

Virginia Master Gardener Association, Inc.
Annual Board Meeting
June 26, 2010
MG College, VA Tech

Attendance:

Not taken – all MG's who attended MG College were invited

Call to Order:

President Betty Villers called the meeting to order at 7:00 pm and welcomed everyone to the 20th annual VMGA meeting.

Introductions:

Betty asked officers and committee members to introduce himself or herself and the unit, committee or office they represented. Officer and committee reports have been submitted and will be viewed by a power point presentation.

Minutes – Christy Brennan (Hanover)

The minutes of the June 2009 Annual meeting were accepted as posted on the VMGA web site.

Treasurer's Report – Bill Scott (Fairfax)

Bill presented the treasurer's report. VMGA has presented several quality continuing education programs this year. Although these programs are designed as break even event there is a \$60.00 profit noted. There were no questions and the report will be filed for audit. (Report is attached).

Audit Committee- Deb Straw (Hill City)

Members:

An audit was performed on June 20th and all documentation was found well organized and complete. There were no issues and all books were found in order.

Committee Reports:

Education Committee -Barbara Geer (Prince George) – Chair

Members: Betty Jo Hendrix (Western Tidewater), Mildred McDuffie (Roanoke), Ira Wallace (Central Virginia) and 11 new volunteers representing 8 additional areas

The mission of the committee has been: To Provide low cost advanced level Continuing Education events in all areas of Virginia and encourage sharing of knowledge and resources among MG Units.

The committee planned and scheduled several continuing education events on the most popular topics derived from last years' survey. These events included:

“Sustainability”, October 2009, Tufton Farms, [Monticello] with 129 attendees

“The Cutting Edge”, Mini-College March 2010, at VSU with 120 registered and 113 attendees

“Community Gardens”, April 2010, VA Western Community College and 30 attendees

The speakers of the community garden event have agreed to put their presentation on a DVD including all written materials. These materials will be available to MG Units for training.

The committee would like to encourage members to name the event held at VSU. Please stop by the board at the bottom of the stairs to give us your ideas.

The next Continuing education event has been scheduled in Rockbridge, on School Garden Programs and will include the following topics: Children gardens, school programs, and setting up a grant or scholarship programs.

The committee is planning a 2nd program at VSU Feb 26, 2011. Please give us your suggestions or topics and for new name.

Ira Wallace asked for members help to spread the programs in different parts of the state. In order to do this – they need organizers that can find a central location which would accommodate programs in these areas. Please let the Education Committee know if you have any ideas or are interested in becoming an organizer for an event in your area.

:

Newsletter- Peggy Fox (Newport News) - Editor, Dawn Meyerriecks (Loudoun) - Content Editor (Fairfax), Tom Bolt (Norfolk) – Electronic Distribution

Peggy thanked all units for articles submitted for the newsletter. Bi-monthly averages have been 125 mailed and 480 electronically e-mailed newsletters.

She reminded the reps to let us know what is going on in their area by sending her articles and unit newsletters. There has been an electronic mishap this month sending unit reports to Cheryl Sebera, please copy Peggy Fox with your reports.

Membership- Mary Ann Kincaid (VA Beach)-Chair

Currently there are currently 500 members, 336 are Active members, 5 are Auxiliary members, and 157 are Lifetime members.

We are waiting for the renewal of 166 members whose memberships expired 5/31/10.

On May 31, the end of VMGA's fiscal year we have a total of 639 members, this year the distribution of the Membership Rooster will be by e-mail in October as suggested by the budget committee. Printed rosters are available for those MG's without e-mail.

Unit Support- Frank Reilly (Prince William) – Chair

Members: Pat Reilly (Prince William), Karen Sacasky (Hill City), Pinky Derieux (Chesapeake), Cheri Haggerty (Hanover), and whomever else we need.

Purpose of the committee is to be a resource for helping Master Gardener units with questions, concerns and development. The committee has answered questions concerning obtaining 501(c)(3) status and VMGA Emeritus Status, ownership of property by MG units and how units can function in absence of agents or paid coordinators. They developed: a project to track Unit impact throughout the state, web page dealing with budget impacts.

Communication Committee- Frank Reilly (Prince William)-Chair

Members: Dawn Meyerriecks (Web Master), Cheri Haggerty, Kathryn Debnar (maintains the calendar page), Shelby Snyder, Tom Bolt, George Graine, Betty Truax, and whoever else we can get.

The VMGA web site started with one page of meeting minutes, since then we maintain on average over eleven pages and several links with over 23,000 visitors. The Front page is the most popular page. The committee e-mailed over 2500 MG's with talking points to use to interested stakeholders and representatives during the budget crisis

Remember that units can use the calendar page to advertise special events –e-mail Kathryn Debnar with your event information.

Finance Committee- Ted Jenks (Rockbridge)-Chair

Members: Mary Fox (Western Tidewater), Jim Kincaid (Virginia Beach), Bill Scott (Prince William)

The proposed 2011 budget includes the changes of the electronic distribution of the Membership Directory and the addition of budget assumptions were presented and are attached to these minutes.

There were no questions and a motion to adopt the budget as presented was made, seconded and approved.

P. Diane Relf Education Endowment Fund (EFF) –Leslie Paulson (Prince William) Chair

Debbie Hiezer (Hill City), May Anne Kincaid (VA Beach), Jack Price (Four County), Jim Revell (Bedford, Jane Wyman (Prince William)

VMGA provides scholarships to Master Gardener College. Last year we decided to include scholarships to small units and larger units. Scholarships are recommended by Extension Agents and MG Coordinators. This year's winners were recognized with the presentation of the checks by Dave Close and Betty Villers.

The 2010 Winners are:

<u>Small Unit Selectees</u>	<u>Unit</u>	<u>Ext Agt/Coordinator</u>
Karen Craig	Bedford	Scott Baker
Susan Tipton	Northern Neck	Matt Lewis
<u>Large Unit Selectees</u>		
Margie Bassford	Loudoun	Debbie Dillion
Tom Bolt	Norfolk	Lynnette Swanson
Paul Gibson	Prince William	Nancy Berlin
Kandy Keith	Chesapeake	Mike Andruczyk
Jim Kincaid	Virginia Beach	Susan French

This year a special scholarship was presented by Fran Gregory in honor of her husband, Bud Gregory:

In Memory of Bud Gregory

Judy Burton	Henrico	Lisa Sanderson
-------------	---------	----------------

Congratulations to this year's winners.

Coordinator Endowment Committee: Kathryn Debnar (Roanoke) - Chair

Current Status June 2010

Cash on Hand	\$132,968.97
O/S Pledges	\$14,275.00
<u>Dempsey Pledge</u>	<u>\$100,000.00</u>
<u>Lerch Deferred</u>	<u>\$50,000.00</u>
<u>Interest</u>	<u>\$24,867.23</u>
<u>Total</u>	<u>\$322,111.20</u>

Kathryn and Dave will come to your unit to give a presentation on the endowment fund give her e-mail to schedule, give Kathryn an e-mail to schedule a presentation.

VGIC-VMGA Representative Cheri Haggerty (Hanover)

VMGA has been a member since January 2007

Partners other than VMGA include the Virginia Agribusiness Council, Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Nursery and Landscaping Association (VNLA), Central Virginia Nursery

and Landscapers Association (CVNLA), and numerous other Horticultural, Agricultural and Environmental associations

Hi-lights of accomplishments:

- Represented on the Virginia Invasive Species Working Group. This brochure will be funded by The Nature Conservancy.
- Met with Dr. Grant in January to discuss the future of Extension and to let him know of their support.
- Arbor Day, April 30th with VNLA – Two trees were donated for the Capital Square grounds.
- Supportive of developing a tree license plate initiative. Proceeds from the program would be used to fund research at Virginia Tech.
- Established a pilot plastic pot recycling program with Strange's in Richmond. Hope to make it statewide.
- 4th Annual VA Garden Festival was held at the Science Museum in Richmond. The VMGA staffed a Plant Clinic booth and volunteered in other capacities. 25 MG volunteers, 95 hours and 546 contacts. Attendance was 2500.

This year the GO Green VA Garden Festival Saturday, September 11th at the Science Museum of Virginia in Richmond- contact Cheri Haggerty for more information on volunteer opportunities.

Search for Excellence- Christy Brennan (Hanover)

The Search for Excellence is a competition sponsored by VMGA to showcase Master Gardeners and projects throughout the state. VMGA sponsored contest to showcase unit projects during Master Gardener College. The SFE introduced a new format since 2008 with the purpose to get VA Master Gardener units ready for the International Competition. VMGA has provided training for MG groups. Aug 2009, during the bi-monthly meeting Nancy Franz, a former judge presented a Winning SFE Presentation Seminar

This year the judges elected to judge all entries (Brag Broad and SFE) to comply with the SFE Competition. The 2010 SFE Winners were recognized by a certificate presented by Dave Close and Betty Villers.

Congratulations to the 2010 SFE Winners

Demonstration Gardens

1st Place – VA Beach MGs

- **The New Kitchen Garden**

2nd Place – Henrico MGs

- **MGs Help Families**

Honorable Mention – York County MGs

- **MGs at the Market**

General Master Gardener Accomplishments

1st Place – Hanover County MG Cheri Haggerty

- **The History of VMGA: A work in Progress**

Innovative Projects

1st Place – Prince William County MGs

- **BEST Lawn Projects**

Community Service

1st Place – MGs of Arlington & Alexandria

- **I Can Shine Gardens**

One MG Group followed the rules of the contest posted on the VMGA web site and placed in the last International Competition -Please consider entering your project at the International Competition in Charleston, West VA in 2011.

State Fair- Christy Brennan (Hanover)

The Inaugural Year of the State Fair at the Meadow Event Park went very well. There were 247,958 visitors recorded, an increase of 2.4% from 2008. The Fair also bested its average of 243,753.155. Master Gardener Volunteers prepared and staffed various displays, educating the public and performing the Strawberry DNA experiment.

The contacts reported by Master Gardeners at the Fair have grown from almost 6000 contacts in 2007, 8000 contacts in 2008 to over 10,300 contacts in 2009!

Thanks to the Master Gardener units who helped to organize (Hanover, Spotsylvania, Louisa, and Henrico) and the units which volunteered during the 11 day event.

The new venue has a lot of opportunities to offer Master Gardeners and we hope more units will choose to participate this year.

The 2010 State Fair will be held **Sept. 23 thru Oct. 3 2010 at The Meadow Event Park -Be sure to volunteer your unit! Bring Photos & Brag Boards to showcase Master Gardeners throughout VA.**

This year's educational focus is Water (protection & quality) - great opportunities for new Water Stewards.

Don't forget to enter your plants & veggies at the Fair - Competition Guides can be found at

<http://www.statefair.com/competitions>

Fund Raising- Pattie Gamache (Bedford)

We have been selling VMGA logo: sweatshirts (new), t-shirts, license plate frames, water bottle clips, decals and window clings (new). The total income from fundraising items was \$3,048.46 this year. We have these items on sale during college and they are selling fast.

VCE- Dave Close (VA TECH)

-State record keeping system update – The agreement with UC Davis concerning the use of the system needs to be signed and finalized. Seven units have volunteered to pilot the system - target is mid July.

-In the process of updating MG e-mail addresses for the In-Season newsletter.

-New Extension Consumer Horticulture gardening blog called Ask an Expert has started and will be linked to face book and twitter for answers by extension 24 hours a day, 365 days a year. This will amplify what agents do.

Implementation scheduled for 50% of VA, with the purpose trying to get MG units in defined geographic locations to communicate with local constituents in a blog format.

Silent auction: Leslie Paulson, Chair and Sharon Corbin (Prince William)

2009 - Over 150 items donated.

Raised over \$4000 towards the MG Coordinator Endowment Fund

2010 – 150 Items donated

Raised over \$3659 in addition to raffle donations of \$118.00 which will go towards the MG Coordinator Endowment Fund

THANKS TO PRINCE WILLIAM MGs who have done a fantastic job with this event.

President's Report –Betty Villers (VA Beach)

The VMGA Mission Statement: To foster communications, education, and fellowship among those involved in the Virginia Cooperative Extension Master Gardener Program and to support and promote the Program.

The past two years VMGA:

- Had training on various topics during the bi-monthly meetings for VMGA reps and members,
- Has developed and presented three excellent continuing education programs to MG's throughout the state
- Has registered with Botanical Interests to contribute 20% of all sales to the State MG Coordinator Endowment Fund
- Has participated in MGCATs, State Fair, Maymont Flower Show, VGIC, and the Beautiful Gardens Program.
- Had the first electronic election of the VMGA Executive Board
- Participated in leadership meetings with CALS/VCE
- Responded to the news of uncertainty of the legislative budget cuts, developing talking points and e-mails
- Sponsorship of events at MG college

We would like to thank all Master Gardeners and interested stakeholders that contacted and wrote letters to State legislators. This certainly seemed to be effective as to putting the ball back into VCE court concerning budget and program cut backs.

It is unsure how the Extension Strategic plan will affect the Master Gardener program. It has been recently revealed to the executive board that The State Coordinators salary (Dave's) is funded by: the sales of MG handbooks, grants and VA Tech funding (7% of salary). Due to the economy some of these grants are drying up and it has been revealed there may be a gap in this year's funding of the salary. A meeting has been planned with Dean Grant tomorrow morning to obtain more information and to make sure that there is continued support from VCE.

The VMGA Executive board will keep everyone informed with continued accurate updates concerning this issue.

Unfinished Business:

Nominating committee- Jim Sibeck (Goldvien)-Chair

Members Cheri Haggerty (Hanover), Paul Cambell (VA Beach)

The first electronic election thru Ballotbin was a success. Those without email were sent paper ballots. This process yielded similar numbers in number of persons voting (219) as previous elections using all paper ballots but at a savings of \$320.00.

The Election results were:

Bill Scott (Prince William) President; Christy Brennan (Hanover) - Vice President; Secretary - Peggy Fox (Newport News); Jim Kincaid (VA Beach) - Treasurer.

Motion made to destroy ballots, seconded, motion passed.

New Business:

There are several opportunities to serve VMGA; we currently are in need of a Fundraising Chairman, Newsletter Content Editor and a Silent Auction Chairman.

Peggy Fox presented George Graine (Fairfax) a gift in recognition of his 50th article for the VMGA newsletter.

Cheri Haggerty thanked Betty Villers for a job well done as VMGA President and presented her a framed copy of "The Master Gardener's Creed".

Next Bi-Monthly Meeting - Saturday August 14th 10:00 AM - Newport News Master Gardener Unit

2010 Future meetings

October Galax

December Fluvanna

Betty introduced Bill as the new president VMGA.

He is looking forward to charging ahead with the new physical year. Kathryn Debnar has been a committee of one – Bill would like to revamp the MG coordinator endowment committee to make the process different. Bill has met with Vernon Meachum from VA Tech development office to work together and move ahead. This needs to be a partnership which can move together for long term support of the endowment. Bill and Betty will meet with Dean Grant and VCE to become more informed about the support of our coordinator.

VMGA members need to give the development office a list of potential contacts for corporate and individual donors.

The education events have been a wonderful success and the VMGA and the Education Committee have provided quality continuing education classes in several different areas as the VMGA members have requested and we will continue this progress in the upcoming years.

Meeting adjourned at 8:15 p.m.

Respectfully submitted,

Christy Brennan, VMGA Secretary

VMGA, Inc.
DRAFT FY2011 Budget Assumptions
June 1, 2010 to May 31, 2011

- Membership dues are based upon prior year actual collections and are reduced \$300 from last year.
- Revenue from education activities is projected on last year's experience and forecast to offset expenses.
- Fundraising revenue represents income from the sale of t-shirts and other merchandise. Silent auction revenue will be given directly to the VT Foundation and will not flow through VMGA records.
- The combined line item for Communication/Support expenses is composed of \$225 for Communications and \$50 for the Unit Support Committee.
- Education represents the expenses of FY2011 educational activities forecast at a break-even level. Refer to the related income in the revenue section of the budget.
- EEF Scholarships are forecast to be paid from operating funds in FY2011. The current VMGA endowment does not generate sufficient revenue to fund the scholarships and growth accumulation. One of last year's scholarship winners had to leave MG College on the first day therefore, this scholarship will be awarded this year. In addition, the VMGA Board voted in ??????? to create an additional scholarship in memory of Mr. Bud Gregory. That will bring the total scholarship awards for this year to eight (8).
- Election expenses are not included since there will be no election this year.
- Fundraising Gifts to VT Endowment represent the contribution of revenue from the sale of merchandise described above to the endowment for the state coordinator.
- Marketing expenses include \$250 for the Maymont Booth, \$50 for membership in the Virginia Green Industry Council (VGIC), and \$50 for a donation to the VGIC Green Festival in the fall since they do not charge MGs for a booth.
- Membership & Roster expenses approximate the costs of producing the membership directory and other expenses incurred to acquire new members and renew members in FY2011. If an electronic solution for the directory were utilized, as discussed in the Finance Committee report, these costs would be significantly reduced.
- Newsletter expenses are composed of \$840 for printing costs and \$360 for postage and labels to provide for the mailing of 125 issues. This assumes the remaining 450 copies are provided electronically by email.
- State Fair expenses are forecast at \$400 which is the same as 2010.
- Officers' expenses for Vice President, Secretary, and Treasurer are based on historical actual data.
- The President's expense represents a contingency fund to be used at the President's discretion with approval of the Executive Board

VMGA, Inc.
DRAFT FY2011 Budget
June 1,2010 to May 1,2011

Income

Membership		
Regular		\$ 1,100
Lifetime/Advanced		
Payments		<u>4,000</u>
	Total Membership	5,100
Gifts for EEF Scholarships		-
Education	6,000	
Fundraising	<u>1,000</u>	
	Subtotal	7,000
Total Income		<u><u>\$ 12,100</u></u>

Expenses

Communication/Support		\$ 275
Coordinator Endowment Committee		100
Education	6,000	
EEF Scholarships		800
Elections		-
Fundraising Committee		50
Fundraising Gifts to VT Endowment	1,000	
Marketing		350
Membership & Roster		2,100
Newsletter		1,200
State Fair		400
Officers' Expense		
President		300
Vice President		25
Secretary		75
Treasurer		125
	Subtotal	<u>7000</u> 5,800
Total Expenses		<u><u>\$ 12,800</u></u>