

Virginia Master Gardener Association
Bi-Monthly Meeting
August 14, 2021
Virtual Meeting via Zoom
Minutes

The meeting, held via Zoom, was called to order at 10:00 a.m. by Leslie Paulson, President. Participants were in contact via video and telephone.

Board participation:

Present: Leslie Paulson (President), Nelda Purcell (Vice-President), Georgi Hall (Treasurer), Betsy Brown (secretary), Wanda Gerard (Past-President), Frank Reilly (Chair, Communications), Kirk Barley (Chair, Education), Pat Reilly (Finance), Deb Straw (Chair, Membership), Joe Kelly (Fundraising), Dave Close (VCE)

Absent: MaryAnn Kincaid (Chair, Unit Support), Kathleen Reed (VCE)

Presentation from Loudoun County: Virtual Tour of Loudoun County Demonstration Garden Team

Minutes of the April 2021 and July 27, 2021 meetings were approved.

Treasurer's Report (Georgi Hall):

As of July 31, 2021, VMGA has total unrestricted assets of \$31,831. \$13,206 of these assets are undesignated surplus. IMGC Scholarship checks totaling \$1,350 were distributed. The July 31, 2021 financials are included in the minutes.

President's Report (Leslie Paulson):

We filled our Fund Raising position as well as the Merchandise Manager. We also have a new editor for our newsletter. We will need another member for our Audit Committee as Ruth Huber has served 3 years which is the maximum allowed. If you can help us out with filling the position, please let me know. I want to thank Ruth for serving on that committee. We appreciate her giving us the gift of helping VMGA. We still need a host for October's meeting on the 9th. We can try for an in-person meeting, as we are hoping to do so in December. Either way we still need a host Unit. I'm available to answer your questions or concerns.

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

Standing Committee Reports:

1. Communications (Frank Reilly)
 - VMGA.net is still a popular website. This year marks our 22nd year of operation. Dave Banks is the webmaster.
 - As a reminder, Committee Chairs that have web pages are responsible for the content on those pages. Content is not part of the webmaster or Communications Committee's duties.
 - 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, but our plan distributes submissions to Calendar@vmga.net to the Committee members who can edit the page. We need another volunteer to help with that operation. Contact Frank@TheReillyGroup.net.

- Peggy Fox released a VMGA Newsletter, her last. Thanks to Peggy for her second term of service as editor. Our new editor is Jennifer Graham. This year marks our 26th year of operation. We are soliciting help to help produce our Newsletter.
- Deadline is 28th of August for the next edition. Submissions to: newsletter@vmga.net
- Tom Bolt blasted that VMGA Report, two meeting notices and invitations to this meeting to all the members.

Newsletter (Jennifer Graham): I am the new editor for the VMGA newsletter. I would like anyone who has an article for the newsletter to please submit it to me no later than August 28th. If you could please submit them in a Word document. As with pervious request please, have the author and the Unit's name for the author. If anyone has any suggestions. Please let me know. This is the email that will work soon to send me the articles: newsletter@vmga.net

2. Education (Kirk Barley)

Sponsorship of local educational events is ongoing; application forms are available on vmga.net. The Education Committee is planning a "Train the EMG Educator" event in March 2022. Unit Reps can suggest topics or nominate presenters. Our focus is making EMGs comfortable presenting a topic. This need is based on feedback from the 2020 EMG survey and other comments to the Committee. Location and other details for later once we have our classes selected.

3. Finance (Pat Reilly)

The Finance Committee reviewed the financial reports submitted by Treasurer, Georgi Hall. The reports required no questions or comments.

So that no expense is overlooked when budgeting, it is recommended that expenses not submitted for reimbursement be noted as an 'in-kind' donation. All committee chairs are asked to keep this in mind and report expenses – even if they are donated – to the treasurer for recordkeeping.

Moving forward, the Finance Committee will need to meet with the merchandising team to ensure accurate reporting of the value of the inventory and the cost of goods sold. With the idea that every third College could be virtual, Fundraising and Membership Committees will be hampered in their efforts.

4. Membership (Deb Straw)

As of 8/14/2021, the membership total is 542 current members.

As of today, there are 81 members (including 1 Emeritus) that need to renew or they will be dropped. Deb Straw reported 266 renewals were sent out on March 15th. Of the 266 notices that were sent she received 185 renewals, 5 email notices were returned, 1 member asked to be removed (1 Continuing member also asked to be removed), 1 Active renewed as an Auxiliary, 1 Auxiliary renewed as an Active, and 6 renewed as Continuing. She also received 40 New members as well as 6 New Continuing Members. Deb informed the membership that if they were to join or renew as Continuing 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 September 15th. The new Directory is schedule to be delivered in October.

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 (Leslie Paulson for 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 501(c)3 organization and others.

Since the June report, the Unit Support Committee has had no requests dealing with unit structure.

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

6. Fundraising: (Joe Kelly)
We are ready to get the online marketplace back up. Mary Martinez-Rigo and Dave Banks have ironed out all the wording and images and are set for business. Mary will also be filling any backorders as soon as possible.

Merchandise:

1. The on-line merchandise sales are now available. We plan to sell from the merchandise on hand until we have an idea what items are in demand. Then, we will order to replenish stock. Special thanks to Dave Banks for his help in getting this updated on the website.
2. We will have logo merchandise for sale at in-person meetings beginning in December.
3. In addition to logo merchandise, the Board has accepted Mary's proposal that she will offer items of garden art, planters, etc. from stock she sells at her own farm business for sale at in-person meetings with any profit (monies above her wholesale cost) going to the Endowment.
4. As we have stated before, we invite input from the membership about what additional logo items we might consider adding to our inventory.

Endowment: Since the June meeting, there were seven gifts made to the endowed fund. Totaling \$1,533, the donations bring the cash account to \$419,283. The additional cash represents less than a 1% increase, however the fund balance/market value increased an impressive 6.16% to \$551,834. The income earned on the cash account increased to \$16,762. Deferred commitments (e.g., designation in wills or charitable annuities) total \$433,386.

Recall that deferred commitments will not be received until those who have made the legacy gifts have passed away. But add the deferred commitment total to the market value and the result is \$985,220 – just \$14,780 short of one-million-dollars! While it is a notional goal, we would have something to celebrate when we surpass \$1,000,000.

We ask that all Master Gardener volunteers consider donating. The endowment would normally have seen much larger donations this summer because of face-to-face contacts at Master Gardener College. Every dollar will be appreciated for what it adds to the cash account, and what it means to us for your support of this effort.

Giving is easy, online at <https://give.vt.edu>. When you reach the 'details' page, for 'Area,' select College of Agriculture and Life Sciences. For 'Fund,' select Other at the bottom of the list. In the 'Designation' box, type VMGA Coordinator Endowment, Acct. 886119. Checks may be mailed to Crystal Graham at 133 Smyth Hall (MC 0402) 185 Ag Quad Lane Blacksburg VA 24061 – please note the fund name and account number.

Our thanks go to The Virginia Tech Foundation for their management of the fund, and to all who have given over the years. A table of selected reports follows.

	8/5/2014	7/31/2016	8/1/2018	8/1/2020	8/1/2021
Fund balance / Market value	\$307,776	\$ 324,462	\$442,925	\$438,074	\$551,834
Cash gifts and pledge payments	\$235,514	\$ 269,361	\$ 354,785	\$398,056	\$419,283
Outstanding pledges	\$6,275	\$ 1,850	\$ 9,350	\$ -	n/a
Deferred commitments	\$233,986	\$ 233,286	\$233,386	\$433,386	\$433,386
Income Earned	\$19,931	\$ 27,938	\$ 28,199	\$ 16,837	\$ 16,762

Special Committee Reports:

1. State Fair (Christy Brennan): The state Fair is Sept 24 to Oct 3. Contact Christy if interested in a time slot. The primary educational topic is decomposers, with short videos, educational tour and handouts.

VCE Report (Dave Close):

1. IMGC: registration closes on August 20! (internationalmastergardener.com)
 - a. Slightly under 1,200 registered
 - b. International Spotlight Panel and Climate Change Panel
2. Task Force on Accessibility and Connection update
 - a. Identified 8 focus areas we'll begin working on
 - b. Next step is to summarize the work and move toward actionable items
3. Tree steward manual - almost complete, should be published this month
 - a. Pressbooks
 - b. Available digitally for free
4. Handbook - grant for library and match from SPES to update the training manual
 - a. Creating a new volunteer handbook
 - b. opening training manual to the public
 - c. Still working on updating the coordinator's manual

New Business

A Nominating Committee was approved, with Frank Reilly as Chairman.

Unit Hosts for Future Meetings:

October – host needed

December – New River Valley Master Gardener Association

Meeting Adjourned at 11:15 a.m.

**FINANCIAL POSITION
AS OF 7/31/2021**

Assets		
Current Assets		
Cash	\$	18,551.04
Petty Cash Fund		40.00
Money Market Savings Account		3,041.33
Fundraising Inventory		2,649.24
Long Term Assets		
Certificate of Deposit		7,604.58
	Total Assets	\$ 31,886.19
Liabilities		-
	Total Liabilities	\$ -
Net Assets		
Unrestricted:		
Undesignated Surplus	\$	13,205.71
Membership Dues		7,979.57
Merchandise Sales Net		-
Money Market Savings Account		3,041.33
Certificate of Deposit		7,604.58
	Total Unrestricted	\$ 31,831.19
Temporarily Restricted:		
Donor Restricted		
MGC 2022 Scholarship Donations	\$	55.00
	Total Temporarily Restricted	\$ 55.00
	Total Net Assets	\$ 31,886.19
	Total Liabilities and Net Assets	\$ 31,886.19

**FINANCIAL ACTIVITIES
AS OF 7/31/2021**

Revenue:	Unrestricted	Temp Restricted	Total
Contributions (Scholarships+ Endowment)	\$ -	\$ 30.00	\$ 30.00
Membership Dues	973.22		973.22
Interest Income		0.68	0.68
Programs (Education Events)			-
Total Revenue	\$ 973.22	\$ 30.68	\$ 1,003.90
Expenses:			
Administration	\$ -	\$ -	\$ -
Fund Raising:			-
State Coordinator Endowment (incl. auction)	-		-
Program Support:			-
State Fair	-		-
IMGCC Scholarship	1,350.00		1,350.00
Education Events	120.00		120.00
Education Sponsorships	-		-
Communications	-		-
Donation Expenses (Endowment, Scholarships and Sponsorships)	-		-
Total Expenses	\$ 1,470.00	\$ -	\$ 1,470.00
Net Income			\$ (466.10)

**AUXILIARY ENTERPRISES
AS OF 7/31/2021**

No report because no merchandise sales

**FINANCIAL ACTIVITIES TO BUDGET
AS OF 7/31/2021**

REVENUE		FY22 Budget	FY22 YTD	% of Budget
	REVENUE			
	Temporarily Restricted			
	MG College Scholarship Donations FY23	n/a	\$ 30.00	n/a
	Interest Income	n/a	0.68	n/a
	Total Temporarily Restricted	\$ -	\$ 30.68	
	Unrestricted			
	Membership Dues Total a/	\$ 6,000.00	\$ 973.22	16%
	Programs (Education Events)	2,200.00	-	0%
	Merchandise Sales Net	300.00	-	0%
	Total Unrestricted	\$ 8,500.00	\$ 973.22	11%
Total Revenue		\$ 8,500.00	\$ 1,003.90	12%
		FY22 Budget	FY22 YTD	% of Budget
EXPENSES	EXPENSES			
Administration	Office Supplies, Software, Misc.	\$ 350.00	\$ -	0%
	Professional and Legal Fees	25.00	-	0%
	Membership	75.00	-	0%
	Subtotal Expenses-Administration	\$ 450.00	\$ -	0%
Fund Raising	State Coordinator Endowment (incl. auction)	\$ 200.00	\$ -	0%
Program Support	State Fair	\$ 600.00	\$ -	0%
	IMGC Sponsorship	2,000.00	-	n/a
	IMGC Scholarships	3,000.00	1,350.00	45%
	Merch Profits to VT Foundation-Coord Endowment	300.00	-	0%
	Education Events	2,200.00	120.00	5%
	Education Sponsorships	1,000.00	-	0%
	Communications	499.00	-	0%
	Subtotal Expenses-Program Support	\$ 9,599.00	\$ 1,470.00	15%
Total Expenses		\$ 10,249.00	\$ 1,470.00	14%
	a/ Includes:	Continuing	Annual	Total
	Membership Dues	\$ 360.00	\$ 624.00	
	Less PayPal Service fees	2.94	7.84	
	Total Net Membership Dues	\$ 357.06	\$ 616.16	\$ 973.22
	FY22 Budget	\$ 2,400.00	\$ 3,600.00	\$ 6,000.00

Participants as reported by Zoom:

17035602298
Anna's iPhone
Betsy and Pat
Beulah Brown
Bonnie Bernard
carol king
Christy Brennan
Cynthia Falconer
David Close
Deb Straw
Diane Kean
Ellen Paquette
Erica Jones
Frank Reilly
george graine
Georgi Hall
Glen
James Jones 2013
Jannell Bryant
Jeanne Lamczyk
Jennifer Gallion Hill City MG
Jennifer Graham
Joanne Sheffield
Joe
Joseph
Judy Hodnett
Karen Margensey MGACRA
KIRK BARLEY
Leslie Paulson
Marilyn Riddle
Mary Hammel
Mary's iPhoneMary S Hammel
marymartinez-rigo
Merrill Lishan
Mo Page
Nelda
Pat Reilly
Patricia O'Connor
patricialust
Peggy Fox-Newport News
Ruth Huber
Stacey Smith# NSV
Ted Munns
Tina Will
Tonya Harper
Wanda Gerard