

Virginia Master Gardener Association

August 8, 2020
Virtual Meeting via Zoom
Minutes

The meeting, held via Zoom, was called to order at 10:01 a.m. by Leslie Paulson, President. Participants were in contact via video and telephone

Minutes of the April 2020 meeting were approved.

Treasurer's Report (Georgi Hall):

As of July 31, 2020

Checking Account Balance	\$21,938.15
Petty Cash	40.00
Money Market Fund	3,041.09
Fundraising Inventory	1,873.72
Certificate of Deposit (Matures 12/14/20)	<u>7,555.46</u>
 Total Assets	 <u>\$34,448.42</u>

Filed VMGA IRS 990-N for FY20.

Based on the FY20 Audit Committee recommendations, the VMGA debit card was cancelled.

President's Report (Leslie Paulson): I am sure we all are wishing for a different normal. We need to work at staying in contact without seeing everyone in person. I know I'm just as busy as ever. Not so happy at being tied to my computer more. Think about reaching out to your older MGs. Some may be stuck at home alone. I know several and try to talk to them regularly.

We all need to be more patient with others and ourselves. Just keep going and we will work out all the problems. We can lean on each other even if it's virtually or over the phone.

As we discuss agenda items, please try to follow procedure. We stay on subject until we are finished or the subject is tabled. Use the chat box to ask a question or (raise your hand?). It will be smoother and we will try to answer all the questions.

Vice-President's Report (Nelda Purcell): The conflict of interest forms will be sent to all Board members and are to be signed and returned. The signed forms can be scanned and emailed or physically mailed to Nelda.

Standing Committee Reports:

1. Communications (Frank Reilly)

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

1. VMGA.et is still a popular website. This year marks our 21st year of operation. Dave Banks is the webmaster.
2. As a reminder, Committee Chairs that have web pages are responsible for the content on those pages. Kirk has recently overhauled the Education Committee pages in conjunction with Dave. Kirk has pointed out that many pages are out of date and have broken links.

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. Joan Richards has volunteered to handle the calendar page.

Peggy Fox released a VMGA Newsletter. Tom Bolt blasted it to all the members. This year marks our 26th year of operation. We are soliciting help to help produce our Newsletter.

2. Education (Kirk Barley)

We are focused on providing Extension Master Gardeners (EMGs) advanced continuing education using three methods: Share, Subsidize and Produce.

Share: We had discussions with the State EMG Office regarding how they share events and to see if there is a clear role for VMGA.

Erica shared her access database of speakers with Kirk, and we are hoping Dave will be able to share the speakers, while masking their contact information, through VMGA.NET.

Subsidize: In July we held a Zoom Sponsorship Training for Unit Reps to explain the Sponsorship Program. A handful participated.

We reached out to the Board, Committees and Unit Representatives to approach their EMG Units or Associations about the VMGA Sponsorship program. Of the 35 units we contacted, we have received 18 responses, many of which were positive.

Clarification Points from this outreach:

- Sponsorship is a new program, and needs active engagement for units to consider it
- Since the program is very flexible, it is sometimes difficult for Unit Reps to explain to their unit leadership
- With COVID, we want to restart Continuing Education, so units have even more flexibility in the education formats we will consider.
- **“This is an excellent example of how VMGA benefits all Master Gardeners through support of this nature.”**

No unit has applied for Sponsorship as of this report.

Produce: At our July meeting several Committee Members expressed interest in hosting a paid webinar, but no one has stepped up to lead the project.

Dave Close is reviewing a survey the Education Committee drafted seeking to understand EMG continuing education needs. The State EMG Office will release the survey hopefully in August. We will begin planning for virtual or in person educational events once the survey results have been analyzed.

Meetings: We held a committee meeting on 8 July. The meeting is recorded and available to view in DropBox

Committee Members:

Name		Units from VMGA
Kirk	Barley	Augusta, Rockingham, Harrisonburg, Staunton & Waynesboro
Tom	Baughn	Fauquier County
Christy	Brennan	Hanover County
Fern	Campbell	Albemarle, city of Charlottesville

Cynthia	Falconer	Loudoun County
Ron	Fandetti	Nelson County
Harriette	Frost	Norfolk
Wanda	Gerard	Suffolk
Erica	Jones	Montgomery, Giles, Pulaski and Floyd
Jessica	Priest-Cahill	Clarke, Frederick, Page, Warren, Shenandoah
Robyn	Puffenbarger	Augusta, Rockingham, Harrisonburg, Staunton & Waynesboro
Marilyn	Riddle	James City County, Williamsburg
Joanne	Royaltey	Northern Shenandoah (Pending VMGA Membership)
Bradley	Willet	Fairfax County

3. Finance (Pat Reilly) – nothing to report. Pat requested volunteers to assist her and Linda Kline on this committee

4. Membership (Deb Straw)

As of 8/8/2020 the membership total is 556 current members. There are 341 active (1 Emeritus), 5 Auxilliary, and 210 lifetime (18 Emeritus).

As of today there are 93 members (including 1 Emeritus) that need to renew, or they will be dropped. 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.

Once we have an updated Unit Roster list we will be sending the unit VMGA membership list to the unit representatives for them to review. Deb asks the unit representatives to confirm the status of those members and encourage those that need to renew to do so before October 1st. The new Directory is schedule to be delivered in October.

We have had a few glitches with the online membership applications. In those cases our webmaster David Banks has been contacted and he has corrected the situation. We protect this spreadsheet list so Deb asks that if a fellow Master Gardener wants a copy of the spreadsheet to go thru their Units' Representative.

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 50 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.

5. Unit Support (Mary Ann Kincaid)

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 June report, the Unit Support Committee has had one request for guidance on an administrative issue.

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

6. Fundraising (Jody Purches)
VMGA Endowment

Our Endowment cash account balance is \$398,056 an increase of \$6,256 since the June report. In the same period, the market value decreased \$21,444, to \$438,074. The amount of deferred commitments stands at \$433,386.

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

Selected account balances since 2013 are as follows:

	1-Dec-13	1-Aug-17	1-Aug-18	1-Aug-19	1-Jun-20	1-Aug-20
Fund balance / Market value	\$264,538	\$374,770	\$442,925	\$459,618	\$459,518	\$438,074
Cash gifts and pledge payments		\$291,878	\$354,785	\$366,505	\$391,800	\$398,056
Outstanding pledges	\$5,200	\$11,650	\$9,350	\$9,350	-0-	-0-
Deferred commitments	\$190,000	\$233,386	\$233,386	\$233,386	\$433,386	\$433,386
Income Earned	\$12,033	\$19,427	\$28,199	\$12,000	12,032	\$16,837

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

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

Merchandise Sales

To date, gross sales of MG Gear are \$672.65, the cost of goods sold is \$350, leaving a net income of \$323. Our goal is to send \$1200 to our Endowment at the end of this fiscal year.

The value of the current inventory is \$1873.72.

ON-LINE SALES

We closed our new on-line store during MG College due to technical difficulties; we're working to resolve the problems, so we can get the store open and running and give our patrons the best on-line buying experience they've ever had.

So, for now, the on-line sales procedure remains the same. 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 color choices just in case something is out of stock.

Your MG Gear purchases support our Endowment and thank you!

Special Committee Reports:

1. Master Gardener College Scholarship (Tonya Harper): No information to report.
2. State Fair (Christy Brennan): State Fair was cancelled for 2020. No further information to report.
3. Audit (Karen Erhart, Ruth Huber, and Tom Sparks, committee members): Ruth Huber noted that the Audit Committee has not yet been able to conduct a physical inventory of merchandise. Jody Purcell will work with the committee to try and arrange an inventory audit in an outdoor setting.

VCE Report (Kathleen Reed)

1. Registration to Master Gardener Virtual College has been reopened to anyone who didn't take part previously. Registration will be open through August 31 at 5 p.m.
2. A Continuing Education Interest Survey will be sent out next week and will be identified in the bi-weekly update; the results of this survey will help guide ongoing education efforts.
3. Units with their own Facebook page as asked to add the state office as a co-host for events, in order to gain broader distribution of events around the state. Contact Devon Johnson (devon35v@vt.edu).
4. The IMGCC merchandise design contest is still ongoing. Proposals are welcomed.
5. Kathleen has been able to promote the Virginia Master Gardener program, with talks on how MG have responded to COVID-19 limitations at the state VCE program team and at the national coordinators' conference. Dave Close spoke on the "get gardening" initiative at the American Society for Horticultural Science.

Old Business

In response to previous lack of clarity on who votes on what issues, Leslie Paulson explained that some issues are voted on only by Board members, per our by-laws and standing rules. In those cases, there will be a specific request for input from non-board members attending the meeting prior to any votes.

New Business

1. Proposed changes to by-laws: The proposed changes are to address conducting meetings electronically rather than in person. Send any questions to Leslie Paulson by email. The proposed changes will be voted on at the next meeting by all members in attendance. It was noted that local associations may need to update their own by-laws.
2. The Education Committee received a request for VMGA to subsidize individuals who want to sign up to the Virtual MGC yet this month. The Committee doesn't think it is within its purview. It was noted that VMGA previously determined not to support scholarships to virtual MGC this year.
3. Improvements to VMGA Website: Leslie Paulson noted that consideration is being given to have a password-protected section to post minutes and other association-only items. There would be a single password for all VMGA members, not individual passwords. Other improvements are moving pages and components into WordPress to improve updating capabilities. Each committee chair is responsible for that committee's page and content, which needs careful review and revision. Nelda Purcell will contact the chairs to help in that effort. When the site is to the point that updates can be made, chairs will be given instructions and assistance to do so.
4. Upcoming Meetings: The October and December meetings will be via Zoom. The original host unit (Charlottesville and Danville, respectively) are asked to provide a 15 minute update on what their unit is doing and key activities.

Announcements:

1. Maryanne Sparks has been given the okay by her agent to send VCE information to several local gardening groups on Facebook to correct misinformation posted by those groups.
2. Janet Fisher requested any examples of MG business cards. It was noted that it may be possible to work with the state office on that. Kathleen Reed will look into the possibilities. Kathleen later reported that VT/VCE branded cards can be ordered through the VCE Intranet by the until Administrative Assistant.
3. The deadline for contributions to the next newsletter is August 22.

Meeting Adjourned at 11:35 A.M.

Unit Name	Name
Bedford	Betsy Brown
Central Rappahannock MGA	Linda Dunn
Central Rappahannock MGA	Karen Margensey
Central Rappahanock	Frank Reilly
Central Rappahanock	Pat Reilly
Central Shenandoah Valley MGA	Kirk Barley
Chesapeake	Mary Hammelo
Chesapeake	Patricia Oconnor
Chesapeake MG	Kandy Keith
Danville MGA	Debra Bailey
Eastern Shore of VA	Christine Williams
Fairfax	George Graine
Franklin Co MGA	Nelda Purcell
Gloucester MG	Bonnie Bernard
Goochland-Powhatan	Pat Lust
Green Spring MG	Hollis Miller
Green Spring MG	Joan Richards
Hanover	Christy Brennan
Hill City MGA	Deb Straw
James City County	Marilyn Riddle
Loudon Co. MGA	Barry Hall
Loudoun	Georgi Hall
MGA of Appomattox Co	Jody Purches

Unit Name	Name
New River Valley MGA	Erica Jones
Norfolk	Sheila Tjeder
Norfolk	Anna Thurmond
Norfolk	Joey Rothgery
Norfolk	Susan Dudley
Norfolk	Kay Egan
Norfolk	Barb Wilson
Northern Neck	Ruth Huber
Northern VA MG	Joe Kelly
Piedmont MG	Fern Campbell
Piedmont MG	Mary Martinez-Rigo
Piedmont MG	Nancy Watkins
Prince William	Janelle Bryant
Prince William	Jeanne Lamczyk
Prince William	Leslie Paulson
Rockbridge Area MG	David Caldwell
Southside MGA	Lee Baldwin
Southside MGA	Bill McCaleb
Suffolk	Wanda Gerard
VCE	Kathleen Reed
Virginia Beach	Betty Villers
York, Poquoson	Georgina Crepi

**FINANCIAL POSITION
AS OF 7/31/2020**

Assets		
Current Assets		
Cash		\$ 21,938.15
Petty Cash Fund		40.00
Money Market Savings Account		3,041.09
Fundraising Inventory		1,873.72
Long Term Assets		
CD 001 Balance		7,555.46
	Total Assets	\$ 34,448.42
Liabilities		
Accounts Payable - Quicken 2 Year License		\$ 99.98
	Total Liabilities	\$ 99.98
Net Assets		
Unrestricted:		
Membership Dues		\$ 11,499.09
Temporarily Restricted:		
Merchandise Sales Net		\$ 323.01
Other Temporarily Restricted (CDs, Money Market Savings, Scholarships and Sponsorships)		22,526.34
	Temporarily Restricted Total	\$ 22,849.35
	Total Net Assets	\$ 34,348.44
	Total Liabilities and Net Assets	\$ 34,448.42

**FINANCIAL ACTIVITIES
AS OF 7/31/2020**

Revenue:	Unrestricted	Temp Restricted	Total
Contributions (Scholarships+ Endowment)	\$ 323.01	\$ 24.15	\$ 347.16
Membership Dues	673.08		673.08
Interest Income	18.78		18.78
Programs (Education Events)			-
Total Revenue	\$ 1,014.87	\$ 24.15	\$ 1,039.02
Expenses:			
Administration	\$ 99.98	\$ -	\$ 99.98
Fund Raising:			
State Coordinator Endowment (incl. auction)	-		-
Program Support:			
State Fair	-		-
Education Events			-
Communications	-		-
Donation Expenses (Endowment, Scholarships and Sponsorships)	323.01		323.01
	-		-
Total Expenses	\$ 422.99	\$ -	\$ 422.99
Net Income			\$ 616.03

**AUXILIARY ENTERPRISES
AS OF 7/31/2020**

		Unrestricted	Temp Restricted	Total
Revenue	Gross Sales	\$ -	\$ 672.65	\$ 672.65
Less:	Cost of Goods Sold a/	349.64		349.64
	Net Proceeds	\$ (349.64)	\$ 672.65	\$ 323.01
	a/ Includes:			
	Cost of Merchandise Sold	\$214.34		
	VA Retail Sales Taxes	10.30		
	PayPal Service Fees	19.74		
	Cost of Shipping	105.26		
		\$349.64		

**FINANCIAL ACTIVITES TO BUDGET
AS OF 7/31/2020**

REVENUE		FY21 Budget	FY21 YTD	% of Budget
	REVENUE			
	Temporarily Restricted			
	IMG College Scholarship Donations FY22 a/	\$ n/a	\$ 24.15	n/a
	Total Temporarily Restricted	\$ -	\$ 24.15	
	Unrestricted			
	Membership Dues Total b/	\$ 5,880.00	673.08	11%
	Interest Income	n/a	18.78	n/a
	Merchandise Sales Net	1,200.00	323.01	27%
	Programs (Education Events)	2,000.00		0%
	Total Unrestricted	\$ 9,080.00	\$ 1,014.87	11%
Total Revenue		\$ 9,080.00	\$ 1,039.02	11%
EXPENSES	EXPENSES	FY21 Budget	FY21 YTD	% of Budget
	Unrestricted			
Administration	Office Supplies, Software, Misc	\$ 350.00	\$ 99.98	29%
	Professional and Legal Fees	25.00		0%
	Membership	150.00		0%
	Subtotal Expenses-Administration	\$ 525.00	\$ 99.98	19%
Fund Raising	State Coordinator Endowment (incl. auction)	\$ 1,000.00		0%
Program Support	State Fair	\$ 500.00		0%
	Merch Profits to VT Foundation-Coord Endowmnt	1,200.00	323.01	27%
	Education Events	2,000.00		0%
	Education Sponsorships	1,000.00		0%
	Communications	230.00		0%
	Subtotal Expenses-Program Support	\$ 4,930.00	\$ 323.01	7%
Total Expenses		\$ 6,455.00	\$ 422.99	7%
	a/ Includes PayPal service fees for IMG C Scholarship Donations		\$ (0.85)	
	b/ Includes:	Life	Annual	Total
	Membership Dues	\$ 480.00	\$ 204.00	
	Less PayPal Service fees	5.88	5.04	
	Total Net Membership Dues	\$ 474.12	\$ 198.96	\$ 673.08
	FY21 Budget	1,680.00	4,200.00	\$ 5,880.00