

Minutes of the October Regularly Scheduled Meeting of The Virginia Master Gardener Association, Inc. October 8, 2005 Virginia Beach

Attendance

(Bedford) Patty Gamache; (Chesapeake) Pinky Derieux, Pauline Price; (Eastern Shore) Alice Megerlin; (Fairfax) George Graine, Gwen Graine; (Fauquier) Jim Scibek; (Goochland/Powhatan) Chuck Miller; (Halifax) Bill McCaleb, Shirley McCaleb; (Hanover) Cheri Haggerty; (Isle of Wight, Southampton, Sussex) Betty Jo Hendrix; (James City County/Williamsburg) Ann DeForest; (Nelson) Milly Colella, Miriam Corcoran, Maudie Ratliff; (Norfolk) Tom Bolt, Don Snipes; (Northern Shenandoah Valley) Bud and Fran Gregory; (Northumberland) Pat Rogers; (Prince George) Cheryl Sebera, Lynette Spencer; (Prince William) Frank and Pat Reilly; (Rockbridge/Bath) Ted Jenks; (Virginia Beach) Paul Campbell, Susan French, Mary Ann and Jim Kincaid, Liz Mauer, Fran Shelton, Betty Villers; (Virginia Tech) David Close; (York) Jackie Lohr

Call to Order

President Bill McCaleb called the meeting to order at 10:00 a.m.

Introductions

Paul Campbell, President of the Virginia Beach MG Association welcomed everyone to Virginia Beach. Paul presented a check from the VBMGA to President McCaleb for the Endowment Fund. Paul introduced the VB horticulture extension agent, Susan French who informed us of the work of MGs in VB. VB is the largest city in the state with 439,000 people and the urban horticulture needs of the people are filled by MGs. There are about 200 active MGs in Virginia Beach who contribute a minimum of 40 hours each year to volunteer service. They have twenty-three program areas and have contributed over 55,000 volunteer hours in the last three years. The MG program has been active in Virginia Beach for almost twenty-five years. MGs have made over 43,000 contacts with city residents over the last three years. Some of the top projects include a Ready-Set Grow program for 1st and 2nd graders reaching over 5,000 students in the last three years. Last year MGs started two new programs, Tree Dormancy and Change for 3rd graders, and Why Do We Celebrate Arbor Day for 4th graders. MGs also maintain a Horticulture Helpline called The Growline and have reached 2000 residents and 400 email responses in last three years. About 4000 citizens have benefited from the Speakers Bureau presentations in the last three years. Since March 2003 the VB website has received over 8000 hits. MGs plant, design and maintain the demonstration Display Gardens and maintain the Tidewater Arboretum at the Hampton Roads AREC where they have hosted their sixth annual Community Gardening Festival with over 2000 participants in the last three years. They also participate in the Virginia Flower and Garden Show each January, Arbor Day in April, and in October, Farm Days and Harvest Fair at the Farmers Market. Come back again to visit.

Introductions followed around the room.

Treasurer's Report

Treasurer Pat Reilly reported:

Overall Balance of Accounts

Checking Account Balance	\$8,483.92
Money Market (including PDR EEF of \$4238.27)	\$7,637.40
CD Balance	\$6,494.29
Total Overall Balance of Accounts	<u>\$22,615.61</u>

Balance as of 7/31/2005	\$10,439.39
Income	

FY 06 dues	\$1,780.00	
FY07-FY13 dues	\$812.00	
EEF	\$50.00	
Fund Raising	\$585.00	
CoordEndow	\$450.00	
Education	\$1,143.59	
Total income		\$4,820.59

Expenses

Membership	-\$165.06	
Newsletter	-\$868.36	
Fundraising (Silent Auction)	-\$3,487.00	
CoordEndow	-\$1,072.00	
Education	-\$1,153.10	
President	-\$20.00	
Secretary	-\$10.54	
Total expenses		-\$6,776.06

Balance as of 10/8/2005 \$8,483.92

Pat explained that the money made from the Silent Auction, \$3,487.00 was moved to the Va Tech Foundation for the Coordinator Endowment and shows here as an expense. The CoordEndow amount is from checks written to the VMGA and passed through our account to the Va Tech Foundation.

Year to Date Income & Expenses to Budget FY 06 is attached. Need to concentrate on increasing membership to cover expenses. As we start new MG trainee classes, encourage the new interns to join VMGA.

Report was accepted pending annual audit.

Minutes

August minutes were accepted with spelling correction of attendee, Teri O'Brien.

Extension Liaison - reported by Dave Close, MG Coordinator

Temporary nametags - ordered and should be available later this fall through your Extension Office.

America's Anniversary Garden – logo has been trademarked. Anyone wanting to use the logo will need to sign an licensing agreement and that will be handled through Bonnie Appleton, Horticulture Specialist at Hampton Roads AREC. She is a member of a four-person committee that includes Dave, Joyce Latimer (Extension Project Leader at VaTech), and Leanne DuBois (Extension Agent for James City County). They have received a license which was funded by Jamestown 2007 Foundation to develop educational materials. Will be applying for an apparel license for the logo which will be funded by VNLA. First publication is out with brief explanation, the scope of the project and what is to be accomplished. Color designs were done by Master Gardener, Liz Maurer who is working with group to develop these materials. A second publication, a corridor publication, will be out this fall targeted to municipalities and communities that have entrance signs to welcome folks to their locality suggesting they incorporate the red, white and blue theme in their plantings. Liz has developed a landscape design for that also. A power point presentation is being prepared that will be available for MGs and Extension to use. Hope MG units will view this as an opportunity to incorporate the information into existing programs and speaker's bureau, presentations to garden clubs and civic leagues, plant clinics, JMG, 4-H, and school plantings. The new director, Mark McCann, is very interested in getting schools and youth groups involved in horticulture.

National Junior Horticultural Association - Joe Hunnings (Extension staff member at VaTech) wants to develop local level associations for youth and have statewide competition to determine who goes to the national competition. For those that already have existing 4-H programs, this is a new opportunity and if you don't have existing program, you might be interested. Information has already been sent to extension agents. It is very similar to the Envirothon program which focuses on the natural sciences. This one has more focus in areas of nursery and landscaping.

Land care Steward Curriculum - officially complete. Closed out grant with National Parks Service on September 30.

Two classes have been completed, one at MG College and one by Hanover MGs. There will be more information concerning availability of resources and costs in the future.

Home Football game tailgate events sponsored by College of Agriculture – November 5th, VCE will be highlighted. MG program to be one of the VCE highlighted programs and would like to display the five winners of the brag night contest at MG College on a single poster.

Meeting with MG Coordinator in WV - in two weeks and the president of their state association, along with David and President McCaleb. They will discuss future potential collaborations and report back at December meeting.

Tree Steward Program - met with Paul Revell (State Urban Forestry Coordinator) to develop an Memo of Understanding with VA Dept of Forestry regarding the Tree Steward program and future partnerships on trainings (similar to Waynesboro workshop and annual training in Roanoke).

Miscellaneous information -

Garden and Turf Tip Calendar - postponed until next year.

Invasive species training module - working with Alex Niemiera (Horticulture Department) to develop some curriculum material on alien invasive species. Alex has applied for several grants to fund the effort. Intent is to involve MGs as partners in monitoring and reporting populations of alien invasive species.

MG College Advisory Team (MGCAT) - met in mid-September and made good progress on ideas for next year. Will meet again in early December. They are working on ironing out registration problems.

Cheri Haggerty asked about the America's Anniversary Garden trademark and licensing. David explained that the Jamestown 2007 Foundation website already has a merchandise area but groups such as VMGA and local associations will have the opportunity to buy wholesale through this company and can sale at profit. There will be other opportunities to develop other license items.

President's Report

President Bill McCaleb reported there are regional opportunities for **grant money** to do some of the things that Va Tech, VCE, WVU and their Extension need to do such as updating the handbooks.

The **Spring Educational Program** will be in Danville at the Institute for Advanced Learning and Research. Let us know what you want for education programs. November 1st through 3rd there is a program at the Institute for tobacco growers, with experts on greenhouse production (horticulture production) and hydroponics (growing tomatoes, cucumbers, lettuce, carrots).

Looking to working with the **Plant Introduction Program** to start a liner industry that will spread into the agriculture area also, especially in Southside VA. All the sites for the Plant Introduction Program are just about ready to go and the training has already started. Once the plants come in, there will be some field training.

Vice President

Cheri Haggerty reported Hanover is doing a booth at Maymont Flower and Garden Show again this year and they would like VMGA to split the cost of the booth which is \$400, (\$360 if paid by October 31). Last year over half of the 24 volunteers came from VMGA and different areas of the state. In the four days there were over 600 contacts. The 2006 show is February 2nd through the 9th. The booth is a plant clinic, offering everything that you have at a plant clinic plus handouts from any unit that sends them about upcoming events in their area. Northern Neck offered to pay \$30 since the budgeted item was only \$150 but a motion was made and carried that VMGA donate half the cost of the booth (\$180).

Committee Reports

Education - Fran Shelton and Pinky Derieux, Co-Chairs

Fran Shelton reported the fall education program at AREC in Virginia Beach, on September 10 was a huge success. Evaluation responses were favorable. Expenses were \$553, which included microphone, podium and platform rental, speakers' gifts, and donation to AREC and the VATEch Foundation for providing the large tent, building and outside facilities. The Good Gardening Symposium will be March 11th. Trying to get the next Educational Program in Danville at the Institute for Advanced Learning & Research. Education Committee has lost two members but new members include Angela Cingale, Chuck Miller, Kathryn Debnar, Nancy Drewry, Al Thompson and Joan Clark. Committee will give plans for spring program at next meeting.

Newsletter - Florace Arnold, Editor

Florace was not present but President McCaleb reported Florace was very appreciative of everyone getting the reports to her on time. Only include the real special events when you send your report and don't get too wordy. She has done a super job getting everything together.

Membership - Pauline Price, Chair

Pauline Price reported we have 477 active members, of those 134 are lifetime members. Thanks to Pat Reilly and her volunteers who emailed those who have not renewed. Pauline passed around a list by city of those not renewing

for unit reps to check for names in their unit. Since we voted to do away with membership cards, Pauline has been looking for something not very expensive that would be visible to others. She suggested a pin and showed a design that would be very visible to members and might encourage others to join the VMGA. It could be worn on our lanyard. She found cost for 300 would be \$1.50 each. Too late to do anything for 2006 but might look at this next June for 2007. Suggestions included we might sell them or at renewal it could be an option to purchase and have the year on the pin. It would not cost any more than normal letter cost to mail. Bud Gregory will work with Pauline on this idea to get more information.

Communication/Unit Support - Frank Reilly, Chair

Unit Support

The committee consists of Pinky Derieux, Kerry Goldmeyer, Karen Sacasky, and Frank Reilly and whoever else they need. Since the last meeting the Unit Support committee has had no activities to report.

Communication Committee

Members: Cheri Haggerty, Shelby Snyder, Kathryn Debnar, Pat Reilly, Betty Truax and Chair Frank Reilly.

1. Since the August Regularly Scheduled Meeting there have been 14594 visitors to VMGA.net.
2. Since the August regularly Scheduled Meeting, the web page has been updated on 59 separate occasions.
3. The By-laws have been updated on the web site to reflect the amendments passed at the Annual meeting.
4. The most popular pages in the last three months have been Hort Updates, Minutes, Unit Reports, Stewards, and MGPW. The front page has 74% of all visitors, which means that most people (by far) come in through the front page, AND see the news and announcements that are posted there. If you have something special going on let Frank know and we will put your announcement on the front page.
5. Newport News, Norfolk, Loudoun County, and Wythe-Bland Region Master Gardeners have opened new web sites, and Halifax has reopened their web site. All of these sites are linked through our site.
6. They delivered an email solicitation to non-renewing members on the 7th of September. Of the 186 sent 22 emails were returned. Remind people to update their email address.

President McCaleb reported that Appomattox County now has six Master Gardeners and he will make an initial contact and Frank will also contact them.

Finance Committee – Bill Scott, Chair

Bill Scott sent an email to President McCaleb that the finance committee has had no formal activity since the last meeting and have nothing to report. Have begun to work on next year's budget. The committee is looking out for our money to get the best investments possible.

State Coordinator Endowment Committee – Pat Reilly

Pledged to date is \$12,150 and actual balance as of September 30 plus some other deposits that have been sent through VMGA is \$61,359.10 (includes the \$50,000 challenge grant) making a total of \$73,509.10. Remember the challenge grant is \$50,000 if we raise the matching amount in the first year. We are about half way there. Pauline Price's company, Campo Construction, laid down a challenge of \$500 if we made that much at the Silent Auction, which we did. We made \$3,987 on the auction at MG College. Because some of the money went directly to the Foundation, not through VMGA, some units were not recognized in the newsletter. That will be taken care of.

Our biggest effort will be in the 50 for 5 effort. We are asking every Master Gardener to pledge \$50 a year for five years. If every MGs does this, we don't have to worry about any of the rest. Letters will be mailed to every MG in October/November, in January and again in April asking for this type of funding. Asked unit reps to mention the 50 for 5 campaign in their reports and try to get the word out to the units. Pat and her group will be available to visit units and bring a power point presentation (about 10-15 minutes) and give a presentation. Contact Pat or Kathryn Debnar about coming to show the PP presentation. Introduce this to your new Master Gardener class. Don't forget to sign up with the Food Lion program where VMGA gets a certain percentage. Pat's committee will also provide a letter about the 50 for 5 effort to include with VMGA membership letter. They will see about providing parts of the PP presentation on the website for local unit to download.

Fund Raising – Cheri Haggerty

Cheri Haggerty reported they are working on some more ideas. There have been request for visors, hats and license plate frames. Still have 70 flags left at \$15 each. Flags can be used at MG events and at public Plant Clinics.

Education Endowment Fund (EEF) – Paul Campbell

President McCaleb reappointed Paul Campbell as chairman of this committee. It is not too early to start thinking about selections and suggestions for improvements should go to Paul.

State Fair - Christy Brennan, Chair

Cheri Haggerty reported there were 5,000 contacts at the State Fair including 800 school children. This was the first year for the children's program and the State Fair officials were very pleased with the outcome. Pictures of the event will be available at next year's MG College. Focus was America's Anniversary Garden, land care and lawn care. Thousands of pamphlets were passed out. It was very successful and it will be held again in Richmond next year. After that it will be held in Caroline County. Watch next newsletter for full report. Suggestion that there be a session at MG College on working the state fair booth.

Unit Reports –

The Unit reps attending presented oral reports and will e-mail them to the secretary. All reports will be posted on the website at <http://www.VMGA.net> and printed in the next VMGA newsletter.

Dave Close, MG Coordinator

Dave Close had two additional items to bring up. **Coordinators manual** - developing a tool and process to develop an memo of understanding between local MG associations and local agents; meant to help clarify the role of the agent relative to the association and vice versa; nothing currently exists in the coordinators manual that addresses this relationship; intended to maintain stability regardless of who is in the local extension office as agent. This memo will help clarify what the agent can expect from the association and what the association can expect from the agent. Dave will serve as mediator, call or email him if you need help so both parties can come to an agreement on this MOU. Will not be imposed on everyone, only if you have a need.

Fundraising efforts for the Sate Coordinator Endowment - Will be getting a phone from Dave or Max Bales (Director of Development at College of Agriculture and Life Sciences) about coming to your locality and meeting with your association members and/or leaders, a small group of four or five members. Max has offered to take us to dinner to discuss the endowment, why it is a good thing. If you have not gotten a phone call and are interested, contact Dave and he will set up a time to come visit. This helps people better understand why we are encouraging this. The visit will not involve the PP presentation.

Unfinished Business

Tom Bolt (Norfolk) reported only 71 requests for Master Gardener license plates. Tom will contact by email those who signed the original petition. Visit the Norfolk MG website, www.nvmg.org to get the application and instructions. Any MG or an intern with 50 hours is qualified to purchase the license plates. Have to have 350 applications and money (\$10 each) by the end of December. Contact Tom at tombolt@cox.net for complete details. Applications were passed out.

Tom reminded everyone the April 8th, 2006 VMGA Board meeting would be in Norfolk at the Norfolk Botanical Gardens in Rose Garden Hall.

President McCaleb suggested since fuel costs are rising, that we do away with one of the bi-monthly meetings. Discussion followed and consensus was to continue meeting every two months. Because of weather concerns, Pat Reilly moved that we investigate the possibility of switching the February meeting in Abington with August meeting in Gloucester. Motion was carried.

New Business

America's Anniversary Garden participation - the executive board by email decided to stick with sale of VMGA items. President McCaleb encouraged everyone to get involved with the AAG. We can help support this in a big way. Depending on selection of the plants including trees and shrubs, you can have color twelve months.

Nominating Committee appointment - Jim Scibek will serve as Chairman with the following committee members; Jackie Lohr, Karen Sacasky, Pat Reilly, Paul Campbell and Shelby Sneider.

Semi Annual Meeting with Directors of Extension - looking at early part of December. Did not meet before MG College because everything we had brought up in previous meeting with Dr. Sobrero and Dean Quesenberry had been taken care of. We are fortunate in Virginia to have such good communication between the MGs and the professional staff at VaTech.

Announcements

Plant Introduction Program Training

Oct 10, 2005 -SW AREC/Rm 240, Higher Ed. Center, Abingdon

Oct 19, 2005 - 9-12 AM Bedford/Claytor NRCS Seminar Rm

Oct 20, 2005 – 6-9pm Prince William Extension, Social Services Conference Rm

Next Board Meeting - December 10, Goochland/Powhatan Master Gardeners

The meeting was adjourned at 1:45 p.m.
respectfully submitted,

Betty Villers
VMGA Secretary