

Virginia Master Gardener Association
Bi-Monthly Meeting
October 8, 2022
Minutes

The meeting was called to order at 10:04 a.m. by Georgi Hall, President who welcomed everyone. This meeting was held at the Stryker Center, Williamsburg, VA. Thirty-two members were in attendance. Nineteen were in attendance via Zoom as well.

James City County/Williamsburg Past President, Marty Oakes, welcomed everyone and introduced their Extension Agent, Forrest Hobbs. Marty also introduced the Mayor of Williamsburg, Doug Pons, and the Chairman of the Board of Supervisors for James City County, John McGlennon—both of them had a short message for the attendees. Anita Tuttle and Gonzalo Ortiz, Virginia Department of Conservation and Recreation, presented information about the Healthy Lawns program.

Board participation:

Present: Georgi Hall (President), Nelda Purcell (Vice-President) Stacey Morgan-Smith (Treasurer), Deb Straw (Secretary), Frank Reilly (Chair, Communications), Tom Baughn via Zoom (Chair, Education), Pat Reilly (Chair, Finance), Tonya Harper (Chair, Membership), Joe Kelly via Zoom (Chair, Fundraising), MaryAnn Kincaid (Chair, Unit Support), Leslie Paulson (Past President), Kathleen Reed (VCE)

Minutes of the August 13, 2022 meeting were approved as posted with Frank Reilly making the motion.

Treasurer's Report (Stacey Morgan-Smith):

As of September 30, 2022

- VMGA's Fiscal Year 2023 Financial Position includes \$26,306.33 of net assets without donor restriction and \$500.55 of assets with donor restrictions, and

- The Statement of Financial Activities reflects a net asset loss of \$4,203.62, due primarily to Charitable Donations and Budgeted Program Support Donations. Though planned membership dues will decrease the amount of loss, the board approved a deficit budget for FY23.

- After research and discussion with the Finance Committee, the statements are updated to reflect Generally Accepted Accounting Principles for nonprofits and reclassify "Merchandise Sales Net" as "Without Donor Restriction." An added note reflects that the Board has restricted the use of those funds.

- The statements, including a detailed comparison of financial activities to budgeted amounts, were provided to the Finance Committee for review, were updated accordingly, and are included in today's minutes.

- Updates were made to the Treasurer's Handbook to reflect process changes and corrections.
- Accounts were reconciled, dues checks were deposited approximately weekly, and PayPal funds were transferred as needed to maintain a low balance.
- All accounts were reconciled, with one outstanding debit not yet cleared.
- Quarterly sales tax was paid.
- The VMGA uses a disbursement request form for all payment/reimbursement requests. Those received and complete in August and September were processed within two days.
- A reminder that any persons with access to Association accounts should regularly update their passwords.

The September 30, 2022 financials are included in the minutes.

President's Report (Georgi Hall):

Georgi encourage members to join in the EMG Leadership Development Training. She thought the first session on increasing engagement and building volunteer leaders was excellent. The first session was held this past Wednesday, but there is still time to take in the remaining three sessions.

We were saddened by the death of one of our long-time members George Graine on August 18th. He was a great friend, a great gardener and was dedicated to his family. Several VMGA members attended his memorial service last Saturday and met his wonderful family. His daughter, Robin, his son Stephen and his five grandchildren shared memories of their father and grandfather (Pop Pop). George was never too busy to share his knowledge and love of gardening and kept us laughing at Master Gardener College and VMGA meetings. He authored book reviews and other articles for the VMGA Report and other magazines. These can be found on VMGA's webpage under The VMGA Report (newsletter). The VMGA board nominated George Graine for the Friend of Master Gardeners Award. We will arrange with the family for a time and place to present the award.

Vice-President's Report (Nelda Purcell):

Nelda reported that the December 10th meeting will be held via Zoom. The February meeting may also be conducted via Zoom. Nelda would like to secure an in person site for the April meeting, preferably further west. Loudoun County has agreed to host the August 2023 meeting. Cost may be an issue for a unit to host a meeting. If the host unit were to offer an educational program during the meeting they may be able to request support from our Educational Funds.

Standing Committee Reports:

1. Communications (Frank Reilly)

Frank reported that the Calendar page on the website has the most hits. Frank asked the members to report any broken links or incorrect information that they may come across on the website. This is the 27th year of our newsletter. The next deadline is October 23rd.

2. Education (Tom Baughn)

Tom reported that he has been very busy with his moving. He does like the idea of some financial support for host units. Erica Jones has asked for help with the Speakers list.

3. Finance (Pat Reilly)

The committee consists of Jeanne Lamczyk (Prince William), Diane Kean (Northern Neck) and Pat Reilly, Chair (Central Appahannock), and we are assisted by VMGA Treasurer Stacey Morgan-Smith (Suffolk).

Since the last bi-monthly meeting, the committee reviewed and commented on the financial reports. We would like to commend Stacey for her additions to the spreadsheet which records data but also describes where the data appears in various reports. She has truly made the treasurer's job easier for anyone who can perform basic functions in Excel.

The committee prepared a PowerPoint which is not part of the business of the association so does not appear in this report but can be accessed on the VMGA website. The objective is to help board members understand and analyze information in the reports required of non-profit organizations designated as tax-exempt by the IRS. Important for accountability and transparency are categorizing revenues as 'with donor restrictions' or 'without donor restrictions,' maintaining cash that protects the donor restricted funds, and expenses must be categorized as "program" expenses or "supporting" expenses (administrative and fundraising) with about 75% of expenses in the "program" category. It was also explained that small non-profits do have some flexibility in how the required data is presented, and that some of the data is used for IRS 990 and VA Retail Sales and Use Tax Certificate of Exemption filing. There was some discussion about organizations maintaining large amounts of funds – how much is needed in reserve to sustain the organization, how is the organization supporting its missions if funds are not being spent, and how large amounts of funds may discourage additional donations. Inquiries about the presentation can be addressed to the [Unit Support Committee Chair, MaryAnn Kincaid](#).

4. Membership (Tonya Harper)

Total members: 461

New/renewing members: 228

Auxiliary: 4

Total: 232

Continuing members: 229 (of these, 19 are Emeritus)

At the end of July and August, reminder letters were emailed to all members who have not renewed for fiscal year June 1, 2022-May 31, 2023. As a result, eight members were reported as inactive, or asked to be removed from the directory.

On September 24, 2022, 34 non-renewing members were removed from the directory. The 2022-2023 Directory will be sent out later this month.

Two of VMGA's long-time members passed away recently, George Graine with the Fairfax unit and Shelby Snider with the Roanoke unit.

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 August report, the Committee has received no inquiries.

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)

Endowment: The status of the VMGA MG Coordinator Endowment as of September 30, 2022, is as follows:

Fund Balance/Market Value -- \$534, 711, 01

Deferred Commitments-- \$433,386.00

Total Cash Gifts and Pledge Payments-- \$458,441.64

Available Income--\$33,713.91 (\$5,690.49 income posted, 9/6/22)

Gifts, August-September 2022-- \$600 from 3 donors

Merchandise: Although the wholesale price of some of our clothing items has risen and others are anticipated to do so, we are not going to pass these increases along to our purchasers at this time. Rather, we hope to work to grow sales. We will resume on-line sales in mid-October. We also want to encourage units to purchase items in quantities of 15 items or more for which we will extend a 10% discount.

There has been some interest shown in stocking lanyards; so let us know if your unit is interested. And, of course, we are always open to suggestions as to whatever other merchandise you would like to see us offer

Special Committee Reports:

1. State Fair Committee (Christy Brennan)

The State Fair of Virginia was back in action Friday September 23rd through Sunday Oct 2nd, 2022. The Master Gardener Booth was focused on Decomposers and included Vermicomposting demonstration and a few good composting demonstrations. There was a lot of interest in composting from attendees at the Fair and from both new and experienced gardeners.

It takes many Master Gardener volunteers to carry out and make this eleven day a success. A HUGE Thank you goes to volunteers from Hanover who host the event, the A TEAM who sets up the booth, planning hands on activities, loaning out the Hanover plant clinic demonstrations, filling in the evening shifts and taking the booth down and putting everything back in place!

A BIG Thank you goes to the individual unit /group State Fair volunteer coordinators who gather up the volunteers to staff the Master Gardener Booth and our fantastic Master Gardeners and interns who volunteer to staff the booth and provide public education and resources. Units that participated in this year's State Fair includes: Hanover, Henrico, Chesterfield, Louisa, Goochland / Powhatan, Green Spring, Norfolk, James City County/ Williamsburg, Northern Neck, Portsmouth, Prince George, and the Master Gardeners Association of Central Rappahannock Area. Currently we are reporting 3,399 contacts but a few contact sheets are still missing. This is not too shabby considering we are recovering from a Pandemic and had severe weather alerts for three days due to Hurricane Ian.

Thanks to the VCE Master Gardener Coordinators office for getting coloring books and note pads for the MG's to distribute - it was nice to interact with the school kids again!

The State Fair is a great venue for the Master Gardeners and Virginia Cooperative Extension to reach a wide group of contacts and it really is fun! This year the State Fair really cut the amount of tickets and parking passes we were allowed to have by more than 1/3 allowing only 3 volunteers at the booth per day. Thank Goodness we had the generous budget from VMGA to purchase tickets for our volunteers. In previous years we were allowed to have 10 volunteers to staff the booth from 10 to 9 pm. This year we stayed to 7 pm, so we may need to modify our target of volunteers per day a bit. The State Fair Horticulture Tent Supervisor was able to help provide more tickets and parking passes (all parking at the State Fair is free, but the parking passes allow volunteers to park closer to the booth).

I have heard back from several volunteers who really had a good time and can't wait to volunteer next year. Thank you to VMGA for supporting this state wide Master Gardener Event!.

I thought this State Fair went very well in spite of not getting the tickets and parking passes we normally have received and having remnants of a hurricane and a few days of rain. Christy sent a big thank you to all of the Master Gardeners that volunteered this year. We were rolling with some great days early during the Fair and everyone seemed very busy with contact then the rain came and really slowed things down. I have asked some groups to submit an article for the VMGA newsletter. A few volunteers understandably cancelled due to the weather but we did cover all shifts and everyone had a good time. At this time we are missing several copies of contact sheets to give the final contact count. The contact sheets have been shared with the unit/group coordinators. Please send me copies of the missing ones to complete the report.

I will send another report with unit names and the statics. Once again thank everyone who supported the Master Gardener booth (I thought it looked great!) and everyone that volunteered to staff and help out at the booth.

The State Fair sent me an evaluation survey (because I purchased the tickets) and I tried to send it on the unit/groups coordinators also.

I have submitted the request for reimbursement and believe we still came in under budget. I still believe this is a great state wide Master Gardener event and provides the MG program a wide variety of contacts, is a great venue for public education and visibility.

VCE Report (Kathleen Reed):

Kathleen reported that the soft release of the MG Training Handbook has been sent to all agents and coordinators as well as the review team and those who wrote call out boxes. Folks are sending feedback now and in the coming weeks. Needed updates will be done and we plan on having the Handbook ready to go in the spring.

A pool of applicants for the Director/Consumer Hort Specialist position has been verified and is ready for first round interviews in the coming weeks. We hope to have the position filled during the first few months of 2023.

The location and dates of the 2023 Master Gardener College should be finalized soon and will be included in the winter edition of InSeason.

The updated EMG trifold promotional brochure and new banner design is available for the units. Kathleen asks the units to contact Devon for more information.

Leadership development training started this week. Kathleen encouraged master gardeners to join in the last three sessions.

Kathleen asks everyone to submit events, activities and opportunities to the biweekly.

Unfinished Business:

None reported.

New Business:

None reported.

Announcements:

Deb Straw (Secretary) reminded those Board and/or Committee Chairs to submit their written report for these meetings minutes if they have not already done so.

Unit Hosts for Future Meetings:

The next VMGA meeting will be December 10th via Zoom.

Meeting Adjourned at 12:10 p.m.

Attendance: 32 in person and 19 via Zoom.

President's Focus Question – Other than brochures, what methods or displays do you use to attract visitors to your Garden Clinic tables?

From Loudoun County:

1. Free Seeds - Two packages per visitor
2. Rooted a group of succulents in trays which prompted inquiries from visitors
3. Don't forget indoor plants - Bring a couple of samples - African violets, Christmas cactus
4. When Monarch Butterfly was listed as endangered - raffled milkweed plants with a photo of swamp milkweed benefits
5. Beekeepers display. One of the volunteer beekeepers (Think Joe "The Bee Guy") brought hive to show the queen. Joe also has beekeeper protective head gear for children to try on.
6. Focus on SLF with the stand-up banner which Loudoun County has available from Beth and Becky.
7. At least one volunteer should stand in front of the table. Not everyone behind the table
8. Flyers promoting Garden Clinics at Libraries and churches
9. Table at local smaller nurseries such as Bluemount, Abernathy, etc.. Available volunteers who feel comfortable with nursery approval can assist visitors with selections, etc.
10. Miniature crafted wood square foot garden with appropriate seedlings. Can be shared and transported to various clinic locations.
11. Miniature wood crafted 3 compost bins with samples in each bin of type of materials.
12. One volunteer can walk the Farmers Market lines of folks waiting to purchase item from vendors and hand out business cards and refer attendees to the Clinic table.

From Northern Shenandoah Valley MGA:

1. Press releases
2. Submission to online calendar form that some newspapers have
3. Scheduled posted on website
4. Scheduled included in our newsletter
5. Included on flyer with upcoming events that are given out at prior events.

From Halifax County:

In Halifax County we have been using our local and surrounding county newspapers to spread the word, usually advertising 4-5 weeks in advance with a follow up piece in the "Community Calendar" & "Bulletin Board" where we can put in a two-three liner on the activity, like "Come out with your tools on Saturday to learn how to sharpen them yourself. Our Master Gardeners will sharpen them for you, free of charge, while you learn a new skill from them". We use our partnering communications as well such as if we do something with Soil & Water District, they will also put it on their website and Facebook. Same with the 6-8 programs we do at the museum in South Boston. We make sure it is on their website, and even on the marquee when possible. Our members also take flyers and share with folks at their churches. Of course it is advertised on the SSMGA website and also we share programs with all of our neighboring county Extension Offices even in NC. We also use our local FM radio station which will run free 60-90 second blurbs for us if we go to the radio station and record them in advance. This is usually played following the news at 8am, 10am, 12noon, and 2pm.

From New River Valley MGA

1. Free seeds (2 packs per person). We get last year's seeds from a supplier - for free. Rooting through seed packs makes for good discussions.
2. We have a member who rooted a bunch of succulents in trays. They trays show up; some small pots; and potting mix. Better Mgers will ease into 'how do you take care of this plant once you have it potted up'. I think that is important; some Mgers do not discuss care; only potting.
3. One Mger says 'it is better to stand IN FRONT of the table'. I would think that approach would definitely depend on how outgoing/engaging the MG is. A lot of people would find that 'aggressive'.
4. We have one MG who used to bring to the table a very attractive, very friendly large furry canine. Kids could not resist.

**The Virginia Master Gardener Association
Statement of Financial Position FY23
as of September 30, 2022**

ASSETS

CURRENT ASSETS

Cash	\$ 11,757.30
Petty Cash	\$ 40.00
Money Market Savings Account	\$ 5,541.85
Fundraising Inventory	\$ 1,861.00
Certificate of Deposit	\$ 7,606.73
Total Current Assets	\$ 26,806.88

TOTAL ASSETS \$ 26,806.88

LIABILITIES AND NET ASSETS

LIABILITIES	\$ -
TOTAL LIABILITIES	\$ -

NET ASSETS

Without Donor Restriction

Undesignated Surplus	\$ 4,929.24
Membership Dues	\$ 6,944.05
Merchandise Sales Net (With Board-Designated Restriction)	\$ 1,284.46
Money Market Savings Account	\$ 5,541.85
Certificate of Deposit	\$ 7,606.73
Total Without Donor Restriction	\$ 26,306.33

With Donor Restriction

EMG College 2023 Scholarship Donations (Use in FY24)	\$ 500.55
Total With Donor or Board Restrictions	\$ 500.55

TOTAL NET ASSETS \$ 26,806.88

TOTAL LIABILITIES AND NET ASSETS \$ 26,806.88

The Virginia Master Gardener Association
Statement of Financial Activities To Budget FY23
as of September 30, 2022

	FY23 Budget	FY23 Actual	% of Budget
REVENUE			
Without Donor Restriction(a)			
Membership Dues Net	\$ 6,000.00	\$ 1,133.79	19%
Continuing Memberships	\$ 2,400.00	\$ 477.12	20%
Annual Memberships	\$ 3,600.00	\$ 656.67	18%
Merchandise Sales Net (With Board Designated Restriction)	\$ 1,000.00	\$ 1,284.46	128%
Interest Income	\$ -	\$ 0.46	n/a
Education Events/Programs	\$ 2,200.00	\$ -	0%
Total Without Donor Restriction	<u>\$ 9,200.00</u>	<u>\$ 2,418.71</u>	26%
With Donor Restriction(b)			
EMG College 2023 Scholarship Donations Net(c)	\$ -	\$ 97.60	n/a
Total With Donor Restriction	<u>\$ -</u>	<u>\$ 97.60</u>	n/a
TOTAL REVENUE	<u>\$ 9,200.00</u>	<u>\$ 2,516.31</u>	27%
EXPENSES			
Administration			
Office Supplies, Software, Misc.	\$ 300.00	\$ 239.86	80%
Professional and Legal Fees	\$ 25.00	\$ -	0%
Membership Supplies	\$ 75.00	\$ -	0%
Donations - Misc. (d)	\$ 750.00	\$ 509.74	68%
Total Administration	<u>\$ 1,150.00</u>	<u>\$ 749.60</u>	65%
Fund Raising			
State Coordinator Endowment Team	\$ 500.00	\$ 457.46	91%
Merchandising Team	n/a	\$ 24.18	n/a
Total Fund Raising	<u>\$ 500.00</u>	<u>\$ 481.64</u>	96%
Program Support			
State Fair	\$ 600.00	\$ -	0%
EMG College Sponsorship	\$ 2,000.00	\$ 2,000.00	100%
EMG College Scholarships	\$ 2,800.00	\$ 2,800.00	100%
Merchandise Profits to VT Foundation	\$ 1,000.00	\$ 438.69	44%
Charitable Donation (e)	\$ -	\$ 250.00	n/a
Education Events/Programs	\$ 2,200.00	\$ -	0%
Education Sponsorships	\$ 250.00	\$ -	0%
Communications	\$ 543.00	\$ -	0%
Total Program Support	<u>\$ 9,393.00</u>	<u>\$ 5,488.69</u>	58%
TOTAL EXPENSES	<u>\$ 11,043.00</u>	<u>\$ 6,719.93</u>	61%
NET REVENUE (CHANGE IN NET ASSETS)	<u>\$ (1,843.00)</u>	<u>\$ (4,203.62)</u>	

(a) Revenue Without Donor Restrictions is available for administration, fundraising, and program support expenses.

(b) Revenue With Donor Restrictions is to be used only for specific purposes indicated.

(c) Donations received 6/1/22 - 3/31/23 designated for EMGC23 (occurs FY24), along with FY22 donations received 4/1/22 - 5/31/22.

(d) Donations - Misc. includes: \$509.74 for two *Friend of VMGA Awards*, authorized at April 9, 2022 Board Meeting.

(e) Charitable Donation includes: \$250 to *Jay Stipes Legacy Gift*, authorized at April 9, 2022 Board Meeting.

**The Virginia Master Gardener Association
Statement of Auxiliary Enterprises FY23
as of September 30, 2022**

	Without Donor Restriction	With Donor Restriction	Total
REVENUE			
Gross Sales	\$ 3,029.00		\$ 3,029.00
LESS			
Cost of Goods Sold (a)	\$1,744.54	\$ -	\$ 1,744.54
NET PROCEEDS	\$ 1,284.46	\$ -	\$ 1,284.46
 EXPENSES			
Merchandise Purchases (b)	\$1,299.05		\$ 1,299.05
NET REVENUE	\$ 2,583.51	\$ -	\$ (14.59)

(a) Cost of Goods Sold Includes:

Cost of Merchandise Sold*	\$1,524.88
VA Retail Sales Taxes	186.77
PayPal Service Fees Merchandise	32.89
Cost of Shipping Merchandise	0.00
Total Cost of Goods Sold	\$1,744.54

*Manually calculated First In, First Out, as Quicken does not track inventory purchased and sold.

(b) Expenses Include:

Hoodies Tshirts Now - 6/27/22	\$198.00
Tshirts Custom Embroidery - 7/1/22	\$551.00
Tshirts Custom Embroidery - 9/14/22	\$550.05
	<u>\$1,299.05</u>

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