

## Virginia Master Gardener Association

February 13, 2021  
Virtual Meeting via Zoom  
Minutes

The meeting, held via Zoom, was called to order at 10:05 a.m. by Leslie Paulson, President. Participants were in contact via video and telephone.

Brief Presentation by James City/Williamsburg: Martin Oakes, President, welcomed VMGA and briefly reviewed several projects. Ricklin Brown made a presentation on the Colonial Williamsburg Arboretum project with which the MG Tree Stewards are participating. Additional information on the arboretum can be found at <https://www.colonialwilliamsburg.org/explore/arboretum-gardens/?from=navexplore>.

Minutes of the December 2021 meeting were approved.

**Treasurer's Report (Georgi Hall):**

As a result of motions made and approved at the December 12, 2020 VMGA Meeting:

On December 21, 2020 VMGA's CD was renewed for one year.

A check for \$5,000 was sent to VA Tech for VMGA sponsorship of the 2021 IMGC.

Checks totaling \$250 were received from Network for Good. The Board of Directors voted to donate these funds to the Coordinator Endowment Fund.

As of January 31, 2021, VMGA has total assets of \$35,319.95. \$3,900.08 of these assets are undesignated surplus. The January 31, 2021 financials are included in the minutes.

**President's Report (Leslie Paulson):** Please remember Giving Day will begin at noon on February 24<sup>th</sup> – noon February 25<sup>th</sup> and VMGA has a \$2000 challenge. Pass on to all your MGs.

We are need of a chairman for our Fund-Raising Committee and a person to do our Merchandise Sales. Maryanne had to step down because of health problems. So now this committee could be located anywhere as long as the 2 positions are within driving distance of each other. Please take it back to your Unit and consider helping us find people to join us. It could even be a Unit who could take it on. We still hope to find a way to have online purchases and shipping to become an easy process. I'm looking for suggestions and experiences that will work. Please think about it and let us know if you can help in any credible way.

One caveat you need to remember: You must be a VMGA member to hold a position, whether it is Unit Rep, Chair of a Committee, or even a committee member. Anyone can sign on to attend our meetings. They are open to all MGs.

I'm always available to answer your questions or concerns. Also, right now, I see us meeting on Zoom thru the summer and maybe October. It all depends on the speed of getting vaccinated. Let's hope things will get speedier soon.

**Vice-President's Report (Nelda Purcell):** There is no report.

**Standing Committee Reports:**

1. Communications (Frank Reilly)

- VMGA.net is still a popular website. Consider visiting it more frequently and using it for your announcements etc.
- 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. Write to [Calendar@vmga.net](mailto:Calendar@vmga.net) and Joan Richards will take it from there. You MUST provide the name, date, location, cost, and a description of the event. If you want a blurb about it, send that too.
- Peggy Fox released a VMGA Newsletter. The next deadline is February 27. Peggy encourages submission of unit reports as well as upcoming events.
- We are soliciting help to write content for the Newsletter, as well as help with our Calendar and useful links Pages

2. Education (Kirk Barley)

Share: We continue to encourage making the State EMG Office co-hosts on their FaceBook events, per VCE’s policy. The Speakers Bureau is now live on line, and requests are being received.

Subsidize: Six unit sponsorships have been approved, for \$875 of the budgeted \$1000. Sponsorship includes helping pay for speakers and for advertising.

Produce: We will produce two events this fiscal year. Grow Your Own Food series will complete two of its four sessions before June. The Therapeutic Horticulture event is planned for a single session in March.

Here is the progress on the budget to date:

**VMGA Education Committee Budget FY 2021**

<u>Education Sponsorships</u>			
<u>Event Date</u>	<u>Sponsored Unit</u>	<u>Request</u>	<u>Award</u>
12/3/20	Master Gardener Association of Fauquier & Rappahannock Counties	\$ (100)	\$ (100)
2/24/21	Goochland-Powhatan Master Gardener Association (GPMGA)	\$ (300)	\$ (150)
2/27/21	Prince William MG	\$ (350)	\$ (175)
3/2/21	Roanoke Master Gardener Association	\$ (100)	\$ (100)
3/6/21	Northern Shenandoah Valley Master Gardener Association	\$ (150)	\$ (150)
4/10/21	Master Gardener Association of the Central Rappahannock Area	\$ (200)	\$ (200)
Total Requested and Allocated		\$ (1,200)	\$ (875)
Budgeted Amount			\$ 1,000
Unallocated			\$ 125
<u>Education Events</u>			
<u>Event Date</u>	<u>Event</u>	<u>Revenue</u>	<u>Expense</u>
5/11/21	Grow Your Own Food (similar amount for 2022) Session 2		\$ (180)
3/15/21	Zoom upgrade to Business Account one month Therapeutic Horticulture		\$ (20)
Total Revenue and Expense		\$ -	\$ (200)
Budgeted Amount		\$ 2,000	\$ 2,000
Unallocated		\$ 2,000	\$ 1,800
Profit or (Loss)			\$ (200)

3. Finance (Pat Reilly)

In this reporting period, the committee reviewed the treasurer’s reports and worked out issues of how finances are reported.

The jobs of the treasurer and Finance Committee are ones of constant learning. It is our goal to represent the association's financial standing in the most accurate way possible, while presenting the information to the board in an understandable way so that responsible decisions can be made. We are not professionals and often have to research and discuss. Anyone interested in participating on this committee should contact Pat.

4. Membership (Deb Straw)

As of 2/13/2021, membership total is 439 current members (279 Active including 1 emeritus, 7 Auxiliary, and 207 Lifetime including 1 emeritus). Two lifetime members were removed due to inactive status. They will be contacted to see if they wish to renew as Auxiliary members with annual dues of \$12.00.

The committee asks the members to renew early to avoid the rush. Dues will be due by May 31, 2021. Renewal notices will be sent out starting next month. 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.

Please remember that all correspondence is electronic. Members have the responsibility to update the Membership Chair of any contact information changes.

Deb also reminded everyone that the VMGA Representative must be a member of VMGA. She has VMGA brochures and tri-fold boards for use in informing 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 December 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.

6. Fundraising: (Pat Reilly, Fundraising Committee Member)

The Fundraising Committee Chair is vacant, and the association is seeking a volunteer to assume the position and serve as a member of the Board of Directors. More information is available about the job, but in short, the Chair of this committee has several subcommittees that report to the Chair. It is the responsibility of the Chair to manage and report any activity of these functions to the Board and to the membership. While challenging, the job is rewarding in seeing funds raised for our association's charitable efforts.

The Chair has the support of a team of Master Gardeners and VCE staff working on VMGA's State Coordinator Endowment, and experienced silent auction volunteers. A challenge for the new Chair is the recruitment of one or more individuals to sell logo merchandise.

The merchandise sales team also needs help. At minimum, this task involves ordering, storing, transporting, and selling shirts and other items at bi-monthly VMGA meetings and MG College when they resume. Beyond that, the Chair and volunteers for merchandise sales would make decisions on future online sales. Volunteers for this team would need to have space for plastic

totes of merchandise, to see the totes moved to meeting sites, and to maintain established records of transactions. The merchandise sells itself, and volunteers have always enjoyed the interaction with other Extension Master Gardeners.

Should you wish to contribute your skills to the efforts of our state association, please contact President Leslie Paulson.

### **VMGA Endowment**

**Virginia Tech has a Giving Day beginning on February 24.** This is a great opportunity to see our fund balance exceed one-half million dollars! Anonymous donor(s) has/have pledged to match donations made to VMGA's endowed fund up to \$2,000. Watch for emails as February 24 draws near.

Crystal Graham, VCE Development Administrator, is our liaison for the endowed fund. She reports the following:

Fund Balance/Market Value – \$ 489,537.32  
Total Cash Gifts and Pledge Payments – \$406,230.82  
Deferred Commitments – \$ 433,386.00  
Available Income – \$26,655.34  
Gifts from December 1 – January 31 – \$2275.00 (11 donors)  
Additionally, 3 gifts to the operating fund for \$300.

As many of you saw, a solicitation was emailed to 5,771 donors. Of those sent, 2,724 opened the email (47.2%) and 76 clicked on the link (1.32%). Crystal notes that there is no way to connect clicks to gifts but she was very pleased by the open rate.

### **Special Committee Reports:**

1. **IMGC Scholarships (Tonya Harper):**  
There will be 20 \$150 scholarships awarded for 2021 International Master Gardener Conference. Scholarship guidelines and applications are available on VMGA website, under "Education, Diane Relf Scholarship".

As in years past, application is open to all Master Gardeners, except interns and past scholarship awardees. All applications must be submitted by unit agents or coordinators, and only 2 applications per unit, at the sole discretion of agent/coordinator. Agents will be notified upon receipt of applications.

Deadline for submission is June 5, 2021. All scholarship awardees and unit agents/coordinators will be contacted by July 15, 2021. Checks will be sent to awardees at the close of the conference. Please direct questions to Tonya Harper or see scholarship guidelines on the VMGA website.

Scholarship committee members are:

Ellen Paquette	Marilyn Riddle
Jim Revell	Ted Munns
Erica Jones	Tonya Harper, Chair

2. **Membership Changes/Definition in By Laws/Standing Rules – Mary Ann Kincaid**  
The VMGA Lifetime Membership Committee met via Zoom on Monday, January 11. Those attending were Mary Ann Kincaid (chairperson), Leslie Paulson, Wanda Gerard, Deb Straw, George Graine and Pat Reilly. The following questions were discussed and voted on:

**Should Lifetime members be moved to Auxiliary membership, at no annual fee, when they are no longer active Master Gardeners?**

*The Committee recommends that Lifetime members NOT be moved to Auxiliary membership at no annual fee.*

**Should the name “Lifetime Membership” be changed?**

*The Committee recommends that the name “Lifetime Membership” be changed.*

**What alternative name(s) are suggested?**

*The Committee recommends “Continuing Membership.”*

In addition, the Committee recommends that the phrase “in good standing” be removed from the definition of Lifetime membership as it is redundant. An Active member is in good standing.

**VCE Report** (Kathleen Reed)

- Last session of ID and Diagnoses is Tuesday the 16th and features the Plant Disease Clinic. The average attendance of this series has been 300 attendees per session! Recordings for past sessions and link to register for Tuesday’s can be found in the biweekly.
- Better Impact volunteer trainings coming up early March - will announce those next week.
- Task Force on Accessibility and Connection launches today (Saturday the 13th)
- VT Giving Day will be taking place from noon Feb. 24<sup>th</sup> - noon Feb. 25<sup>th</sup>
- Endowment update: we did distribution of interest income to the endowment: \$8000 went to corpus, \$6000 into EMG operating fund

**Unfinished Business**

None

**New Business**

None

**Announcements:**

1. A summary of unit responses on the President’s focus topics will be sent out to all unit reps. Any input for the February topic should be sent by February 19.
2. Wanda Gerard identified that a “Taste of Virginia” cookbook will be made available to all IMGC attendees and is requesting favorite recipes that include a Virginia connection of some kind. Include your name and unit with the recipe and attribute properly if from a published cookbook. More information is in the VCE Biweekly Update.

**Focus Topic for April 2021 meeting:** Online Sales Methods. How are plant sales being handled?

Unit Host for April: Alexandria/Arlington

Meeting Adjourned at 11:15 a.m.

## Attendance as Reported by Participants

Unit Name	Given Name	Family Name
Bedford	Betsy	Brown
Central Rappahannock MGA	Linda	Dunn
Central Rappahanock	Frank	Reilly
Central Rappahanock	Pat	Reilly
Central Shenandoah Valley MGA	Kirk	Barley
Chesapeake	Mary	Hammel
Chesapeake	Patricia	O'Connor
Chesapeake MG	Bob	Kelley
Fairfax	George	Graine
Fauquier	Tom	Baughn
Fauquier County MGA	Maryanne	Sparks
Franklin Co MGA	Nelda	Purcell
Gloucester MG	Bonnie	Bernard
Green Spring	Cindy	Marisch
Green Spring MG	Joan	Richards
Hill City MGA	Deb	Straw
James City County - Williamsburg	Marilyn	Riddle
James City County - Williamsburg	Ruth	Huber
James City County/Williamsburg	Ricklin	Brown
James City County/Williamsburg	Elizabeth	Favre

Unit Name	Given Name	Family Name
James City County/Williamsburg	David	Kleppinger
James City County/Williamsburg	Joanne	Sheffield
Loudon	Cynthia	Falconer
Loudoun	Georgi	Hall
Loudoun	Ellen	Paquette
Louisa	Tina	Chaleki
MGA of Appomattox Co	Jody	Purches
New River Valley MGA	Erica	Jones
Newport News	Peggy	Fox
Norfolk	Kim	Swecker
Norfolk	Barb	Wilson
Northern Shenandoah Valley	Stacey	Smith
Piedmont MG	Fern	Campbell
Piedmont MG	Nancy	Watkins
Prince William	Jannell	Bryant
Prince William	Kyleen	Dodrill
Prince William	Leslie	Paulson
Roanoke	Kathy	Sink
Roanoke MG	Tonya	Harper
Suffolk	Wanda	Gerard
Virginia Beach	Mary Ann	Kincaid
Virginia Beach	Betty	Villers

**FINANCIAL POSITION  
AS OF 1/31/2021**

<b>Assets</b>		
<b>Current Assets</b>		
Cash		\$ 21,986.81
Petty Cash Fund		40.00
Money Market Savings Account		3,041.21
Fundraising Inventory		2,649.24
<b>Long Term Assets</b>		
Certificate of Deposit		7,602.69
	<b>Total Assets</b>	\$ 35,319.95
<b>Liabilities</b>		
IMGC Scholarships		\$ 3,000.00
	<b>Total Liabilities</b>	\$ 3,000.00
<b>Net Assets</b>		
<b>Unrestricted:</b>		
Undesignated Surplus		\$ 3,900.08
Membership Dues a/		12,231.09
IMGC Sponsorship		5,000.00
Money Market Savings Account		3,041.21
Certificate of Deposit		7,602.69
	<b>Total Unrestricted</b>	\$ 31,775.07
<b>Temporarily Restricted:</b>		
<b>Donor Restricted</b>		
Merchandise Sales Net		\$ 313.88
IMGC Scholarship Donations b/		231.00
	<b>Total Temporarily Restricted</b>	\$ 544.88
	<b>Total Net Assets</b>	\$ 32,319.95
	<b>Total Liabilities and Net Assets</b>	\$ 35,319.95
<b>a/ FY21 Membership Dues amortized &amp; collected FY13 - FY21</b>		
<b>b/ IMG College Scholarship Donations 4/1/2020 - 1/31/21</b>		

**FINANCIAL ACTIVITIES  
AS OF 1/31/2021**

<b>Revenue:</b>	<b>Unrestricted</b>	<b>Temp Restricted</b>	<b>Total</b>
Contributions (Scholarships+ Endowment)	\$ 250.00	\$ 386.03	\$ 636.03
Membership Dues	1,382.13		1,382.13
Interest Income		66.13	66.13
Programs (Education Events)			-
<b>Total Revenue</b>	<b>\$ 1,632.13</b>	<b>\$ 452.16</b>	<b>\$ 2,084.29</b>
<b>Expenses:</b>			
Administration	\$ 99.98	\$ -	\$ 99.98
Fund Raising:			
State Coordinator Endowment (incl. auction)	-		-
Program Support:			
State Fair	-		-
Education Events			
Education Sponsorships	100.00		100.00
Communications	-		-
Donation Expenses (Endowment, Scholarships and Sponsorships)	5,250.00		5,250.00
<b>Total Expenses</b>	<b>\$ 5,449.98</b>	<b>\$ -</b>	<b>\$ 5,449.98</b>
<b>Net Income</b>			<b>\$ (3,365.69)</b>

**AUXILIARY ENTERPRISES  
AS OF 1/31/2021**

		<b>Unrestricted</b>	<b>Temp Restricted</b>	<b>Total</b>
<b>Revenue</b>	Gross Sales	\$ -	\$ 799.95	\$ 799.95
<b>Less:</b>	Cost of Goods Sold a/	486.07		486.07
	<b>Net Proceeds</b>	<b>\$ (486.07)</b>	<b>\$ 799.95</b>	<b>\$ 313.88</b>
	<b>a/ Includes:</b>			
	<b>Cost of Merchandise Sold</b>	<b>\$285.06</b>		
	<b>VA Retail Sales Taxes</b>	<b>42.02</b>		
	<b>PayPal Service Fees</b>	<b>24.04</b>		
	<b>Cost of Shipping</b>	<b>134.95</b>		
	<b>Total Cost of Goods Sold</b>	<b>\$486.07</b>		

**FINANCIAL ACTIVITES TO BUDGET  
AS OF 1/31/2021**

REVENUE		FY21 Budget	FY21 YTD	% of Budget
	<b>REVENUE</b>			
	<b>Temporarily Restricted</b>			
	IMG College Scholarship Donations FY22 a/	\$ n/a	\$ 72.15	n/a
	Merchandise Sales Net	1,200.00	313.88	26%
	Interest Income	n/a	66.13	n/a
	<b>Total Temporarily Restricted</b>	<b>\$ 1,200.00</b>	<b>\$ 452.16</b>	<b>38%</b>
	<b>Unrestricted</b>			
	Membership Dues Total b/	\$ 5,880.00	\$ 1,382.13	24%
	Programs (Education Events)	2,000.00		0%
	<b>Total Unrestricted</b>	<b>\$ 7,880.00</b>	<b>\$ 1,382.13</b>	<b>18%</b>
<b>Total Revenue</b>		<b>\$ 9,080.00</b>	<b>\$ 1,834.29</b>	<b>20%</b>
		<b>FY21 Budget</b>	<b>FY21 YTD</b>	<b>% of Budget</b>
<b>EXPENSES</b>	<b>EXPENSES</b>			
<b>Administration</b>	Office Supplies, Software, Misc.	\$ 350.00	\$ 99.98	29%
	Professional and Legal Fees	25.00		0%
	Membership	150.00		0%
	<b>Subtotal Expenses-Administration</b>	<b>\$ 525.00</b>	<b>\$ 99.98</b>	<b>19%</b>
<b>Fund Raising</b>	State Coordinator Endowment (incl. auction)	\$ 1,000.00	\$ -	0%
<b>Program Support</b>	State Fair	\$ 500.00	\$ -	0%
	Merch Profits to VT Foundation-Coord Endowment	1,200.00		0%
	Education Events	2,000.00		0%
	Education Sponsorships	1,000.00	100.00	10%
	Communications	230.00		0%
	<b>Subtotal Expenses-Program Support</b>	<b>\$ 4,930.00</b>	<b>\$ 100.00</b>	<b>2%</b>
<b>Total Expenses</b>		<b>\$ 6,455.00</b>	<b>\$ 199.98</b>	<b>3%</b>
	<b>a/ Includes PayPal Service Fees for IMGCS Scholarship Donations</b>		\$ (0.85)	
	<b>b/ Includes:</b>	<b>Life</b>	<b>Annual</b>	<b>Total</b>
	Membership Dues	\$ 720.00	\$ 696.00	
	Less PayPal Service fees	11.76	22.11	
	Total Net Membership Dues	\$ 708.24	\$ 673.89	\$ 1,382.13
	FY21 Budget	\$ 1,680.00	\$ 4,200.00	\$ 5,880.00