

# Virginia Master Gardener Association, Inc.

## Annual Meeting

June 25, 2005

### Call to Order

President Bill McCaleb called the meeting to order at 7: 02 PM in the theater of Torgerson Hall on the Campus of Virginia Tech. President Bill McCaleb welcomed those attending.

### Minutes

The minutes of 2004 Annual Meeting were approved.

### Vice President's Report

Vice President Cheri Haggerty reported on the number of units we have represented in the VMGA. We have increased from 24 reporting units in 2002 to 40 units reporting in 2005. In 2002 we mailed 15 sets of minutes and in 2005 we mail 3. Our goal is to have representation from all MG units.

### Treasurer's Report

Treasurer Pat Reilly reported. The annual audit was completed on June 18,2005.

### Overall Balance of Accounts

Checking Account Balance	\$6,876.44
Money Market (including PDR EEF of \$5297.29)	\$7,361.20
CD Balance	\$6,494.29
Total Overall Balance of Accounts	<u>\$20,731.93</u>

### Checking Account

Balance as of 5/31/2004		\$3,175.17
Income		
	FY 06 dues	\$2,638.49
	FY07-FY14 dues*	\$3,976.00
	EEF	\$734.00
	VT Endowment	\$830.00
	Education - lunch, other fees	\$997.00
	Misc/Transfer	\$2,030.70
	total income	\$11,206.19
Expenses		
	Membership	-\$1,130.39
	Newsletter	-\$3,466.96

Communication, Unit Support	-	\$556.20
Education	-	\$734.93
EEF	-	\$610.00
VT Endowment	-	\$830.00
State Fair	-	\$53.99
Officer - President	-	\$25.00
Officer - Secretary	-	\$25.20
Officer - Treasurer (bank fees)	-	\$72.25
	total	-\$7,504.92
	expenses	
Balance as of 5/31/2005		<u>\$6,876.44</u>

### **Audit - Jim Scibek - Chair**

The audit committee consisted of Ted Jenks (Rockbridge-Bath), Bud Gregory (Northern Shenandoah). The audit was completed June 18, 2005 and is an attachment to these minutes.

### **President's Report**

President Bill McCaleb reported:

- The President participated in the West Virginia Master Gardener Conference held at Cacapon State Park May 13-15, just outside of Berkeley Springs WV. Their theme for the Conference was "Growing Gardeners, Partnerships, and Communities".
- The VMGA has partnered with the Virginia Nursery and Landscape Association (VNLA), VDACs, Virginia Tech and State University, Virginia Cooperative Extension and local government entities across Virginia. Our support of the VNLA's efforts secured a \$271,000 grant from the Tobacco Indemnification and Revitalization Board to be used to develop species specific to our growing conditions. We will be able to show our rural agricultural counties that there are viable alternatives to growing traditional crops.
- Plant Introduction Program or PIP: We have sites in all parts of the Commonwealth and Master Gardeners will be a part of the evaluation process for the foreseeable future. Research is normally a VT/VCE responsibility but we have a great opportunity to help in the evaluation process, introduce clients, students, and others to our sites.
- We've had a great year full of opportunities and challenges and we have risen to grasp those opportunities and have met the challenges. What lies ahead for Virginia's Master Gardeners? A future of going and growing. A future filled with satisfaction for the work we do for the citizens of the Commonwealth of Virginia.

### **Standing Committee Reports**

#### **Education - Fran Shelton and Pinky Deriuex - Co-Chairs**

The Education Committee has had a relatively easy year. In September of this past year, we had our Fall program at the State Arboretum in Blandly. 55 attended and 7 cancelled due to the hurricane.

The Good Gardening Symposium was held on March 12, 2005 at the Appomattox Regional Governor's School in Petersburg, Virginia entitled "Right Plant/Right Place" and was hosted by Barbara Geer. On April 12, 2005, the Chesterfield MGs sponsored a program at Lewis Ginter entitled "Horticulture Horizons, Looking Down the Garden Path". Both programs were approved by VMGA for educational hours and VMGA members were invited to attend from throughout the state.

The Education Committee established two policy changes, which were approved by the Board:

1. No Refunds - On the registration forms for any educational event, there will be language stating no refunds will be given without 5 days' notice prior to the event.
2. Cancellation – If it becomes necessary to cancel an educational event due to hurricane, natural disaster, etc., those who have registered for the event will be notified by e-mail within 48 hours of the event. For those not having e-mail, phone calls will be made and voice messages left. In the January Newsletter, page 2, these policies are set forth more clearly. Note: If VMGA cancels the educational program, your monies will be returned.

The Fall program will be held at the Hampton Roads AREC, Virginia Beach, Virginia, on Saturday, September 10<sup>th</sup>.

Remember that the Committee normally plans a Spring and Fall Program, so we will assist anyone who would like our help.

### **Newsletter - Florace Arnold, Editor**

Thank you for your support this year. George Graine has always come through with an interesting and timely article for each issue. Pat Reilly has sent in the articles concerning VCE activities that are important to us and Bill McCaleb has done a great job of getting his President's report to me promptly. I would especially like to thank Betty Villers for putting together the News from Around the State. Thanks also to the Unit Representatives who have shortened their reports so that we can get all of the news in the report. Thanks also to all the MGs who have sent in articles and announcements.

We have mailed an average of 542 copies every other month at an average cost of \$1.07.

### **Membership - Pauline Price, Chair**

Pauline reported that as of June 20, 2005 we have 565 Regular members and 126 Life members. 251 memberships expired on May 31. During the past year we began adding your expiration date to mailing labels created by Membership for the newsletter.

### **Unit Support - Frank Reilly, Chair**

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

- Northern Neck requested job descriptions for paid MG Coordinators. We poled the paid coordinators we know and provided job descriptions for 5 different positions. Most MG Coordinators have duties in addition to MG Volunteer coordination. These job descriptions will be posted on the web site at the Unit Support Committee page, since it seems likely that additional units will realize the advantage of providing a paid coordinator.
- Pat Reilly and Dave Close appeared on Farm TV in mid July to discuss MG issues.
- Karen Sacasky visited with the new MG training class in Nelson County and gave a presentation. Subjects covered VMGA, VCE, History of MG Program, History of Land Grant Universities and Cooperative Extension
- We answered a question from a Unit concerning the use of Local Association Funds, and required wording on MG Association Banners.

- We maintained a page dealing with the Critical Staffing Initiative, and arranged four email solicitations urging Master Gardeners to contact their legislators.

### **Communication Committee - Frank Reilly, Chair**

Members: Cheri Haggerty, Kathryn Debnar, Shelby Snyder and Chair Frank Reilly and whomever else we can get.

- November 12<sup>th</sup> marked our sixth anniversary as VMGA.net. We've grown from a single page giving the minutes of the last meeting to a large web site with more than 250 pages of content and nearly 100,000 visitors annually.
- Since the last Annual Meeting 93751 visitors to VMGA.net. We average 257 discrete visitors per day.
- The most popular pages in the last year have been Hort Update, Minutes, Calendar, News, Education, and Membership.
- Remember that we can help you host your site for a while under certain conditions.
- We prepared a recruiting CD for MG College. This PowerPoint presentation was made available to every Unit. 2 formats were provided; one with narration that ran like a slide show, and another requiring manual advance, but that was accompanied by a script. The CD also contained information about VMGA Scholarships to MG College.
- We prepared and distributed an announcement of the upcoming vote about new membership classes and a dues notification for every member of record. This mailing was sent May 19<sup>th</sup> using the most up-to-date postal information available to the Membership Chair.

### **Finance - Bill Scott, Chair**

Attached is the FY06 Budget together with assumptions. It should be noted that EEF Scholarships are forecast to be paid from operating funds. The current endowment does not generate sufficient revenue to fund the scholarships and growth accumulation. An additional \$200 will come from general funds if surplus funds don't materialize from FY06 operations. Additionally, the entire proceeds from the silent auction at Master Gardener College are forecast to go to the endowment for the state coordinator.

## **Special Committee Reports**

### **State Fair - Christy Brennan, Chair**

The State Fair will be held September 22nd through October 2nd 2005 at the Richmond Raceway Complex at Strawberry Hill. One of the primary objectives of the Fair is the scholarship program. "Since the program's inception in 1989, The State Fair Scholarship Program has awarded 1,431 scholarships and has dedicated nearly one and a half million dollars to youth education."

The Horticulture Building (where our booth is located) is being billed as Virginia's Largest Outdoor Class Room. This year the plan is for the Master Gardener Booth to become a key part of the "Outdoor class room" by providing school children with an interactive display as well handouts concerning conservation and gardening.

Last year The Fair Organizers were very complimentary of the Master Gardeners and how much they appreciated our volunteers and their enthusiasm. They are really looking forward to our participation this year. I want to remind the Master Gardeners that they could enter their gardening best at the Fair, by going on-line to [www.statefair.com](http://www.statefair.com). The participation had been slow in previous years and the Fair was hoping the Master Gardeners

could help to encourage participation. I was very excited to see that the board had approved most of the proposed budget for the State Fair 2006. (Christy also had a calendar of dates for units present to sign up as volunteers. The calendar will be in the *VMGA Report*.)

### **Fundraising Committee - Cheri Haggerty, Chair**

The Fund Raising Committee was formed at the October 2004 meeting. The committee is responsible for raising funds while encouraging membership and renewals. The committee members include Cheri Haggerty as Chair, Christy Brennan, Kathryn Debnar, Jackie Lohr, Pat Reilly, and Cheryl Sebera.

The committee met again at the December 2004 meeting. At this meeting it was decided that funds earned from this committee would initially be earmarked for the MG Coordinator Endowment Fund. As this Fund begins to grow, the committee may elect to use the funds for other projects. We met electronically until the February 2005 meeting where it met with the committee formed for the establishment of the MG Coordinator Fund. As this committee's goal had been reached with the new fund in place, the members of that group became a sub committee of the Fundraising committee. Their focus is the Silent Auction as those funds are for the MG Coordinator Endowment.

The Silent Auction subcommittee consists of Angela Cingale, Pauline Price, Agnes Gregory, Ann DeForest, Shelby Snider, Ginny Craig, Christy Brennan, Janet Scott, Cheri Haggerty and Pat Reilly.

The group has met exclusively by email. Emails were sent to unit contacts from a list provided by Dave Close, State MG Coordinator Requests were made to units to donate 2 items in value of \$10 - \$45 by subcommittee members who 'adopted' a VCE district or two. Pauline Price heads the on-site portion of the auction.

As of Thursday, June 23, nearly 100 items have been received from Chesapeake, Northern Neck, Jackie Lohr and York County, Angela Cingale and JCC/Williamsburg, Chesterfield, Prince William, Frank and Pat Reilly, Debbie Hamilton, Leslie Paulson, Roanoke, Shelby Snider, Barbara Leach, The Handmade Furniture Shop, The Candy Store, The Williamsburg Brass Shop, The Regina Shop, Ann DeForest, Wild Birds Unlimited, Fresh Market, Miller's Greenhouses, Minouche Robinson, Margaret Mondul, Washington County, Phil Flarsheim, Ann Martin, Halifax, Jean Bainbridge, International Paper Co., Pat Gamache, Brunswick County, Charlotte County, George Graine and Fairfax Merrifield, Fairfax Green Spring, Franklin County, Fauquier County, Felder Rushing, MG of Northern VA (Arlington/Alexandria), MGA of Central Rappahannock Area and The Paper Factory in Williamsburg. Items will also be collected at MG College from those units who chose not to submit them ahead of time.

If our attempts to contact your unit or association weren't successful, we apologize. We did not mean to exclude anyone. However, we had such an overwhelming response that we did not follow up on emails to other units.

Credit cards are being accepted as payment, thanks to Frank Reilly. Check out will be expedited with lines for cash, check or credit card. A final list of donors and the sales totals will be reported at the August Board meeting.

The committee has many ideas for branded merchandise for both VMGA members and Master Gardeners. The first item offered is a garden flag with the VCE logo on it. They will be available for purchase at MG College and through the end of August 2005. The committee will then move on to other items.

### **Educational Endowment Fund - Paul Campbell, Chair**

Scholarship selection committee members for 2005 were George Graine (Fairfax), Al Thompson (Lynchburg), Sybil Pryzbk (York), Susie McCrea (New River), Judy Kinney (Lynchburg) and Paul Campbell (Virginia Beach). Donations for the MG College Educational Endowment Fund were obtained during the period June 1, 2004 through May 31, 2005. Donations were received from New River MGA, Fauquier County MGA, Sue Burton in memory of Barbara Fraley, Elizabeth Overton in memory of Ed Overton, Susie McCrea, Nancy Weinberg, Barb Valente, Sally Price, Chuck Miller and several donors who wish to remain anonymous. There were a total of 25 applications received. The committee reviewed the applications and using their best judgement voted via e-mail for the selectees. There were six \$100.00 scholarships. Scholarship recipients awarded their scholarships at MG College this year were:

Jean Bainbridge	Halifax
Jackie Lohr	York
Virginia Oyler	Franklin
Gail Sigler	Fairfax
Jane Wyman	Prince William
Tommie White	Washington

### **Coordinator's Endowment Committee - Pat Reilly, Chair**

Committee consists of Pat Reilly (Chair), Angela Cingale, Dave Close, Kathryn Debnar, Carol Dixon, Jane Pratt Schilling and Jim Scibek. Bill McCaleb, VMGA President, is participating as an *ex officio* member. Max Bales, Director of Development for CALS, is also active with the committee.

Over the past year, the committee has met for one day-long planning session and shorter meetings after VMGA Board meetings. Most of the work is done by email. Accomplishments of the year include:

- Wrote the agreement between VMGA and Virginia Tech to establish the endowment
- Received a unanimous vote by the VMGA Board in December to enter into the agreement which President Bill McCaleb and CALS Dean Sharron Quisenberry signed in March
- Wrote a case statement for the endowment
- Submitted articles for publication in each *VMGA Report*
- Updated the VMGA web site with endowment information and set up donations by PayPal
- Created an electronic presentation about the endowment
- Created giving levels and the "\$50 for 5" campaign
- Requested a minimum \$100 donation of 100% of units to demonstrate unity for the endowment to potential donors, foundations
- Supported the Fund Raising Committee's Silent Auction effort to benefit the endowment
- Received and transferred donations to the Virginia Tech Foundation for the endowment

Plans for the coming year include:

- Reach the 100% goal of units donating to the endowment to show unity to potential donors
- Match the \$50,000 pledged donation
- Develop a list of potential donors and begin solicitation
- Begin writing grants

The committee wishes to express deep gratitude to the anonymous donor who pledged a \$50,000 matching gift. The gift showed that we are doing something that others believe in, and will support.

We are very grateful to the CALS Development Office for working with us, guiding us through the agreement process and for teaching us so much about endowments and the generosity of people.

Finally, the committee also wants to thank each individual and each unit who have contributed to the endowment.

## **Membership Classes, - Frank Reilly, Chair**

*Ad hoc* Committee Kerry Goldmeyer, Pauline Price, Kathryn Debnar, and Ted Munns

Purpose: to add two new classes of membership

- Auxiliary Membership – for those unable to maintain Active Master Gardener Status
- Sustaining Membership – to allow individuals and groups who wish to support VMGA and the work of Virginia Master Gardeners to show their support with a large annual gift.

### **By-Laws Changes:**

Article III Membership Section 1. The two classes of membership are Active and Lifetime. All members are eligible to vote and hold office."

*Will be changed to:*

Article III Membership Section 1. The four classes of membership are Active, Lifetime, Auxiliary and Sustaining. Active Members & Life Members are eligible to vote and hold office.

*Add*

(c) Auxiliary. Auxiliary membership is open to individuals who have been active members of VMGA but are no longer able to maintain active status, with an interest in Virginia Master Gardening. Auxiliary members will not be eligible to vote or hold office. Auxiliary members will be required to pay dues as set by the Board.

(d) Sustaining. Sustaining membership is open to individuals, groups or corporations with an interest in advancing the work of Virginia Master Gardening. Sustaining members will not be eligible to vote or hold office.

Article XII Amendment of By-Laws. These by-laws may be amended at any meeting of the Association by a two-thirds majority vote of the members present and voting, provided that notice of the proposed amendment(s) has been given to the membership at least thirty days prior to the meeting where they are to be voted upon."

*Will be changed to read:*

Article XII Amendment of By-Laws. These by-laws may be amended at any meeting of the Association by a two-thirds majority vote of the Active and Life members present and voting, provided that notice of the proposed amendment(s) has been given to the membership at least thirty days prior to the meeting where they are to be voted upon.

## **Lifetime Membership Karen Sacasky, Chair**

Committee members were Barbara Geer, Carolyn Norrington, Chuck Norrington and Paul Campbell.

The committee made their recommendation to the board on December 11, 2004 to retain the Lifetime membership category. The dues amount will be set as 10 times the annual dues as established by the board at the June meeting. The Membership chair and the State MG Coordinator will confirm the active status of lifetime members. This will have no effect on the status of Honorary Life members.

## **Extension Liaison Report - David Close, MG State Coordinator**

- Excited and looking forward to the next year
- Advisory team for 2006 MG College has been established
- The 20<sup>th</sup> annual MG College will take place in 2007. A lot of advance planning is already taking place to make it extra special.

## **Unfinished Business**

There was no unfinished business.

## New Business

- The Bylaws were approved as amended. The Bylaws are posted at VMGA.net.
- Dues will remain at \$12.00 annually and \$120.00 for life membership. Auxiliary membership was set at \$12.00 and the Sustaining membership was set at \$250.00.

## Announcements

Next Board Meeting – Saturday, August 13 2005 at 10:00 a.m. in Prince William County. The meeting was adjourned at 8:15 PM.

Respectfully Submitted,

Cheri Haggerty  
VMGA Vice President

for

Betty Villers  
VMGA Secretary

19 June 2005

VMGA Board of Directors

Subject: VMGA 2005 Annual Audit Report

The VMGA 2005 Annual Audit Committee consisting of Jim Scibek, chairperson, Ted Jenks and Bud Gregory met on Saturday 18 June 2005 and reviewed documentation for all four VMGA accounts. These accounts include the Certificate of Deposit (No. xxxxxxxx), the Money Market account (No. xxxxxxxxxxxx), savings account (No. xxxxxxxxxxxx ) monies from which were transferred into the Money Market account on 10/14/04 and the account canceled), and the checking account (No. xxxxxxxxxxxx). All accounts are. with Sun Trust Bank. The committee reviewed documentation including check registers, canceled checks, bank statements, and receipts. The committee finds that these records accurately and correctly represent the financial transactions of VMGA for the period 1 June 2004 to 31 May 2005.

The committee did find a couple of areas where we would like to make suggestions for future documentation. First, we would recommend complete records for deposits such as dues for one year, multi-year and life; EEF contributions; Education committee events; etc. Several entries were missing these records. These records should be separate from the check register with summary entries then made to the heck register. Second, we would recommend that column "C" of the checkbook register be utilized using an "R" to show each item had been reconciled between Quicken and the bank statement. The Audit Committee feels that the categories showing multi-year and life dues disbursement are very good. After reviewing all of the accounts, the Audit Committee fully supports the **Finance Committee objectives** in finding better ways to maximize return on all monies.

If you have any questions, please contact a member of the Audit Committee as shown below.

Respectively submitted,



VMGA, Inc.  
FY06 Budget Assumptions  
June1, 2005 to May31, 2006

- Membership dues are based upon attaining 600 members in FY06, which is the goal of Membership. The budget also assumes 130 lifetime members for calculation purposes. Both classes of membership are forecast at \$12 for the year.
- Revenue from education activities is projected on past experience and forecast to offset expenses.
- Fundraising revenue represents income from the silent auction at Master Gardener College.
- The combined line item for Communication / Support is composed of \$400 for Communications, a \$50 decrease from FY05, and \$50 for the Unit Support Committee.
- Education represents the expenses of FY06 educational activities forecast at a break-even level. Refer to the related income in the revenue section of the budget.

- EEF Scholarships are forecast to be paid from operating funds in FY06. The current VMGA endowment does not generate sufficient revenue to fund the scholarships and growth accumulation. An additional \$200 for FY06 will come from general funds if surplus funds do not materialize during FY06.
- Election expenses represent the estimated costs of conducting the biennial election of officers.
- Gifts represent the contribution of proceeds from the silent auction at Master Gardener College to the endowment for the state coordinator.
- Membership & Roster represents anticipated costs of producing the membership directory and other expenses incurred to acquire new members. Membership's goal for FY06 is to increase membership to 600 members. The \$1600 budget represents a \$100 increase from FY05.
- Newsletter expenses are composed of \$2,200 of printing costs and postage of \$1,300 to provide a newsletter of 550 issues. This number is approximately midway between our current membership total and the goal of 600 that Membership wants to attain by end of the year. This forecast also includes postage of \$0.38 to reflect the scheduled postage increase.
- State Fair expenses are composed of \$45 in postage, \$150 in supplies (give away) and \$25 for decorations, copies, etc. This represents an increase of \$170 compared to FY05.

**VMGA, Inc  
FY06 Budget  
June 1, 2005 to May 31, 2006**

Income:	Amount
Membership	
Regular	\$5,640
Lifetime	1,560
Education	3,000
Fundraising	3,000
 Total Income:	 \$13,200
Expenses:	
Communication/Support	\$450
Education	3,000
EEF Scholarships	400

Elections	360
Endowment	200
Fundraising	150
Gifts	3,000
Marketing	150
Membership & Roster	1,600
Newsletter	3,500
State Fair	220
Officers Expense	
President	75
Vice President	25
Secretary	35
Treasurer	35
Total Expenses:	\$13,200