

Virginia Master Gardener Association
Annual Meeting
June 13, 2020
Virtual Meeting via Zoom
Minutes

The meeting was called to order at 10:00 a.m. by President Wanda Gerard with thanks to all for being an Extension Master Gardener, for being a Virginia Master Gardener Association member, and for taking time from your busy life to join us for today's "virtual" meeting.

Minutes of the 2019 had been sent to all VMGA members. They were approved by motion from Deb Straw, with second by Frank Reilly. All attending were requested to send email to secretary, Nelda Purcell, to document their participation.

The treasurer's report summary was made by Treasurer Georgi Hall as follows (full report attached to Minutes):

Checking Account Balance	=	\$23,869
Petty Cash	=	40
Money Market Fund	=	3,041
Fundraising Inventory (*)	=	2,097
Certificate of Deposit (Matures 12/14/20)	=	<u>7,537</u>
Total Assets		<u>\$36,584</u>

The proceeds from FY20 fundraising efforts \$3,156 were donated to Master Gardener Coordinator Endowment

* Cannot be audited at this time due to global pandemic. Plans for audit will be made in report of audit committee.

990 N tax report has been filed.

Vice-President's report: Leslie Paulson expressed her thanks to Wanda for being a caring President and for the "hot topics" and ideas brought to the meetings for discussion. She noted that business cards can be mailed to anyone who requests them.

President's report: Recap of info shared by units on dealing with COVID 19 will be sent out after the meeting. These included such ideas as on-line classes, using Facebook, working in community gardens observing guidelines, virtual meetings, on-line tours of famous gardens around the world, brochures to be downloaded.

From Sep 2019 until now activities were reduced to COVID and winter weather. In February, the 30th Anniversary of VMGA was celebrated at Hanover. Wanda participated in a meeting with VCE in Charlottesville to review where we have gone and where we are going. Dr. Jones suggested that such a meeting be held twice a year, the next time with the entire board.

Wanda expressed her thanks for supporting the 2018-2020 officers.

Standing Committee Reports

Communication:

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

1. VMGA.net is still a popular website.
 - a. This year marks our 21st year of operation.
 - b. Dave Banks is the webmaster.
 - c. Regular updates
 - d. Submit through Communications Chair or webmaster@vmga.net. Only complete submissions will get published.
2. The Calendar is routinely one of the top three most visited pages on the website.
 - a. Listing your activity can definitely help drive participants to your event.
 - b. Joan Richards handles the calendar page.
 - c. Make sure your post includes date, time, cost (if any), location (if any), title, a person to contact (we won't answer your phone calls)
3. We released 6 VMGA Newsletters this year.
 - a. Peggy Fox is the editor
 - b. This year marks our 16th year of operation.
 - c. Deadlines for submission in 2020-21:
 - i. June 27, 2020
 - ii. August 22, 2020
 - iii. October 24, 2020
 - iv. December 26, 2020
4. E-Blasts
 - a. Tom Bolt handles our most effective communications tool
 - b. He needs our approval to use our mailing list to blast. An officer or the Communications committee will facilitate using our effective communications tool.

Education: Chair, Kirk Barley (Central Shenandoah), Christy Brennan (Hanover), Jessica Priest Cahill (Northern Shenandoah), Fern Campbell (Albemarle / Charlottesville), Harriette Frost (Norfolk), Erica Jones (New River), Robyn Puffenbarger (Central Shenandoah), Marilyn Riddle (James City County / Williamsburg)

Kirk noted that a Northern Virginia rep was needed on the committee. The efforts of the committee are emerging in a different format than the past. There is not a capstone event planned due to the uncertainty for the year. The committee has suggested doing sponsorships for events with local units which might be more impactful than a capstone event to promote VMGA.

A Speaker's Bureau is under development to support local unit needs. Additionally, a needs survey will be used to assess whether a centralized large or local unit targeted will be more beneficial. The committee is considering supporting local host units for educational part of meetings. Wanda thanked the committee for their hard work.

Finance: Chair currently vacant.

Georgi thanked Diane Kean for her support during Georgi's term. Linda Kline and Pat Reilly are committee members. Kirk Barley provided support.

Georgi presented the budget proposal for FY2021 which is attached to Minutes.

She noted several points of interest:

- Revenue is being reported in year collected for membership, both annual and lifetime, so will not match membership numbers.
- Little interest income is being received on CD or money market accounts.
- Sales income from merchandise will be uncertain due to current conditions with few, if any, in person events. The income is equal to donation to VT Foundation, MG endowment.
- \$2000 education revenue is set as wash to expenses. Sponsorship of unit events is included as requested by the education committee.
- Officers’ expenses were low, so were combined.
- Expenses include a retractable banner for use at state fair as well as other supplies.
- \$10,000 donation to IMGIC would be a one-time donation proposed by the President.

The budget revenues total \$9080 with expenses of \$16,455.

Georgi Hall moved to accept the budget with second by Leslie Paulsen.

Responding to question regarding amount of time to make up deficit, Georgi notes that funds on hand are sufficient to cover deficit. She noted that the \$10,000 contribution to IMGIC causes the deficit and that having a deficit is justified by the excess funds on hand and the good reason for the contribution. The check for IMGIC would be issued upon request of planning team for IMGIC. It was noted that scholarships for IMGIC would be in FY22.

Georgi moved to amend her budget motion to remove the \$10,000 donation, second by Frank. Frank noted that VMGA will support IMGIC and that no request has been made at this time for the funds. He also noted that the budget can be changed as needed by board at any time. Wanda explained that CD which is not gaining interest will not be renewed in December. Kathleen Reed of VCE noted that sponsorship will be returned if event is canceled; the decision will be made in early 2021.

The question was called. Board vote was: yes 10, no 1. Budget was approved as amended.

Fundraising Committee: Jody Purches, chair

VMGA Endowment

Our Endowment cash account balance is \$391,800 an increase of \$1142 since the April report. In the same period, the market value has decreased \$24,887, to \$459,518. The amount of deferred commitments stands at \$433,386. After multiple attempts to contact people who pledged a total of \$9350 and receiving no reply, all previous outstanding pledges were written off in May and stand at \$0. \$14,000 was transferred to the Coordinator’s operating account for program support on May 19, 2020.

Selected account balances since 2013 are as follows:

	1-Dec-13	1-Aug-17	1-Aug-18	1-Aug-19	1-Apr-20	1-Jun-20
Fund balance / Market value	\$264,538	\$374,770	\$442,925	\$459,618	\$484,405	\$459,518
Cash gifts and pledge payments		\$291,878	\$354,785	\$366,505	\$390,658	\$391,800
Outstanding pledges	\$5,200	\$11,650	\$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	\$12,032

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

We have reached \$3527 of our \$30,000 fundraising goal through MG College. With the onset of COVID-19, fundraising efforts have been temporarily postponed.

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

Merchandise Sales

FY2020 gross sales of MG Gear were \$6296, the cost of goods sold was \$3140, leaving a net income of \$3156. Our goal was to send \$1200 to our Endowment at the end of FY20, and we exceeded that goal by 163%. A check was sent to the Foundation for our Endowment on June 2, 2020.

The value of the current inventory is \$2097.

Please note that your MG Gear purchases support our Endowment and thank you!

ON-LINE SALES

The Square Store is a no go; through painstaking research, we learned that the cost to manage a shipping app that works with Square is too expensive for us to consider opening a Square store at this time. In the meantime, Jennifer Gallion has been working with Dave Banks to establish a MG Gear store using WordPress; a simple website has been established, but it will remain under construction until we know it works seamlessly and without additional expense to VMGA.

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 choices just in case something is out of stock.

Silent Auction 2020

The Silent Auction featured 23 items with fair market values ranging from \$16.99 to \$225.00. Bidding on the items resulted in \$1292.00. For the number of items, we were very pleased with the sum. An additional \$585.00 was donated to the endowment by individuals as part of the bidding challenge ('if bidding reaches \$xx, Ms. X will donate \$xx'). Total donation to the endowment from this effort was \$1877.00. A debt of gratitude to all that contributed and bid!

Wanda reported receipt of an email asking about doing Silent Auction on-line. After exploring this option, the decision is to not do this year due to difficulties with cost to set up and band width required

Membership: Chair, Deb Straw

	6/13/2020	4/11/2020
Active	335 (incl. 1 VCE Emeritus)	332 (incl. 1 VCE Emeritus)
Auxiliary	5	4
Lifetime	207 (incl. 18 VCE Emeritus)	200 (incl 8 VCE Emeritus)
TOTAL CURRENT	547	536

Deb noted lots of communications and renewals in last few months. Ninety-nine memberships have not been renewed. She will be sending a list to unit reps to clean up inaccuracies. Up-dates are needed from life members to keep information accurate. Forms are needed for all renewals. The forms are on the VMGA.org website and can be downloaded and sent to address on form.

Unit Support: Chair, 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. In the past year, the Unit Support Committee has had requests regarding 501c3 details, working without an agent, mentoring, as well as several administration questions.

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

Special Committees

State Fair: Chair, Christy Brennan

- This year the State Fair endured record-breaking heat and boy was it ever hot!
- Master Gardener's from 14 units helped to design, assemble the MG booth, staff the booth for the entire 10 days, re-stock and take down the booth.
- Those units were Chesterfield, Goochland / Powhatan, Green Spring, Hanover, Henrico, Louisa, Master Gardener Association of the Central Rappahannock Area, Norfolk, Northern Neck, Prince George, Richmond City, South Central / Mecklenburg, Suffolk, Williamsburg/ James City County
- Themes: Pollinators, Including native plants in the landscape
- Demonstrations: Native plants, Pollinators.Children's area included:Pollinator matching game, Insect stamping activity Bonus: Having a MG in a bee costume really attracts the kids!
- Thank you to: Hanover Master Gardeners for providing the Central Virginia Native Plant guides for distribution, The Virginia Cooperative Extension Master Gardener Coordinators Office for materials provided, and USDA provided posters on the pollinators and native plants which were distributed to school teachers and fair contacts.

Christy noted that dates for 2020 fair have not been decided; typically, it is last week of September, but it may not happen.

Scholarship: Chair, Tonya Harper, members, Marilyn Riddle, Ted Munns, Cynthia Falconer, Erica Jones

- Since 2020 Master Gardener College is virtual with a registration fee of only \$50, the VMGA unit representatives, in attendance at the virtual April 11 meeting, decided to forgo awarding any 2020 college scholarships.
- In the future where Master Gardener College registration fees will be more expensive, VMGA will be able to offer more substantial scholarships.

Nominations and Elections:

Office	Name	Number of Votes
President	Leslie Paulson	247
	None (Write-in)	1
Vice President	Nelda Purcell	246
	None (write-in)	1
Treasurer	Georgi Hall	248
	None (write-in)	1
Secretary	Elizabeth Brown	248
	None (write-in)	1

Audit:

VMGA Internal Audit as of June 9, 2020

- Chair: Ruth Huber
- Members: Tom Sparks, Karen Erhard
- Due to state-wide restrictions of face-to-face meetings secondary to the COVID-19 virus, the team met electronically and telephonically with Georgi Hall (Treasurer).
- We commend the Treasurer for her dedication, her countless hours of work and her strict adherence to the VMGA Treasurer’s Handbook.
- Findings:
- All of the bank statements, bank reconciliations, petty cash activity logs, copies of deposits, copies of PayPal transactions, disbursement records and federal and state requirements were reviewed. There were no discrepancies found.
- The Gear Sales Inventory cannot be accurately verified at this time secondary to an unprecedented global pandemic. The inventory, therefore, is unaudited for this report.
- We were unable to determine the location of the definitions for “restricted and unrestricted” dues monies.
- The Credit Card for VMGA is currently for use only by the treasurer.
- There is a Debit Card which has not been used for the past year.

State Master Gardener Coordinator report: Kathleen Reed

- COVID 19 policy update should be out end of next week and will be sent out via VMS and agent/coordinator list serve.
- MG College will be virtual, registration due Monday. Participants will have to set up a VT campus account. Over 900 have registered, including from other states.
- Units have been reacting to COVID restrictions in a variety of ways, including hybrid formats using online modules.
- Giving Day has been postponed to September 9-10. More info will be coming.

Wanda thanked Kathleen for guidance from the state office.

Unfinished Business

Purchase of promotional banners moved to new business

New Business

Wanda explained that Christy Brennan had suggested purchasing a promotional banner for VMGA for use at the State Fair and other times. This is included in the budget and will be researched.

Research across the state to determine how to best help local units is planned. Needs differ greatly across the state. This will be addressed at our August meeting to discuss how best to reach out, what needs are and how to meet those needs.

August meeting will be virtual. Loudoun which was scheduled as host will host in 2021. October will be hosted by Charlottesville, hopefully in person. Danville will host in December. Fern Campbell noted that Charlottesville will follow VCE guidelines and may be virtual.

Host units are needed for February, April, and June in 2021.

Changing of Officers

Georgi will continue as treasurer for 2 more years, but no more. She likes to work with numbers and people. The Finance Committee has assisted. For future consideration, she will be happy to talk with anyone who might be interested in the position. She does admit that the work requires a lot of hours.

Leslie thanked all officers and board members for their work.

Wanda had her “last hurrah” and expressed her appreciation for the teamwork of the officers. She explained the voting process at board meetings. The meeting is the board meeting and representatives are invited to attend. Votes taken at the meeting are by board members: officers and committee chairs. Representatives’ input is sought for their guidance to the board. She quoted Ephesians 4:19: “Let everything you say be good and helpful so that your works will be an encouragement to those who hear them”.

Nelda noted that she had already been in contact with Betsy who had some new and good ideas. Thanks to all other officers were offered.

Annual meeting adjourned to June, 2021.

Respectfully submitted
Nelda Purcell

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

		Unrestricted	Temp Restricted	Total
Revenue	Gross Sales	\$ -	\$ 6,296.15	\$ 6,296.15
	Less: Cost of Goods Sold a/	3,140.02		3,140.02
	Net Proceeds	\$ (3,140.02)	\$ 6,296.15	\$ 3,156.13
	a/ Includes:			
	Cost of Merchandise Sold	\$2,612.63		
	VA Retail Sales Taxes	358.46		
	PayPal Service Fees	99.14		
	Cost of Shipping	69.79		
		\$3,140.02		

**FY20
Financial Activities
As of May 31, 2020**

Revenue:	Unrestricted	Temp Restricted	Total
Contributions (Scholarships+ Endowment)	\$ 555.74	\$ 1,760.95	\$ 2,316.69
Membership Dues	3,727.18	4,754.41	8,481.59
Interest Income	111.89		111.89
Programs (Education Events)			-
Total Revenue	\$ 4,394.81	\$ 6,515.36	\$ 10,910.17
Expenses:			
Administration	\$ 87.22	\$ -	\$ 87.22
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)	3,811.87		3,811.87
Total Expenses	\$ 9,067.71	\$ -	\$ 9,067.71
Net Income			\$ 1,842.46

FY20
Financial Activities to Budget
As of May 31, 2020

REVENUE		FY20 Budget	FY20 YTD	% of Budget
	Temporarily Restricted			
	MG College Scholarship Donations a/			
	IMG College Scholarship Donations FY21	\$ n/a	\$ 154.41	n/a
	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 b/	1,400.00	4,754.41	340%
	Total Temporarily Restricted	\$ 1,400.00	\$ 6,515.36	465%
	Unrestricted			
	Coordinator Endowment Donations (pass-thru)	n/a	\$ 555.74	n/a
	Membership Dues Current FY c/	4,560.00	3,727.18	82%
	Interest Income	n/a	111.89	n/a
	Programs (Education Events)	2,000.00		0%
	Total Unrestricted	\$ 6,560.00	\$ 4,394.81	67%
Total Income		\$ 7,960.00	\$ 10,910.17	137%
EXPENSES	Unrestricted	FY20 Budget	FY20 YTD	% of Budget
Administration	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	47.00	94%
	Nominations and Elections	75.00		0%
	Subtotal Expenses-Administration	\$ 455.00	\$ 87.22	19%
Fund Raising	State Coordinator Endowment (incl. auction)	\$ 1,200.00	\$ 91.40	8%
Program Support	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	3,156.13	263%
	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 Donations (pass-thru)	n/a	555.74	n/a
	Subtotal Expenses-Programs	\$ 11,932.64	\$ 8,889.09	74%
Total Expenses		\$ 13,587.64	\$ 9,067.71	67%
	a/ Includes PayPal service fees for MG Scholarship Donations		\$ (6.56)	
	b/ Includes PayPal service fees for FY21-29 membership dues		(81.59)	
	c/ Includes PayPal service fees for FY20 membership dues		(22.44)	

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

Assets		
Current Assets		
Cash	\$	23,869.36
Petty Cash Fund		40.00
Money Market Savings Account		3,041.05
Fundraising Inventory a/		2,097.30
Long Term Assets		
CD 001 Balance		7,536.72
Total Assets		\$ 36,584.43
Liabilities		
Unearned Income – Future Dues	\$	10,431.09
Outstanding check to VT Foundation Coordinator		
Endowment	\$	3,156.13
Accrued Tax Payment		9.66
Total Liabilities		\$ 13,596.88
Net Assets		
Unrestricted:		
Current FY Dues	\$	4,714.34
Temporarily Restricted:		
Merchandise Sales	\$	6,296.15
Other Temporarily Restricted (CDs, Money Market		
Savings, Scholarships and Sponsorships)		11,977.06
Temporarily Restricted Total		\$ 18,273.21
Total Net Assets		\$ 22,987.55
Total Liabilities and Net Assets		\$ 36,584.43
a/ Cannot be audited at this time due to global pandemic.		

Attendees at VMGA Annual Meeting June 13, 2020 (Reported to Secretary)

Unit #	Unit Location/Name	Attendees
1	Albemarle/City of Charlottesville (Piedmont)	Fern Campbell
1a	Louisa (Central Virginia)	
1b	Fluvanna	Jo McDowell
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 Waynesboro (Central Shenandoah Valley)	Kirk Barley
5	Rockbridge, Bath (Rockingham Area)	
6	Bedford	Elizabeth Brown
7	Roanoke	Tonya Harper
8	Fredericksburg, Stafford, Spotsylvania, King George and Caroline (Central Rappahannock)	Frank Reilly, Linda Dunn
9	Charlotte	
10	Chesapeake	Patricia O'Connor, Amy Weber, Kandy Keith, Mary Hammel
11	Chesterfield	Liz Pittleman
12	Clarke, Frederick, Page, Warren, Shenandoah (Northern Shenandoah Valley)	
13	Culpeper, Orange and Madison (Rapidan River)	
13a	Fauquier	Mary Ann Sparks
14	Danville	
15	Dinwiddle	
16	Fairfax	George Graine
16a	Green Spring	Tom Sparks
17	Montgomery, Giles, Pulaski and Floyd (New River Valley)	Erica Jones
18	Franklin County	Nelda Purcell
19	Gloucester	
20	Northampton, Accomack (Eastern Shore)	Christine Williams
21	Goochland, Powhatan	Kate Bracken, Pat Lust
22	Halifax (Southside)	Bill McCaleb
23	Hampton	
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 (Northern Neck)	
30	Covington, Allegheny (Alleghany)	

31	Loudoun	Cynthia Falconer, Georgi Hall, Barry Hall, (Intern) Remington Feierbach Ash
32	Matthews	
33	Middlesex	
34	Newport News	
35	Norfolk	Barb Wilson, Anna Thurmond, Kate Melhuish, Sheila Tjeder
36	Patrick	
37	Prince William	Leslie Paulsen, Christina Hastings, Jeanne Lamczyk
38	Prince George	
39	Scott, Wise (Southwest)	
40	Suffolk	Wanda Gerrard
41	Virginia Beach	Mary Ann Kincaid, Betty Villers
42	Washington County	
43	York/Poquoson	
44	VCE	Kathleen Reed
45	Tazewell	
46	Wythe, Bland	
47	Portsmouth	
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	