day was going to be split into two outside tour groups, total attendance was limited to about 45. Actual attendance was about 42.
3. The schedule was as follows. MGs arrived at MSV and got an orientation talk by Perry Mathews (of MSV). Then we split into two groups; one group stayed inside for a talk by John Seiler on "Virginia Forests" while the other group did a tour of the grounds with Perry for about 60 minutes. Then we switched (which went fairly smoothly). Our choice of days was limited at MSV due to a scheduled wedding on Saturday 26th which prompted us to try having our Ed Day on a Sunday. The only part of the day that participants had to specifically sign up for was the afternoon "Tree ID" tour at Blandy, which filled up fast. The afternoon set up was the similar but we did not switch groups. We started with an overview of Blandy, and then split into two groups. One half the MGs went with Steve Carol (of the arboretum) for a tour, the other half went with John Seiler for a (live!) tree ID tour.
4. A more detailed report with pictures was sent to the webmaster for web posting.
5. I am willing to stay as chair on committee. Lisa Lloyd has agreed to serve on the committee. We still could use another one or two to be on the committee.
6. I asked if anyone had requested a refund – the response being that none were given since it was stated on the registration form that was to be the case.
7. We are in need of some awesome ideas for future education events.

Finance Committee

Pat Waring (Bedford), Chair was unable to attend.

1. Members: Diana Henry, Bill Scott, Pat Reilly, and Diane Kean.
2. Nothing to report.

Unit Support Committee

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

1. 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 501 (c)3 organization and others.
2. Since June, the Committee has had one request for assistance regarding a 501 (c)3 application.

Membership Committee

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

	10/14/2017	8/12/2017
ACTIVE	350	289
	(inc. 6 VCE Emeritus)	(inc. 4 VCE Emeritus)
AUXILIARY	2	2
LIFETIME	176	172
	(inc. 12 VCE Emeritus)	(inc. 10 VCE Emeritus)
TOTAL CURRENT	528	463

1. As of 10/14/2017 the membership total is 528 current members. We removed 101 folks for non-renewing before the Directory was sent. Normally this number is somewhere closer to 150-175, and the reason is attrition. The Annual Roster was sent out electronically in early October. She explained that the first version was incorrect. A third version will be sent out before the end of the month that contains some additional changes that are being identified now since last week's version was transmitted. Any new membership or renewals will be included in the 2018/2019 Membership Directory.
2. A list of VMGA members was sent to the Unit Representative or an active Master Gardener in that unit to each of the 51 Units. We received 24 responses. Deb asked folks to respond in order to update the status of our members.
3. 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. Pay pal sends the email address, and limited information which makes it difficult to identify what unit they are with. A recent new member ended up being from Richmond City, and not Henrico. As a result of that, we've added another unit to our growing list of units across the state! There are holes in the unit rep positions, and we continue the search to find one per unit. That person must be a VMGA member.
4. 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.
5. Joe asked how many members had been dropped that their unit had paid for their memberships. He then explained that some units give this membership as a gift upon graduation, and over the years we have determined that many of these do not renew. Deb replied that we are now tracking that, but the results won't be known until 2018 or 2019.

Fundraising Committee

Submitted by Jody Purches, (Appomattox), Chair

Merchandise Sales

1. The FY18 VMGA budget calls for \$4100 in gross sales. To date the gross sales of MG Gear is \$3283. At the end of our fiscal year, the net income (gross sales - cost of goods sold) from merchandise sales is given to the VMGA Endowment Fund. Therefore, your MG Gear purchases today will benefit the Endowment Fund. The net income to date is \$1482.

2. Merchandise Sales is working on adding a new and exciting item for our December meeting.
3. CLEARANCE:
 - Crew Neck Sweatshirts: \$17 regularly \$20
 - Pocket Hoody: \$25 regularly \$30

VMGA Endowment Team

1. The cash account balance is \$305,893 an increase of \$14,015 since the August report. Over the same period, the market value has increased \$3,985 to \$378,755. Outstanding pledges are at \$11,600 and the amount of deferred commitments stands at \$233,386. A table of select account balances since 2014 will be published in the minutes.
2. Selected account balances since 2013 are as follows:

	1-Dec-13	5-Aug-14	1-Aug-15	1-Aug-16	1-Aug-17	30-Sep-17
Fund balance / Market value	\$264,538	\$307,776	\$321,272	\$ 324,462	\$ 374,770	\$ 378,755
Cash gifts and pledge payments		\$235,514	\$249,250	\$ 269,361	\$ 291,878	\$ 305,893
Outstanding pledges	\$5,200	\$6,275	\$4,100	\$ 1,850	\$ 11,650	\$ 11,600
Deferred commitments	\$190,000	\$233,986	\$233,986	\$ 233,286	\$ 233,386	\$ 233,386
Income Earned*	\$12,033	\$19,931	\$26,442	\$ 27,938	\$ 19,427	\$ 16,274

*Funds are withdrawn for online modules and other program support

3. The agreement with the Virginia Tech Foundation to establish this endowment fund requires a contribution of \$1,000,000 by VMGA members and friends. We are far from this goal.
4. To encourage more donations to our Endowment Fund, we have established a goal of raising \$30,000 between now and the end of MG College 2018. Anyone who invests at least \$1000 between now and then will receive a lovely garden journal with our awesome logo on it as well as a Bald Cypress pin signifying your contributor level. We have donation forms and journals here for anyone who will make this pledge today. If you need time to think about it, the form is available at VMGA.net as well as more information about the Endowment Fund. We have received \$14,015 in gifts and pledges since the Annual Meeting in June.
5. The income earned by the Endowment helps fund our State Coordinator's Office which allows them to develop materials for training and education including our handbooks and on-line modules, conduct special training such as leadership and coordinator training, and develop promotional materials like posters, brochures and displays.
6. CALS Development is currently working to hire someone to replace our liaison. Once a person is in this position, members of the Fundraising Team will meet with our liaison to see what CALS can and will do to seek and encourage greater support for our Endowment Fund. In addition, CALS Development and the State Master Gardener Coordinator's Office will start another letter campaign in November, please keep an eye out for your letter and consider making a gift.

New and different fundraising opportunity - Carruth Studios

1. The committee received a suggestion from George Graine to raise funds through Carruth Studios. They are offering us a special fundraising program where we would receive 40% of the sales in an allotted time period. All of the art works are original, copyrighted designs by Ohio sculptor George Carruth. These sculptures are made in the USA and come with a 100% lifetime guarantee. Each piece is hand-cast in STONE not resin. Most of the designs are gift boxed and include a gift card. Items cannot be personalized. Before proceeding with the idea, I want to gain a consensus from units via their VMGA representatives on their willingness to participate. The following comments are from that discussion:
 - a. Marilyn Riddle suggested we have a few sample items for MG College, and Robyn Puffenbarger added that maybe we could purchase a few to use as silent auction items at MG College.

- b. We would have to determine is this fundraiser for master gardeners only, or for us to sell to the public?
 - c. Perhaps several units could join together to save on shipping costs.
 - d. A lot of cooperation from the MG units would be required in order for this to work well. We would have to determine if the individual units sell the items (designated person), who would collect the money, and so forth.
 - e. Diane Kean said that we could say that profits from this fundraising effort would benefit the endowment, the foundation, or the scholarship, etc.
 - f. Someone added that selling items like these could be done as part of our plant sales, garden fairs, etc. This could be a confusing thing because individual units may want to do this instead of participating in it as a VMGA fundraiser.
2. So look for a more detailed explanation of the many details we'll have to have in order to make a decision on whether or not this can be something we decide to do.

Silent Auction

Lynn Jones asked how the Silent Auction worked this year. He drove down for the VMGA meeting, but not to attend MG College, and would have looked at the items, possibly placing a bid or two, but it had closed. It was explained that it ended early this year since in previous years it drug out late into the evening. Everyone was in agreement that instead of announcing such a decision at MG College, that is should be written into the advance information about the college, and of course promoted at college too.

Fundraising – other topics

1. Linda Ahlgrim of Norfolk suggested we sell garden sized flags with VMGA logos.
2. Joe Kelly asked about license tag frames. Jody explained that in order to get plate frames for a price to resell at a reasonable price would require a large purchase requiring a lot of storage, so we aren't entertaining the idea at this time.
3. Wanda Gerard suggested that we look into pens and or other inexpensive items to promote our organization. We should check with Staples and/or Office Max.
4. Susan Garrett suggested we look into ceramic planters
5. The fundraising committee welcomes suggestions and will give any suggestion careful consideration.

Special committees

State Fair Committee

Submitted by Christy Brennan, (Hanover), Chair

1. The 2017 State Fair of Virginia had wonderful weather with the exception of the last day which made for great attendance for the ten day event. *We still do not have the attendance numbers for the fair. This report will be amended with those numbers after we receive them.*
2. The theme of the Master Gardner booth was Conservation Landscaping. The conservation demo house was very effective demonstrating how rainwater runs off of pavement and grass only lawns and how implementing conservation landscaping can retain water in the landscape and while protecting the Chesapeake Bay. The conservation landscaping suggestions were including native plants, installing rain gardens, cisterns and use of berms and pavers. Thanks to Diane Dean (Hanover MG) for making this display, and the Hanover MG's stepping up to lead the setup, checking on things, and the tear down for the booth this year,
3. The children's activity of eating a rainbow encouraged children to eat healthy every day by including colorful fruits and vegetables at every meal. Thanks to Rhonda Searle (Hanover MG) for coordinating this activity.
4. Thank you to the VCE Master Gardener Coordinators Office for all of the freebies. Dave Close and John Freeborn provided American Select Seed packets, Healthy Lawn rain gauges, perfect grass height rulers and notepads which

Fair attendees appreciated very much.

5. Thanks also go out to the USDA Forestry Department that provided the awesome "Monarch March" posters, bookmarks, and pollinator information.
6. Thank you to Master Gardeners from: Suffolk, Hanover, Henrico, Louisa, Norfolk, City of Richmond, Goochland / Powhatan, Chesterfield, Green Spring, Prince George, Northern Neck, the Master Gardeners of Central Rappahannock Association and to the Riverine Master Naturalist group. Information about VMGA was available for master gardeners volunteering to have access to it just in case they haven't before.
7. Special thanks to all of the Unit Coordinators for their support and those that helped with arranging staffing and distribution of information and tickets.
8. See you at the 2018 State Fair of Virginia.
9. If anyone is interested in taking this committee over, please see Christy. New ideas are welcomed.

Nomination and Election Committee

Submitted by Frank Reilly (Stafford / MAGCRA), Chair

1. Members: Kandy Keith and Chair Frank Reilly.
2. The Committee asks for nominations to be sent to:
Frank Reilly – Frank@TheReillyGroup.net, Kandy Keith - kandyk@verizon.net
3. Consider recommending a talented person, or volunteering yourself to the Nominations and Elections Committee for nomination to:
 - a. President
 - b. Vice-President
 - c. Treasurer
 - d. Secretary
4. The Nominations and Election Committee will look at those recommended for office, and prepare a slate of nominees for consideration at our December Meeting. At the December Meeting a last call will be made for suggestions to be nominated, and nominations will be closed. After that elections, with the results announced at the February regularly scheduled meeting.
5. The elected officers will be installed at the end of our Annual Meeting in June 2018 at Master Gardener College. They will serve a two-year term from that point until the end of the Annual Meeting in June of 2020.
6. This information is available on the VMGA.net website.
7. Marilyn Riddle was appointed to assist on the committee by President Joe Kelly.

VCE

Submitted by John Freeborn

1. Upcoming Leadership Development Training—November 9th, Richmond, Virginia Tech
 - a. EMG Program Updates
 - b. Marketing and Communications
 - c. Communicating with Volunteers
 - d. Cost Recovery for Local Programs
 - e. Goal Setting for your Unit / Association
 - f. Open Forum--Question and Answer
2. Communications Coordinator position update – we have filled the position, the new hire starts on October 25. We are very excited for her to start in her role; she has a minor in Horticulture from Virginia Tech, experience in social media,

grass roots development of marketing and social media campaigns, and exposure to working with volunteers and event management.

3. Healthy Virginia Lawns (HVL) Update:
 - a. Presentation at ASHS on development of the HVL statewide model
 - b. Upcoming HVL In-Service Training(s)
 - c. Within this calendar year
 - First part--Update / discussion with existing programs
 - Second part--Technical training for existing or new / interested Units
4. Coordinator's Manual – making final proofreading stage; should be ready to release in November; will make electronic copies available right away; will print them for the offices that want a hard copy.
5. Internal Forum (Google) – similar to a forum in the sense that discussion threads can be archived and searched. Launch around the time of the upcoming Leadership Development Training.
6. MG College 2018 (June 21-24); advanced training will be Tree Stewardship; Joe Murray will be there, Alex Niemiera, and John Seiler will be presenting.
7. IMGCC Update – 2019 – Valley Forge, PA; 2021 – Norfolk, VA in September 2021, specific dates to be released once contracts and details are confirmed. We will be looking to expand our MG College planning team, and we will be discussing this at our November MG College Advisory Team meeting. More information to come in December.
8. School of Plant Environmental Studies (SPES) – Video interviews are complete with seven candidates. Meetings next week to narrow that down for on-campus in-person interviews. Goal is to have position filled by August of 2018, or sooner, depending on applicant.
9. VCE Restructuring: Announced in September, there are some changes in the administrative structure of VCE. Essentially, the EMG program and leadership stays the same, with a change to the program where it is housed: Economy, Community and Food. We will have a state-program leader, yet to be identified, with the title of Environment and Natural Resources. Structure went from three distinct programs, 4-H, ANR, and FCS, to two Youth, Family, and Health, and: Economy, Community and Food. Jeremy Johnson has been promoted to State Program Leader of 4-H. This realignment should put our organization closer to matching the Program Team, which have been developed to develop and deliver programming that spans more than a single program (4-H, ANR, etc.). More to come as this plan is rolled out.
10. Specific Reasons from Dr. Jones for this restructuring:
 - a. To align with our program approach, emphasizing the interdisciplinary nature of the issues we must be addressing.
 - b. Strengthen relationships with partners, collaborators and stakeholders.
 - c. To provide program leadership opportunities for VCE agents and specialists.
 - d. To build a cadre of individuals who may be interested in pursuing administrative positions in VCE in the future.

We broke for lunch a/o 11:30 and agreed to reconvene at 12:15. The meeting was reconvened at 12:15. Since several folks were headed out for a tour of Fisherman's Island, the raffle was done at this time. Many of the lovely raffle items reflected the Eastern Shore (plants, birds, seasonal décor, etc.)

Announcements/For the Good of the Order: (Based on guidelines that we as MGs reach out to all ethnic groups) "How does your unit achieve and/or work toward parity?"

Joe asked Diane to start the topic since she was the one who provided the idea for this meeting. She explained that her unit was discussing and looking for unique ways to reach parity at a recent board meeting, and she said she'd bring it to the attention of the VMGA for discussion. "What do you do, how do you reach parity?"

1. Barry Hall (Green Spring) stated that in their unit the parity of men and women was not even. We invite everyone in our community to join in our activities/projects, and we do special ways to reach out.
2. Susan Garrett (Northern Shenandoah) stated that they definitely were not at parity, but thought that in order to get there and to reach our community populations we should have our projects for these populations, i.e Spanish speakers for the Hispanic community, etc. Being involved in community fairs that attract different ethnicities is an excellent way to promote VCE and the Master Gardener program. It may be a way to get closer to parity too.
3. Diane Kean (Northern Neck) added that their master gardener training program have met with several black Baptist churches in their area as an attempt to reach out into areas not being serviced.
4. Julie Rogers (Eastern Shore) said that poverty in areas may be a problem, and as a result of that, transportation issues. She continued saying that many in our age group are not able to volunteer – even if offered scholarships for the mg program – because they are working in order to survive. This problem might eventually come around. She thinks if we get into the churches or organizations, we may be able to obtain members that way.
5. Susan Garrett suggested that perhaps we should consider having our training classes at an African American or Hispanic churches. Perhaps childcare could be arranged too if necessary.
6. Have projects to reach those minorities should be our goal and perhaps reaching the adults by introducing our programs to their children is the answer.
7. Kandy Keith (Chesapeake) said that they go into the black communities, festivals/fairs, etc., set up booths with information, have give-away items, etc. (They are asked to come to these fairs). They are not obtaining membership in their ranks this way, but they are reaching citizens in their neighborhoods. They plant trees in some of the poorer communities as they try to increase the tree canopy for the city. They also teach the “What is a tree program” in the schools. They always say to any of the children in our talks “We are master gardeners; maybe you will grow up and think about being a master gardener one day.” We also have a Grow Eat Live garden at the community health center. This is one more way of showing people that you can grow food to eat. She also said that you may have to have a personal interest in reaching out into these diverse communities in order to get it started, and therefore to get it working. Kandy stated that within the Chesapeake master gardener group it was diverse. Black, Hispanic, Asian, etc.
8. Christy Brennan (Hanover) stated that the State Fair is definitely a diverse population, and in good weather it is heavily populated by everyone. She feels that many people today don’t understand the word “volunteer”. They can’t comprehend that what we do out l the public is done without us getting paid for doing it. Hanover has several volunteers in their unit that don’t want to do volunteer hours but they want to help in their community. Spring and fall classes are held yearly in the libraries, and they are well attended because of the heavy advertising done to promote them. Again, though, from what she sees in her area, and at the State Fair, “Volunteerism not on the radar of many folks.”
9. Susan Weir (Eastern Shore) we target the activities that we do for the group that we intend to reach. We grow vegetables that the Hispanics normally cook with. This is a way to diversify our projects to those groups. She added that volunteering is a very American value – it’s been passed down from generation to generation – most students have to do the student projects in high school. Other cultures do not have the volunteerism like we have had. It takes a lot of support to change behavior. But you might have to do phone contacts, and follow up, and this is often not done.
10. Daina Henry (Newport News) disagrees with Christy. She has military and other groups that want to volunteer. These people are looking for folks to guide them. She went on to say that they have both a day class and now an evening (hybrid) class too. They use the webinars for classes, requiring the students to come on Wednesday night for an in person night. The night class is more successful. There is a better diversity within the hybrid class and not in the day time class. This style of class meant they had to have weekend projects. Think out of the box. College students are in the classes, and doing volunteer work on weekends! Carole King, a Hampton Master Gardener, is the coordinator of the training classes.

11. Joan Richards (Green Spring) said that they live in different communities, have a big population there in Fairfax. Both their unit and – Fairfax does both day and night master gardener classes (Green Spring is day time only). They had 97 people interested for their mg class and had to whittle that down to 30. In the interview and background check process, 67 people were denied entry into the program. Their class has only two black, and a few Asians. They do not take race into a discerning factor. A lot of those interested are young people. Their master gardeners are busy every weekend (in good weather months) at 22 farmer's markets in the county, at a plant clinic at Green Spring from 9:00-12:00 every Saturday. She also added that several kids she knows have told her that they hate doing community service. [Perhaps other types of community service should be offered to these kids so they understand the value that it brings to both themselves and others.]
12. Joe Kelly (Arlington/Alexandria) stated that they have a very diverse population, and they have great numbers for parity for their outreach. They won an award at MG College for this a program they started with a kid's garden that then reached the adults, and then the senior citizen population. They are now working with the Hispanic population for some of their projects. They are also working with food service cooperative program where there is a weekly program that includes growing things in the garden to support the program. They have parity in their area with the County Fair, Earth Day, and they offer scholarships for the mg class, and yet, all of this advertises our program, but parity in our unit is not there.
13. Susan Garrett stated that working with kids, and then having adults working along with is a way to build solid projects. Perhaps when we work alongside of people – instead of giving to them is a way to improve our projects. People like to be needed. Include everyone, not just some. Wanda adds (not said during meeting) that this method does not work in Suffolk. Many of the community garden projects that we used to be involved with were just the opposite – they didn't want to help with any of the work (although they were physically able to do so) but wanted the harvested items.
14. John Freeborn stated that parity is a number. It should be within the number that we serve. He then said maybe we aren't in parity as we should be – but we are doing a good job. We should not even think that we are not doing a good job – because we are.
15. Joe Kelly said that it's because of federal money that we are trying to answer the questions.
16. Joan Richards asked John if he is getting the statistics we enter into VMS – he said yes.
17. Tom Bolt (Norfolk) said that if a husband took the mg training the same year (or up to a few years later) as his wife, that they could share the manual. Wanda said this was the practice in Suffolk too. She also said that we've had mother/daughter, mother in law/son in law, brother/sister, and coworker teams sign up as well in order to save money.
18. Joe thanked everyone for their ideas and welcomed thoughts for future topics of discussion.

Old Business:

Scheduling hosts for future meetings: Wanda explained the two pages that had been sent around the room as the afternoon session began. One is a map of the four VCE regions of Virginia, showing the AREC, 4H areas, etc. The other paper is a two page document that captures where we've had our meetings since 1999. This data was copied from what was in the Secretary manual. There are what seem to be several mistakes on the document, but in reality, those were correct at the time they were held. Today there are four regions in VA, and in the earlier years of the MG program, there were six. Those inconsistencies are from that time period. There was one mistake – we visited Harrisonburg last October, not the Northern Neck. She went on to explain that without intending it to be this way, it often worked out that one region of the state was heavy in hosting meeting in one year, and again so for other regions in other years. How do we sort of spread this all out a bit? Perhaps utilizing some of the AREC sites in the state (such as today) eliminates the need for a unit to rent a space if they haven't that much space. Without stating everything that was hashed out in last month's meeting (please see those minutes for the comments) – she asked if there were any ideas of how we could get some units to host – units in areas of the state that hadn't hosted in a while (or ever). Guidance for hosting is on the web site, and an email away from any of the officers. Discussion followed:

1. Kandy Keith brought up the suggestion that we have quarterly meetings or not have meetings in December instead of meeting six times a year, and ask each region to take a meeting one time a year. Frank Reilly said that there is business that needs to be done which is why we have meetings six times year. For instance in December of every other year we will have information on the nominations for next year, etc. This is an every other year thing, but there are business topics at each meeting that do occur. And attendance does not seem to be a problem. We usually have 15 or more units attending.
2. Jody Purches suggested using central locations but since we really discussed this hard at the last meeting, it wasn't gone into again except to say that it would be difficult to implement.
3. Barry Hall likes the AREC idea. Susan Garrett agreed and suggested it would be great to get a rep from those places to give a short talk about their area. Joe also thought it was a great idea when units could share information about what projects they do. And again, a place that has no rental fees, and perhaps someone to share a short presentation on what the research station does could be built into the opening part of the meeting since we offer the hosting unit a chance to talk about their unit, what they do, etc.
4. Wanda ended this discussion by saying that she welcomed ideas on how to make this work so that the driving distances were somewhat spread out over the year. We have hosts for all of the meetings in 2018 except for December, so she is now focusing on 2019.

Wanda reminded everyone about the June 23, 2017 minutes. Jody Purches had reviewed them to ensure the fundraising topics were covered. Since there were no recommended changes, Kathy (Kandy) motioned that we approve them, and Lynn Jones seconded that. All were in favor.

New Business:

None

Closing

Diane Kean reminded everyone that the Northern Neck Master Gardeners were hosting the December 9th meeting. Information for that is available in the back of the room, and it will be shared electronically in a few weeks. Santa will probably not attend.

Joe once again thanked everyone for journeying to the Eastern Shore for today's meeting and adjourned the meeting.

Respectfully submitted
Wanda Gerard, Secretary

Attendees at VMGA Meeting, October 14, 2017

Unit #	Unit Location/Name	Attendees
1	Ablemarle/City of Charlottesville (Piedmont)	
1a	Louisa (Central Virginia)	
1b	Fluvanna	
1c	Nelson	
2	Amherst, Campbell and City of Lynchburg (Hill City)	Deb Straw
2a	Appomattox	Jody Purches
3	Arlington, Alexandria	Joe Kelly
4	August, Rockingham, Palmyra, Staunton and Waynsboro (Central Shenandoah Valley)	Robyn Puffenbarger
5	Rockbridge, Bath (Rockingham Area)	Lynn Jones
6	Bedford	
7	Roanoke	
8	Fredericksburg, Stafford, Spotsylvania, King George and Caroline (Central Rappahannock)	Frank Reilly
9	Charlotte	
10	Chesapeake	Mary Hammel, Kandy Keith, Amy Weber
11	Chesterfield	
12	Clarke, Frederick, Page, Warren, Shenandoah (Northern Shenandoah Valley)	Susan Garrett
13	Culpeper, Orange and Madison (Rapidan River)	
13a	Fauquier	
14	Danville	
15	Dinwiddle	
16	Fairfax	
16a	Green Spring	Barry Hall, Georgianna Hall, Joan (Don) Richards
17	Montgomery, Giles, Pulaski and Floyd (New River Valley)	Erica Jones, Darlene Smith
18	Franklin County	Nelda Purcell
19	Gloucester	
20	Northampton, Accomack (Eastern Shore)	Julie Cardinale, Phil Goetkin, Julie Rogers, Susan Weir, Christine Williams
21	Goochland, Powhatan	
22	Halifax (Southside)	
23	Hampton	Daina Henry
24	Hanover	Christy Brennan
25	Henrico	
25a	Richmond City	
26	Henry	
27	Isle of Wight, Southampton, Surry (Western Tidewater)	
28	James City County/Williamsburg	Marilyn Riddle
29	Northumberland, Lancaster, Richmond, Westmoreland, Essex	Diane Kean

	(Northern Neck)	
30	Covington, Allegheny (Alleghany)	
31	Loudoun	
32	Matthews	
33	Middlesex	
34	Newport News	Daina Henry
35	Norfolk	Linda Ahlgrim, Tom Bolt, Harriette Frost
36	Patrick	
37	Prince William	
38	Prince George	Cheryl Sebera
39	Scott, Wise (Southwest)	
40	Suffolk	Wanda Gerard
41	Virginia Beach	
42	Washington County	
43	York/Poquoson	
44	VCE	John Freeborn
45	Tazewell	
46	Wythe, Bland	
47	Portsmouth	Ben Dukes
48	Brunswick, Mecklenburg, Lunenburg, Nottaway (South Central)	
49	Carroll, Grayson, City of Galax (Blue Ridge)	
50	Cumberland, Prince Edward, Buckingham (Heart of Virginia)	
51	Emporia, Greenville	

Financial Position

Assets	Total to Date
Cash - gross sales of merchandise	\$ 3,282.90
Cash - all other sources	\$ 7,883.17
Cash total	\$ 11,166.07
PayPal Balance	\$ 358.36
Petty Cash Fund	\$ 40.00
CD 002 Balance	\$ 14,536.44
Money Market Savings Account	\$ 5,039.45
Fundraising Inventory	\$ 2,222.62
Total Assets	\$ 33,362.94
Liabilities	
Unearned Income – Future Dues	\$ 5,143.90
Total Liabilities	\$ 5,143.90
Net Assets	
Unrestricted (Current FY Dues, Merchandise Sales)	\$ 4,239.26
Temporarily Restricted (Savings, CD, Future Dues, Board Designated scholarships, sponsorships)	\$ 23,979.78
Total Net Assets	\$ 28,219.04
Total Liabilities and Net Assets	\$ 38,506.84

Financial Activities

Revenue	Unrestricted	Temp Restrcted	Total
Contributions (Scholarships+ Endowment)		\$ 636.74	\$636.74
Fundraising (Gross Sales)		\$3,282.90	\$3,282.90
Interest Income	\$5.28		\$5.28
Membership Dues	\$ 4,239.26	\$ 866.06	\$5,105.32
Programs	\$ 890.00		\$890.00
Stop Check Nu. 2251 for Endowment	\$ 1,260.95		\$1,260.95
Total Revenue	\$6,395.49	\$4,785.70	\$11,181.19
Expenses			
Program Support (Ed. Event, Communications)	\$495.99		\$495.99
Donation Expenses (Endowment, St. Fair, Scholarships, Sponsorships)	\$181.84		\$181.84
Replace Check to Endowment	\$1,260.95		\$1,260.95
Program Services Total	\$1,938.78		\$1,938.78
General (Administrative)	\$6.00		\$6.00
Fund Raising (Supplies, Merchandise, Gifts)	\$1,307.00		\$1,307.00
Fund Raising Shipping Expense	\$36.20		\$36.20
Cost of Goods Sold		\$ 1,800.94	
Total Expenses			\$3,287.98
Change in Net Assets (Net Income)	\$3,107.51		
Net Assets, Beginning of Year	\$ 21,846.87		
Net Assets, Year to Date	\$ 24,954.38		

Financial Activities to Budget

REVENUE		FY18 Budget	FY 18 YTD	% of budget
	Temporarily Restricted			
	MG College Scholarship Donations	n/a		n/a
	MG College Scholarship Donations FY17			
	MG College Scholarship Donations FY18		460.48	
	State Coordinator Endowment Donations	n/a	144.00	n/a
	Fundraising (Merchandise Gross Sales)	\$ 4,100.00	3,282.90	80%
	Membership Dues FY19-28	\$ 1,400.00	866.06	62%
	Total Temporarily Restricted	\$ 5,500.00	4,753.44	86%
	Unrestricted			
	Membership Dues Current FY	\$ 4,200.00	4,239.26	101%
	Interest Income	n/a	5.28	
	Programs (Education Events)	\$ 1,000.00	510.00	51%
	Total Unrestricted	\$ 5,200.00	4,754.54	91%
Total Income		\$ 10,700.00	9,507.98	89%
EXPENSES	Unrestricted	FY18 Budget		% of budget
Administration	President	\$ 250.00		0%
	Vice President	\$ 5.00		0%
	Secretary	\$ 25.00		0%
	Treasurer	\$ 25.00		0%
	Professional and Legal Fees	\$ 25.00		0%
	Membership	\$ 50.00	6.00	12%
	Nominations and Elections	\$ 50.00		0%
	Subtotal Expenses-Admin	\$ 430.00	\$ 6.00	1%
Fund Raising	Fundraising (Merchandise purchase, shipping)	\$ 2,100.00	1,307.00	62%
	State Coordinator Endowment (incl. auction)	\$ 1,200.00		0%
	Subtotal Expenses-Fundraising	\$ 3,300.00	\$1,307.00	40%
Programs	State Fair	\$ 500.00	37.84	8%
	MG College Scholarships	\$ 1,200.00		0%
	MG College Sponsorship	\$ 2,000.00		0%
	Merchandise Profits to VT Foundation	\$ 1,200.00		0%
	Donation to VT Foundation-Coord Endowment	\$ -	144.00	
	Education	\$ 1,000.00	495.99	50%
	Communications	\$ 250.00		0%
	Coordinator Endowment (pass-thru)	\$ -		
	Cost of Goods Sold		1,309.28	
	Subtotal Expenses-Programs	\$ 6,150.00	\$1,987.11	32%
Total Expenses		\$ 9,880.00	\$3,300.11	33%