

Virginia Master Gardener Association
April 11, 2020
Virtual Meeting via Zoom

At 10:00 a.m. Wanda Gerard, President, called the meeting to order. Participants were in contact via video and telephone.

Minutes of February meeting were approved.

Treasurer, Georgi Hall, explained the merger of Suntrust and BB&T would not impact VMGA as all deposit slips would continue to be usable. Treasurer's report is attached.

Vice President, Leslie Paulsen, had no report.

President's report was delayed until New Business portion of meeting.

Standing Committee Reports

Communication: Frank Reilly, chair

Members: David Banks, Tom Bolt, Joan Richards, Peggy Fox, and Chair Frank Reilly and whomever else we can get.

1. VMGA.net is still a popular website. This year marks our 21st year of operation. Dave Banks is the webmaster.
2. 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. Joan Richards has volunteered to handle the calendar page.
3. Peggy Fox released a VMGA Newsletter. This year marks our 26th year of operation.

Respectfully Submitted

Frank Reilly, Chair, Communication Committee, VMGA, Inc.

Education: Kirk Barley, Chair

Planning is on hold until able to obtain results from survey to MGs across state asking unit educational needs, expected by end of April or May. Diverse responses are expected. Survey will guide planning.

Funds have been requested in budget to support 4 Unit events per year through sponsorship which will encourage units and promote VMGA. Scalable discounts for VMGA Member will be worked out through units.

Speakers Bureau coordinated by Erica Jones will include MGs, non-MGs, professionals, writers.

To join our Committee contact Kirk.

Finance: no chair

Budget requests needed, due today.

Membership: Deb Straw, chair

	<u>4/11/2020</u>	<u>2/8/2020</u>
ACTIVE	332	308
	(inc. 1 VCE Emeritus)	(inc. 2 VCE Emeritus)
AUXILIARY	4	5
LIFETIME	200	196
	(inc. 18 VCE Emeritus)	(inc. 16 VCE Emeritus)
TOTAL	536	509
CURRENT		

As of 4/11/2020 the membership total is 536 current members.

Deb Straw reported 284 renewals were sent out on March 12th. As of today's date, April 11th, she has received 68 renewals (2 New Life from Active and 1 New Auxiliary from Active). Also received 4 new Active members but were notified of 4 Active members not renewing as well as 1 Life member leaving the program. She encouraged everyone to renew early to avoid the rush. Another renewal notice will be sent in later this month. Deb informed the membership that if they were to join or renew as Life members then they would no longer receive renewal notices from her.

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. Since the renewal notices were sent out in March, Deb has received at least 20 renewals without a form. This delays the renewal process.

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.

Deb Straw reminded everyone that the VMGA Representative must also be a member of VMGA. She also has VMGA Brochures and Tri-fold Boards for use to inform their unit members about the benefits of joining VMGA.

Respectively submitted: Deborah Ayers Straw, Hill City

Unit Support: MaryAnn Kincaid, chair

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

Since the February report, the Unit Support Committee has had no requests.

Unit Reps: please make sure your officers are aware of the Unit Support Committee and how it can help your Unit.

Mary Ann Kincaid, Virginia Beach, Chairperson

Fundraising: Jody Purches

VMGA Endowment

Our Endowment cash account balance is \$390,658 an increase of \$1535 since the February report. In the same period, the market value has increased \$2,385, to \$484,405. Outstanding pledges stand at \$9,350. The amount of deferred commitments stands at \$433,386.

A table of select account balances since 2013 will be published in the minutes.

	1-Dec-13	1-Aug-17	1-Aug-18	1-Aug-19	1-Feb-20	1-Apr-20
Fund balance / Market value	\$264,538	\$374,770	\$442,925	\$459,618	\$482,870	\$484,405
Cash gifts and pledge payments		\$291,878	\$354,785	\$366,505	\$388,273	\$390,658
Outstanding pledges	\$5,200	\$11,650	\$9,350	\$9,350	\$9,350	\$9,350
Deferred commitments	\$190,000	\$233,386	\$233,386	\$233,386	\$433,386	\$433,386
Income Earned	\$12,033	\$19,427	\$28,199	\$12,000	\$21,236	\$21,236

*Funds are periodically withdrawn for Master Gardener program support or reinvestment back to the fund corpus.

We have reached \$2385 of our \$30,000 fundraising goal through MG College. A big thank you to Mary Hammel of Chesapeake for getting us started at our February meeting!

VT GIVING DAY - VT's Giving Day has been postponed until September; we will send details as we get them.

Merchandise Sales

To date, gross sales of MG Gear are \$6,112, the cost of goods sold was \$3070, leaving a net income of \$3042. Our goal is to send \$1200 to our Endowment at the end of FY20, and we are 254% towards reaching that goal.

The value of the current inventory is \$2159.

Please visit our sales pages at VMGA.net > MG Gear Tab then email us at sales@vmga.net if you are interested in making a purchase. We ask that you give us your top 3 choices just in case something is out of stock. Please note that your MG Gear purchases support our Endowment and thank you!

Respectfully submitted by: Jody Purches

Special Committee Reports

Scholarship: Tonya Harper, chair

Other committee members are: Marilyn Riddle, Ted Munns, Jim Revell, Cynthia Falconer, Erica Jones.

Based on current pandemic events, Virtual Master Gardener College, and a College registration fee of only \$50, the VMGA Scholarship Committee recommends that we **do not** offer any scholarships to 2020 Virtual Master Gardener College.

Instead of giving such a small scholarship to numerous Master Gardeners, who in the future will not be eligible to receive another scholarship, we suggest not offering scholarships during this fiscal year.

Per VMGA by-laws, any unused budget amount cannot be rolled over to the next fiscal year. Therefore, I make a motion that we vote to take the \$1200 budget for 2020 scholarships and add that amount to the yet-to-be-determined 2021 scholarship budget amount. This will provide substantial scholarships to the more expensive 2021 IMGC in Norfolk. Motion was seconded by Bill McCaleb.

Discussion followed: What about FY 2022 when we will have 2 MG Colleges that year?

Suggestion: Handle this through budget request. Motion rescinded by maker with agreement of seconder.

Audit: Karen Erhart, Ruth Huber, and Tom Sparks, committee members

Wanda remarked on challenge for committee to communicate in current situation. Georgi explained that everything will be sent out to committee members, with account numbers redacted from bank statements. Members of audit committee were approved at last meeting.

Issue of inventory of current merchandise was raised by Jody who explained it was usually done by mid-May. Question if any tax implication if not completed. Since internal process, should be no tax issue.

VCE report: Kathleen Reed

MG College will take place completely online this year. We will be using Zoom to host the conference. Many of our speakers have been willing to move to an online platform, so we are

excited to still be able to bring you great quality material. College will still run the original dates of June 25 – 28, with a bit of a modified schedule (out soon). Registration will be \$50 for Virtual MG College and we hope to have it up in early May. All registrants will be able to access the live sessions, but we have a system set up in place where we will record all of the sessions and then have them available for registrants to watch on their own time. Website:

<https://mastergardener.ext.vt.edu/college/>

There have been a number of COVID-19 policy changes that pertain directly to EMGs:

- The state office has waived the 20 hour requirement for 2020, and has extended the deadline for interns to complete their 50 hours.
- Policy from the executive leadership team released last week announced that no plant sales will take place under the auspices of Virginia Cooperative Extension either in person or virtually. Any plants already purchased or grown can be donated.
- Decisions regarding community/school/demo gardens were released yesterday. There is a multi-page document with guidelines for volunteers, faculty, and staff that covers any questions you might have about these projects in your community (see Dave's email from the VMS). The heart of these guidelines is that any garden activities should be food security focused for the time being. Part of the goal of extension is to address community needs as they come up, and food access will be a crucial need in most of our communities this year.
- The timeline for these policies is indeterminant at this point due to the uncertainty that still surrounds the virus here in the Commonwealth. At the very least, we should be thinking in terms of the foreseeable future.
- Please note that in regard to volunteering and these policies, all volunteers should be corresponding with their agent/coordinator with regarding any volunteer activity they may be taking on, as everything is subject to local decisions
- Finally, a great page you can use for COVID-19 resources is this VCE page:
<https://ext.vt.edu/covid-19updates/resources.html>

Our office has been developing a number of resources to assist during these times

- Devon has created a brand new landing page for vegetable gardening – it houses all the publications the public might need when they're getting into gardening. Feel free to promote this page and direct your clients here as a resource. Website:
<https://ext.vt.edu/lawn-garden/home-vegetables.html>
- Our office is holding a Facebook live series each Thursday at 2pm. Each session will be about 30 minutes long and is hosted by different VCE professionals. We had some technical difficulties this past Thursday, so that has been rescheduled to Monday at 2pm. We hope you can tune in! <https://www.facebook.com/VCEMasterGardenerProgram/>
- There is now a list of online CE opportunities available at our website:
<https://mastergardener.ext.vt.edu/ce/>
- we are continuing with our monthly EMG webinars. Next one is this coming Thursday, April 16. <https://mastergardener.ext.vt.edu/webinars/>

The Visioning Sessions have been put on hold. We are not sure when they will be able to take place but still plan to hold them.

Question regarding seed bank procedures. Response: Will work with libraries to develop way to get seeds out to public.

Question about waiver of education requirement. Response: Education requirement not waived as this can be done on-line not in person.

Question about ways to get food to food bank. Response: Suggestion in document about community gardens, also work with churches, high school greenhouses, to get food to food banks.

Question about advanced training usually offered at MG College. Response: Will be moved to 2022.

Old Business

Wanda brought up topic of raising membership dues from December and February meetings.

Peggy Fox moved that dues be increased in FY 2022, annual membership be \$15, lifetime to \$150 to be effective June 1, 2021 for FY 2022. Further an increase of dues to be applied to annual and lifetime memberships every 5 years in increments of \$2 and \$20 respectively. Kirk Barley seconded motion.

Discussion around following points ensued:

- Question need for increase every 5 years.
- Reason for raising dues.
- Concern about tying hands of future boards.
- Need for raising dues: a request from Christy Brennan for a banner for the state fair and other units to use be purchased. This would raise visibility of VMGA. Raising dues was suggested as means for such purchase. Banners are, however, fairly inexpensive.
- Previous dues increase followed analysis to justify costs.
- Expressed the possible member issue, “what am I getting for \$12?” noting that our expenses are lower with electronic communication than with cost of postage for physical mailings in past.
- Banners should be a budget item and future raises should not be required.
- As a nonprofit VMGA should not have as much money in the bank.
- Clarify in writing what the organization gives to our volunteers.
- Additional assistance to the state office for MG College would be a good use of our money. Perhaps for speakers whose costs are too high for college budget.
- Queries from members about what VMGA provides for members. What can be done to make VMGA more attractive? Possible discount for gear to VMGA members? Should we be looking to increase membership rather than increase dues?
- Could banners be an expenditure? Could we be a better partner for MG College?
- Does this mean current lifetime members would have to pay extra? Response: Not current lifetime members, just new ones.
- We need to show the value of membership. The Education Committee budget responds to that through the VMGA sponsor logo for unit events, a membership recruitment table, and event discounts for members.
- Research the cost new trifold displays, better quality, added to 2022 budget.
- Other ways to improve: nicer display, outlining benefits of membership, increase contribution to IMGCC to \$10,000, offering more scholarships to MGC.
- Unknowns due to COVID-19 effects on economy, impact on IMGCC
- Suggestion to table until issues with economy and life in general resolved.

Question is called. Maker of motion and seconder agree to rescind second half of motion. Voice vote is taken by all participants in meeting. Point of order raised that board consists of officers and committee

chairs only. Another voice vote taken by roll call. Results: Yes: 3, No: 7. Motion to increase dues is not approved.

Suggestion was made to put banner purchase as well as improved display trifold along with carry cases in budget.

New Business:

Question of when and how to have annual meeting for 2020 was raised by Wanda. Since the MG College will be virtual, should the annual meeting be added on to one of the days of College or be held on a different day? Concerns about attendance if added on to College schedule were raised. Suggestions were to have it virtually on Saturday, June 20 or June 13. Concern was raised about whether meeting could be held and not be part of MG College. Standing rules state that the meeting must be in conjunction with college. Frank Reilly moved, with second by Kirk Barley, that the standing rule be set aside. Board voted unanimously to do so. Board agreed to hold annual meeting on Saturday, June 13 at 10 a.m.

Questions were raised about merchandise sales and silent auction during college. A commercial for merchandise was suggested during College Zoom. A donation option during registration in lieu of silent auction was also suggested.

For future meetings a virtual option was suggested even if in person meetings were held until the pandemic issues were resolved. Future scheduled meetings are: August in Loudoun, October in Charlottesville, December in Danville.

Meeting was adjourned at 12:15.

Election report is attached.

**FY20
Auxiliary Enterprises
As of March 31, 2020**

		Unrestricted	Temp Restricted	Total
Revenue	Gross Sales	\$ -	\$ 6,112.25	\$ 6,112.25
	Less: Cost of Goods Sold a/	3,069.99		3,069.99
	Net Proceeds	\$ (3,069.99)	\$ 6,112.25	\$ 3,042.26
	a/ Includes:			
	Cost of Merchandise Sold	\$2,572.78		
	VA Retail Sales Taxes	348.80		
	PayPal Service Fees	94.50		
	Cost of Shipping	53.91		
		\$3,069.99		

**Financial Activities
As of March 31, 2020**

Revenue:	Unrestricted	Temp Restricted	Total
Contributions (Scholarships+ Endowment)	\$ 555.74	\$ 1,606.54	\$ 2,162.28
Membership Dues	3,772.94	2,183.35	5,956.29
Interest Income	93.16		93.16
Programs (Education Events)			-
Total Revenue	\$ 4,421.84	\$ 3,789.89	\$ 8,211.73
Expenses:			
Administration	\$ 40.22	\$ -	\$ 40.22
Fund Raising:			
State Coordinator Endowment (incl. auction)	91.40		91.40
Program Support:			
State Fair	228.17		228.17
MG College Scholarships 2019	4,800.00		4,800.00
Education			-
Communications	49.05		49.05
Donation Expenses (Endowment, Scholarships and Sponsorships)	655.74		655.74
Total Expenses	\$ 5,864.58	\$ -	\$ 5,864.58
Net Income			\$ 2,347.15

Financial Activities to Budget As of March 31, 2020

	FY20 Budget	FY20 YTD	% of Budget
Temporarily Restricted			
MG College Scholarship Donations			
MG College Scholarship Donations FY20	\$ n/a	\$ 76.85	n/a
MG College Scholarship Donations FY19	n/a	1,529.69	n/a
Membership Dues FY21-29	1,400.00	2,183.35	156%
Total Temporarily Restricted	\$ 1,400.00	\$ 3,789.89	271%
Unrestricted			
Coordinator Endowment Donations (pass-thru)	n/a	\$ 555.74	n/a
Membership Dues Current FY	4,560.00	3,772.94	83%
Interest Income	n/a	93.16	n/a
Programs (Education Events)	2,000.00		0%
Total Unrestricted	\$ 6,560.00	\$ 4,421.84	67%
	\$ 7,960.00	\$ 8,211.73	103%
Unrestricted	FY20 Budget	FY20 YTD	% of Budget
President	\$ 250.00	\$ 15.22	6%
Vice President	5.00		0%
Secretary	25.00		0%
Treasurer	25.00		0%
Professional and Legal Fees	25.00	25.00	100%
Membership	50.00		0%
Nominations and Elections	75.00		0%
Subtotal Expenses-Administration	\$ 455.00	\$ 40.22	9%
State Coordinator Endowment (incl. auction)	\$ 1,200.00	\$ 91.40	8%
State Fair	\$ 500.00	\$ 228.17	46%
MG College Scholarships 2019	4,700.00	4,800.00	102%
MG College Scholarships 2020	1,200.00		0%
MG College Sponsorship	2,000.00		0%
Merch Profits to VT Foundation-Coord Endowmnt	1,200.00		0%
Education	2,000.00		0%
Communications	332.64	49.05	15%
Donation to Comm Arboretum VA Western Community College	n/a	\$ 100.00	n/a
Coordinator Endowment (pass-thru)	n/a	\$ 555.74	n/a
Subtotal Expenses-Programs	\$ 11,932.64	\$ 5,732.96	48%
	\$ 13,587.64	\$ 5,864.58	43%

**FY20
Financial Position
As of March 31, 2020**

Assets		
Current Assets		
Cash		\$ 21,113.58
Petty Cash Fund		40.00
Money Market Savings Account		3,041.01
Fundraising Inventory		2,159.29
Long Term Assets		
CD 001 Balance		7,518.03
Total Assets		\$ 33,871.91
Liabilities		
Unearned Income – Future Dues		\$ 8,199.09
Accrued Tax Payment		28.31
Total Liabilities		\$ 8,227.40
Net Assets		
Unrestricted:		
Current FY Dues		\$ 4,774.34
Temporarily Restricted:		
Merchandise Sales		\$ 6,112.25
Other Temporarily Restricted (CDs, Money Market Savings, Scholarships and Sponsorships)		14,757.92
Temporarily Restricted Total		\$ 20,870.17
Total Net Assets		\$ 25,644.51
Total Liabilities and Net Assets		\$ 33,871.91

Nomination and Election Committee 2020 TELLER'S REPORT

1. Ms. President, the Nominations and Elections Committee has administered the elections of VMGA, Inc. in accordance with the By-Laws of VMGA, Inc.
2. We ask that you accept this teller's report of the elections results and approve the elections of the following officers for VMGA, Inc.

For President – Leslie Paulson
For Vice-President – Nelda Purcell
For Treasurer – Georgiana Hall
For Secretary – Elizabeth Brown

3. The actual voting results are given below for the record.
4. A fraud analysis was conducted to "fingerprint ballots" that may have been cast from the same device – duplicate or multiple voting. One instance was identified where the same machine was used to cast two different ballots, but two registered members are present at that address. The conclusion is no fraud and both ballots were included.

President	
Name	Votes
Leslie Paulson, Prince William	247
(Write-in) none	1
Vice-President	
Name	Votes
Nelda Purcell, Franklin	246
(Write-in) none	1
Treasurer	
Name	Votes
Georgianna Hall, Loudoun	248
(Write-in) none	1
Secretary	
Name	Votes
Elizabeth Brown, Bedford	248
(Write-in) none	1