

Virginia Master Gardener Association  
Bi-Monthly Meeting  
October 9, 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), Frank Reilly (Chair, Communications), Kirk Barley (Chair, Education), Pat Reilly (Finance), Deb Straw (Chair, Membership), Joe Kelly (Fundraising), Kathleen Reed (VCE)

Absent: MaryAnn Kincaid (Chair, Unit Support), Wanda Gerard (Past-President)

Minutes of the August 10, 2021 meetings were approved.

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

As of September 30, 2021, VMGA has total unrestricted assets of \$32,262. \$13,185 of these assets are undesignated surplus. FY22 Fundraising Sales are off to a good start with net proceeds of \$162.67. The September 30, 2021 financials are included in the minutes.

**President's Report (Leslie Paulson):**

I hope many of you joined us at our International MG College. I thought our speakers had great things to share with us all. We have 6 months to watch all the speakers for education credit if you registered for the event.

At our last meeting we touched on the fact that the Coordinator's Endowment has reached its goal. We are at \$985,920.01. We have done an awesome job and all those who contributed should be so proud that you helped guarantee the State Coordinator's position. Please know that all donations will be welcomed for the future. We will talk about another area for donating when Kathleen gives her report. In December we will be meeting in person for the first time since February 2020. I hope many of you will be able to join us. Information will be available about the location as we get closer to it. It will be a great way to get the Holidays started. Standard procedures will be followed. If you are unvaccinated, you should wear a mask to protect yourself and others. Thank you.

Lastly, remember elections are coming up soon. We will be looking for a slate of officers in February. If you know of someone we should ask or if you would like to run for one of the offices let Frank or a Board member know. I've gotten to know many of you this last year or so, even with our meetings being on Zoom. We have much to share with our love of gardening at the top of the list.

**Vice-President's Report (Nelda Purcell):** Conflict of interest forms have just been sent to all board members. Board members are asked to complete and return the forms as soon as possible.

**Standing Committee Reports:**

1. Communications (Frank Reilly)
  - VMGA.net is still a popular website. This year marks our 22<sup>nd</sup> 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. Many pages are out of date and have broken links.
- 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. We could use another volunteer to help with that operation. Contact Frank@TheReillyGroup.net.
- Jennifer Graham released a VMGA Newsletter, and Tom Bolt blasted it to all members. This year marks our 27<sup>th</sup> year of operation. We are soliciting help to help produce our Newsletter.
- Deadline is October 28 for the next edition. Submissions to: newsletter@vmga.net

2. Education (Kirk Barley)

Our Sponsorship Program is fully funded, so please reach out to your units. VMGA wants to support events that provide advanced continuing education to our Extension Master Gardeners. So let your event/symposium organizers know that VMGA can help defer your event costs.

The next Education Event will be in March 2022. The focus will be Teaching Topics so EMG are comfortable presenting the subject to the Public.

The 2020 Survey had many comments that new EMG did not know how to deliver their extensive knowledge to the public. Similarly, Units have asked for classes to teach any course.

So please send me topic or instructor recommendations to VMGAEdCmte@gmail.com

3. Finance (Pat Reilly)

The Finance Committee reviewed the financial reports and assisted the Fundraising Committee with reporting requirements

4. Membership (Deb Straw)

Member Class	10/9/2021*	8/14/2021
Active	240 (incl. 1 VCE Emeritus)	315 (incl. 2 VCE Emeritus)
Auxiliary	5	8
Continuing	215 (incl. 20 VCE Emeritus)	219 (incl. 16 VCE Emeritus)
<b>TOTAL</b>	<b>460</b>	<b>542</b>

\*After 10/15/2021 purge of reported non-actives and non-renewals.

As of 10/15/2021 the membership total is 460 current members, 24 less than last October.

There were 542 members on our roster before the 10/15/2021 purge. We sent out 266 renewal notices in March of this year. We had 194 folks renew of which 8 renewed as Continuing Members, 2 renewed for 2 years, 1 renewed for 5 years and 1 renewed as an Auxiliary member. Of the 266 emailed renewal notices 3 emails were returned, 3 members asked to be removed, and 1 reported that they are not renewing. We removed 67 non-renewed members on 10/15/2021. Last year we removed 76 due to non-renewing.

We had 51 Master Gardeners join VMGA as of March of this year with 6 joining as a Continuing member.

We sent 203 Continuing Member update forms in September. We received 59 responses with 5 emails returned and 2 reporting that they are no longer are a Master Gardener. Fifteen Emeritus Continuing Members were sent update forms with 3 responses.

A list of the current VMGA members was sent to each unit that has a VMGA member. We have 59 units in Virginia. There are 11 Units that do not have any VMGA members. We sent out inquiries to the 48 unit representatives or one of the VMGA members in that unit. They were asked to verify each VMGA member's active status. We received 33 responses.

The Directory will be compiled using the information obtained from the member's responses and will be sent out later this 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 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 received one request regarding the pros and cons of incorporating an association.

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)

The Fundraising Committee exists to financially support the Virginia EMG programs via contributions to the Virginia Master Gardener Coordinator Endowment. This is accomplished by encouraging direct contributions to the Endowment and by merchandise sales and other special activities from which all profits accrue to the Endowment.

The original goal of \$1million has been met. Specifically, the figures below support this determination. This does not mean that we will discontinue seeking contributions to the Endowment; and, of course, we will continue to market merchandise.

We are happy to report the on-line sales portal is active and is found on the VMGA website under the Merchandise Mart banner. A few sales have been made to date. We recognize that most merchandise sales historically come at in-person gatherings; so, we are looking forward to our planned December meeting. In addition to MG logo items, Mary has secured some other garden-related items that we hope will bring further income.

Endowment:

Below is information for the VMGA Endowment through September 31, 2021

Fund Balance/Market Value – \$552,534.01

Total Cash Gifts and Pledge Payments – \$425,432.95

Deferred Commitments – \$ 433,386.00

Available Income – \$17,331 (\$5269.60 income posted 9/10, \$4700 transfer posted 8/4 )

Gifts from August 1 – September 31 – 7 gifts for \$7150, one was a \$6500 gift

Merchandise (Marty Martinez Rigo):

The Fund Raising Committee is working to bring this process online. We have been implementing an entirely new system and establishing procedures for distance deliveries. Samples will be made available for each unit representative to share with their membership. I wish to share with membership, ordering will take place the first of every month that we meet minimums. Product will be distributed the first and fifteenth of each month as available. Our returning in person gatherings will resume in December 2021. I hope this schedule and sample availability will aide in the decision-making process for our membership. The current inventory has a wide range of sizing in the actual product line. We will improve upon this moving forward.

**Special Committee Reports:**

1. State Fair (Christy Brennan): The state Fair was Sept 24 to Oct 3. Planning this year's fair was very different from previous years. The State Fair had all new staff that had no idea of the history of the VCE Masters Gardeners and our strong connection with the State Fair of Virginia. This was all worked out with several phone call meetings to explain that the Master Gardner booth an interactive education booth and that MG's considered this a statewide event so we would have representation from as many units and counties as we possibly could. There also was a serious negotiation for tickets and parking passes this year as other "vendors" only get three tickets. We were extremely thankful the VMGA budget covered tickets for our volunteers.

Because we are scheduling many groups for many days – dates and times are scheduled on a first volunteer/given basis, some groups are willing to share days and shifts as long as we do not go over the daily total for tickets- this was especially important this year as we were reporting staffing and ticket use daily to the State Fair.

A big thank you to the units that participated in this year's very different State Fair of Virginia: Hanover, Henrico, Chesterfield, Green Spring, Goochland/Powhatan, Northern Neck, James City County / Williamsburg, Central Rappahannock Region Association (Spotsylvania, Spotsylvania, Caroline, Stafford and King George counties), Louisa, Dinwiddie, and Central Shenandoah Valley.

The State Fair usually has an educational tour which is advertised as the state's largest outdoor classroom and the VCE/VMGA MG booth is a part of the tour. The plans for this yearly event were really changed due to schools cancelling all field trips and compliance due to the current health guideline recommendations. This was pretty sad as the educational tour really is major part of our booth and participation really excites our Master Gardeners and provides great educational opportunities for students. The tour also composes about 2/3<sup>rd</sup> of the normal contacts counted at the State Fair.

The staff at the State Fair had requested that we create short videos and worksheets accessible by QR Code to match our theme for this year's Educational Tour. Hanover Master Gardener's and a VCE summer intern worked very hard to get these videos and coordinating activity sheets done. The VCE MG Coordinators Office (Devon) created wonderful backdrop posters to match information shared in the

videos for us to use. The VCE MG Coordinators Office supported the booth paying for printing these large posters on vinyl. Thank you to everyone at the MG Coordinators Office, these posters look great and are informative as they illustrate both composting and vermin-composting, these are available for other MG groups to use. Contact the Hanover VCE Office (804) 752-4309.

The State Fair reported less than average attendance during the first weekend and during the week, the second weekend was almost "normal" recorded attendance. Thank you to everyone who helped and volunteered to make our VCE/VMGA Master Gardener Booth a great education resource to the State Fair and fair attendees during this difficult year.

**VCE Report** (Kathleen Reed):

1. The Tree Steward Handbook should be released to the public in the next week. It will be announced and linked in the next "In Season."
2. The revised MG handbook is expected in early 2023.
3. IMGC went very well, with 1300 participants from the US, Canada, Great Britain and South Korea. In the US, there was representation from 46 states plus D.C.
4. Next MG College is June 22-26, 2022 in Blacksburg.
5. VCE is working with CALS to improve the on-line fundraising explanations and use.
6. The \$100 per trainee surcharge for training is a new program fee that goes to the state office to replace the funds previously received from the handbook sales. This actually is only a slight increase from the previous \$85 and is needed to help support the Office's efforts on behalf of MG.

Unit Hosts for Future Meetings:

December – New River Valley Master Gardener Association  
February – HOST NEEDED  
April – Albemarle (Scottsville)

Meeting Adjourned at 11:05 a.m.

## Attendance (as reported by Zoom):

15402203274

828 0806 7827

Agnes Gregory

Barb Wilson

Betsy and Pat

Betty

Bill McCaleb

Bonnie Bernard

Christine Williams

Christy Brennan

Cindy

Cynthia Falconer

David Banks

David Caldwell

Deb Straw

Ellen Paquette

Erica Jones

Fern Campbell

Frank Reilly

george graine

Georgi Hall

Jannell Bryant

Jeanne Lamczyk

Jill Lewis

Joanne Sheffield

Joe

Judy Hodnett

Karen Margensey MGACRA

Kathleen Reed

Kathy

Keala

Kim's iPhone

KIRK BARLEY

Leslie Paulson Manassas VA

Linda Dunn

Linda K

Marilyn Riddle

Mary Hammel

marymartinez-rigo

Nancy Watkins

Nelda

Participant

Pat Reilly

Patricia O'Connor

patricialust

Ruth Huber

Stacey Smith# NSV

Tina

Tom Baughn

**FINANCIAL POSITION  
AS OF 9/30/2021**

<b>Assets</b>		
<b>Current Assets</b>		
Cash	\$	19,266.81
Petty Cash Fund		40.00
Money Market Savings Account		3,041.37
Fundraising Inventory		2,574.24
<b>Long Term Assets</b>		
Certificate of Deposit		7,605.22
	<b>Total Assets</b>	\$ 32,527.64
<b>Liabilities</b>		-
	<b>Total Liabilities</b>	\$ -
<b>Net Assets</b>		
<b>Unrestricted:</b>		
Undesignated Surplus	\$	13,184.81
Membership Dues		8,267.57
Merchandise Sales Net		162.67
Money Market Savings Account		3,041.37
Certificate of Deposit		7,605.22
	<b>Total Unrestricted</b>	\$ 32,261.64
<b>Temporarily Restricted:</b>		
<b>Donor Restricted</b>		
MGC 2022 Scholarship Donations	\$	266.00
	<b>Total Temporarily Restricted</b>	\$ 266.00
	<b>Total Net Assets</b>	\$ 32,527.64
	<b>Total Liabilities and Net Assets</b>	\$ 32,527.64

**FINANCIAL ACTIVITIES  
AS OF 9/30/2021**

<b>Revenue:</b>	<b>Unrestricted</b>	<b>Temp Restricted</b>	<b>Total</b>
Contributions (Scholarships+ Endowment)	\$ 162.67	\$ 239.40	\$ 402.07
Membership Dues	1,253.36		1,253.36
Interest Income		1.36	1.36
Programs (Education Events)			-
<b>Total Revenue</b>	<b>\$ 1,416.03</b>	<b>\$ 240.76</b>	<b>\$ 1,656.79</b>
<b>Expenses:</b>			
Administration	\$ -	\$ -	\$ -
Fund Raising:			-
State Coordinator Endowment (incl. auction)	-		-
Program Support:			-
State Fair	-		-
IMGC Scholarship	1,350.00		1,350.00
Education Events	120.00		120.00
Education Sponsorships	-		-
Communications	-		-
Donation Expenses (Endowment, Scholarships and Sponsorships)	-		-
<b>Total Expenses</b>	<b>\$ 1,470.00</b>	<b>\$ -</b>	<b>\$ 1,470.00</b>
<b>Net Income</b>			<b>\$ 186.79</b>

**AUXILIARY ENTERPRISES  
AS OF 9/30/2021**

		<b>Unrestricted</b>	<b>Temp Restricted</b>	<b>Total</b>
<b>Revenue</b>	Gross Sales	\$ -	\$ 245.00	\$ 245.00
<b>Less:</b>	Cost of Goods Sold a/	\$82.33		82.33
	<b>Net Proceeds</b>	<b>\$ (82.33)</b>	<b>\$ 245.00</b>	<b>\$ 162.67</b>
	<b>a/ Includes:</b>			
	<b>Cost of Merchandise Sold</b>	<b>\$75.00</b>		
	<b>VA Retail Sales Taxes</b>	<b>0.00</b>		
	<b>PayPal Service Fees</b>	<b>7.33</b>		
	<b>Cost of Shipping</b>	<b>0.00</b>		
	<b>Total Cost of Goods Sold</b>	<b>\$82.33</b>		



**FINANCIAL ACTIVITIES TO BUDGET  
AS OF 9/30/2021**

REVENUE		FY22 Budget	FY22 YTD	% of Budget
	<b>REVENUE</b>			
	<b>Temporarily Restricted</b>			
	MG College Scholarship Donations FY23	n/a	\$ 239.40	n/a
	Interest Income	n/a	1.36	n/a
	<b>Total Temporarily Restricted</b>	\$ -	\$ 240.76	
	<b>Unrestricted</b>			
	Membership Dues Total a/	\$ 6,000.00	\$ 1,253.36	21%
	Programs (Education Events)	2,200.00	-	0%
	Merchandise Sales Net	300.00	162.67	54%
	<b>Total Unrestricted</b>	\$ 8,500.00	\$ 1,416.03	17%
<b>Total Revenue</b>		<b>\$ 8,500.00</b>	<b>\$ 1,656.79</b>	<b>19%</b>
		FY22 Budget	FY22 YTD	% of Budget
<b>EXPENSES</b>	<b>EXPENSES</b>			
<b>Administration</b>	Office Supplies, Software, Misc.	\$ 350.00	\$ -	0%
	Professional and Legal Fees	25.00	-	0%
	Membership	75.00	-	0%
	<b>Subtotal Expenses-Administration</b>	\$ 450.00	\$ -	<b>0%</b>
<b>Fund Raising</b>	State Coordinator Endowment (incl. auction)	\$ 200.00	\$ -	0%
<b>Program Support</b>	State Fair	\$ 600.00	\$ -	0%
	MGC Sponsorship	2,000.00	-	0%
	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%
	<b>Subtotal Expenses-Program Support</b>	\$ 9,599.00	\$ 1,470.00	<b>15%</b>
<b>Total Expenses</b>		<b>\$ 10,249.00</b>	<b>\$ 1,470.00</b>	<b>14%</b>
	<b>a/ Includes:</b>	<b>Continuing</b>	<b>Annual</b>	<b>Total</b>
	Membership Dues	\$ 480.00	\$ 792.00	
	Less PayPal Service fees	2.94	15.70	
	Total Net Membership Dues	\$ 477.06	\$ 776.30	\$ 1,253.36
	FY22 Budget	\$ 2,400.00	\$ 3,600.00	\$ 6,000.00