

Virginia Master Gardener Association
Meeting of the Board of Directors
February 14, 2015
Hanover, VA

The 25th Anniversary Bimonthly Meeting was opened at 10:09 AM by Christy Brennan, Hanover VMGA Rep, and VMGA President. She read a brief history of the inception of VMGA. She introduced Betty Jane Hughes, Hanover Master Gardener Association President, who presented a slide presentation on the activities and projects of the Hanover MGs.

Christy introduced Peggy Singlemann, Director of Horticulture at Maymont Estate and Gardens where she is responsible for managing, designing, and implementing all the gardens. She thanked MG volunteers who provide much needed assistance.

Grace Chapman, Horticulture Director of the Lewis Ginter Botanical Garden, spoke of the vast number of volunteers at the garden, many who are MG volunteers. She thanked them for making possible the beautiful garden.

Superintendent of the State Fair of Virginia, Kathryn Burrus, spoke of the fine relationship between MG volunteers and the horticulture area. She mentioned the State Fair Garden received a second place in the International Association of Fairs and with MG help, hopes to achieve first place next time around. She thanked Virginia MGs and hoped that the relationship would continue with the State Fair.

Gwynn Hubbard was introduced as the head of the State Fair Garden. Her company, Blooms, LLC is responsible for the garden and she said without the MG help, it would be impossible to keep it up.

Introductions followed with each one present introducing themselves and their MG Unit.

The Secretary is, Joan Richards, Green Spring. The minutes were approved as received electronically by all unit representatives and State MG Coordinators.

Pat Reilly, Prince William, Treasurer, gave the Financial Report which follows these minutes.

Frank Reilly then introduced special guest, Ailene Bartlett, from James CC/Williamsburg, who was one of the originators of VMGA back in 1990. She said she was proud to be one of the founders of VMGA.

Vice President, Angela Cingale, James CC/Williamsburg, gave a presentation to the York MGs and several mentioned hoping to attend MG College. She said the word of mouth advertising is the very best way to reach new units and members. She asked unit representatives to continue sending her copies of their newsletters.

Frank Reilly introduced Elizabeth Overton, Halifax, another original member. She reflected on changes. Her training class had five students in 1988 when MGs first began in Halifax County and they have had a training class each year since that time.

Frank Reilly read a congratulatory letter from U. S. Senator from Virginia, Mark Warner.

Standing Committees

Communication

Members: David Banks, Kathryn Debnar, Tom Bolt and Chair Frank Reilly.

1. Facilitated an email blast to the entire population of Virginia MGs promoting this meeting with the help of our State MG Coordinator's office.
2. We've worked out a continuity plan to make sure that we quickly respond to your Calendar announcements. Now is the time to advertise your activities. Go to the Calendar page and use the email address there to send us the details of your events.
3. Since the December regularly scheduled meeting there have been 8,458 page views, by more than 2,214 unique visitors; most are from the US, but Ukraine, Romania, and Russia are close behind.
4. Since the December regularly scheduled meeting, the web page has been updated on 43 separate occasions.
5. It is interesting that our historic anniversary has totally altered the frequency of our web access. Most downloaded were the list of Unit Reps, Standing Rules, History of VMGA, the 25th Anniversary page, and gratifyingly – membership applications.
6. 81% of all our visitors come through the front page of our site.

Frank Reilly, Chair, Prince William

Education

Robyn Puffenbarger, Chair, Rockbridge, announced there will be an educational event in September. The date is still being discussed. Anyone with ideas for a topic or speakers, please send her an email at rpuffenb@bridgewater.edu.

Frank Reilly introduced Barbara Geer, Prince George, another of the early members of VMGA. She said that the focus from the beginning was on education. She noted changes, especially in training, as it was called then. They would have three field days each year. She chuckled that one of the first topics studied was "How to Use the Computer."

Finance

The Finance Committee consists of Pat Waring, Chair, Alta Jones, Bill Scott and Pat Reilly. The Finance Committee completed work on several policies and procedures including timely deposits of funds, mileage reimbursements, the handling of MG College scholarship donations, the amortization of lifetime dues and the establishment of petty cash funds. Committee Chairs are reminded that they are to submit a budget proposal by the April Board meeting.

Pat Reilly reporting

Membership

As of February 13, 2015, we have 374 active members, six auxiliary members, and 157 life members, for a total of 533 which is an increase of 22 from the December meeting. This was due to Green Spring giving their new interns a membership.

Deb Straw, Chair

Frank broke in with a letter from another of the long time members of VMGA, George Graine. George is a long serving unit rep and was unable to be present due to a fall of his wife but he sent a letter which Frank read. In it he mentioned he had a friend in Fairfax MG who had been unit rep and when he left, he suggested George take over which he did. He said Fairfax at the outset didn't understand the world outside Fairfax. He wrote that all units have goals but they need to be aware of the need to reach outside of your unit, to join to become a voice for all MGs and the key to this is the endowment.

Newsletter

Jan Worthy, Chair, Central Shenandoah, said she was so appreciative of the memories of the 1990 group and would like memories and photos to put into the newsletter. Information for the newsletter should be in by early next week.

Unit Support

Members: Pat Reilly, Karen Sacasky, Pinky Derieux, Betty Villers and Frank Reilly.

1. Unit Support provided more information about obtaining 501 (c)3 status to three separate Units. We've posted some information on the VMGA website that may provide answers to any questions that arise from your group meeting. Along with some 'tips' for the new 3-page IRS application at <http://vmga.net/PDF/Seeking-TEO-Status.pdf>,
2. We received a request for information regarding liability and insurance for MG units, officers and activities. We know of two units that currently carry liability insurance. Can I please hear if your unit carries any kind of liability insurance?
3. We received a question from a unit that was being told that they were "not an entity" and therefore should not be holding a bank account separate from Virginia Tech. We counseled that unit to explain the benefits of recognizing that a MG association in a unit is tremendous asset to VCE particularly where money issues occur. That the association should consider recognition as a Virginia Corporation, and IRS recognition as Tax Exempt so that they could indeed be an entity and have financial resources to support their unit.
4. Recall that the Unit Support Committee was created to help units discover how other units accomplish things, help with any difficulties that may arise and aid units that have lost their Agent. Karen Sacasky was a president of VMGA during a particularly trying time for MGs regarding our association with VCE and the Commonwealth. One of her legacies is the Unit Support Committee.

Frank Reilly, Chair, Prince William

Frank then introduced Karen Sacasky, Hill City, another long time member. Karen spoke of the tough times in 1996 when the state funding was lost and how they coped. She said it was so good to see others who were there, too, at the beginning. They paid \$10 in dues which was used to cover the costs of publishing the state newsletter.

Fundraising

To date, the Merchandise Sales Team has brought in \$2,578.37. The cost of the goods that were sold was \$1,560.64 for a net of \$1,017.73 which is temporarily restricted for the State Coordinator Endowment. The value of the inventory is \$3,105.93. This is slightly higher because a purchase of t-shirts was just made in anticipation of warmer weather.

The cost to VMGA of some items has increased. To meet those increases, the price of tee shirts has been raised \$1 and the price of crew neck sweatshirts has increased \$2. Items that have not sold well are on sale. T-shirts in unisex size XXXL and in ladies Small and crew neck sweatshirts in XXL are discounted to \$10. The team will have lanyards for sale by the next Board meeting in April. Other ideas of items to sell are welcome.

The Merchandise Sales Team is looking for others to join the team. Opportunities exist for members to store and transport merchandise to meetings and to assist with sales at MG College.

State Coordinator Endowment Fund

	1 Feb 14	1 Apr 14	27 Jun 14	5 Aug 14	1 Oct 14	1 Dec 14	3 Feb 15
Market Value	\$270,530	\$271,439	\$287,986	\$307,776	\$308,842	\$310,023	\$310,818
Cash Gifts & Pledge Payments	\$210,817	\$212,319	\$227,061	\$235,514	\$236,114	\$237,815	\$240,651
Outstanding Pledges	\$ 5,075	\$ 5,875	\$ 6,175	\$ 6,275	\$ 5,725	\$ 5,575	\$ 5,175
Deferred Commitments	\$190,000	\$190,000	\$233,986	\$233,986	\$233,986	\$233,986	\$233,986
Interest Income Account	\$ 14,159	\$ 17,036	\$ 19,931	\$ 19,931	\$ 22,980	\$ 22,980	\$ 26,112

The Silent Auction needs a new leader and co-leader.

Tina Chaleki, Chair, Louisa

Frank Reilly read a letter of congratulations from U. S. Senator Tim Kaine. He also read a Resolution from the General Assembly of the Commonwealth of Virginia in appreciation of and congratulations to VMGA on its 25th anniversary.

Special Committee

Standing Rules

The Executive Committee worked with the committee chairs on the final copy of the Standing Rules as presented to all who had been sent a copy of the Standing Rules with changes in yellow and comments in red explaining the changes. The rules were displayed and Pat went over each of the changes. A motion was made to accept the changes. During discussion a question was raised by the Membership Chair regarding the sending of membership cards. After further discussion a move was made to accept all but section 6. The motion carried. Discussion returned to Section 6 and parts were rewritten to meet everyone's approval. A second motion was made and passed to accept the changes as made for Section 6.

Christy also stated in addition to the Standing Rules, both Secretary and Treasurer have developed a handbook of procedures they are using. Joan, Secretary, mentioned she developed the Handbook for the Secretary from notes MaryAnn Kincaid had given her that she had used while Secretary.

Pat said the Handbook for Treasurer listed all the procedures in order to continue the 501(c)3 for the IRS and the Virginia Corporation tax as well as other aspects of the work of the Treasurer.

State Coordinators Report

1. Agency 229 Report – the Extension MG program was highlighted in a full-page article in this stakeholder report. MaryAnn Kincaid from Virginia Beach and Lynn Brammer from the New River Valley were both highlighted in the report.
2. WebEx – The first ‘meeting’ in January was successful. More than 30 attended. The next one is scheduled for March 19. These are intended for agents, coordinators, and association leaders or leaders-to-be. The next session’s topic will highlight the benefits of local EMG associations.
3. VCE Winter Conference – Coming up the first week of March, John and I will be leading a 90 minute session on both the EMG Program and Consumer Horticulture. We also had two posters accepted for a competition. One on the EMG Program and one on the collaborative relationship we have with the Master Food Volunteer Program.
4. District Directors Meeting – last June we met with all four district directors, the senior district director, and Bobby Grisso simply to keep open communications going administratively at their level. We will be meeting with them again on February 17, to keep those lines open and active. The ultimate goal and purpose is to maintain an active and effective of a line of communication from the State Coordinators office to the local unit offices, then to the volunteers. Involving the district directors in this is critically important.
5. Annual Report – We have collected reports from 33 units and we put out a final call to the remaining 29.
6. MG College update – Keynote speakers are confirmed.
7. Milestone Awards update – The call went out for lists of recipients; 14 units have already responded; these are due by the first week of March.
8. EMG Book revisions update – Coordinator Manual, most of the chapters have been reviewed and returned; we will provide a printed copy to each unit office; VMGA will help fund the printing costs; EMG Training Handbook, 80% of the chapters have been returned, will soon be sending out for specialist review, plans are still in place to have this ready for the fall 2015 training cycle.
9. iBook Contest Update – Submissions have been reviewed. A winner has been selected but not yet notified.

David Close, State Coordinator

Special resources have been developed which are on the website. There are templates, forms and banners. He asked MGs to check and see if there was anything there that could be of benefit to them. There are flyers for MG College. He provided the names of the keynote speakers. The new training manual will be in black and white but there is a discussion of publishing an iBook or EPub. Holly Scoggins is working on the chapter on Perennials. How to Have a MG Program is in revision and expected by the fall of 2015. It will be an iBook and can be downloaded from the website.

John Freeborn, Assistant State Coordinator

Following the State Coordinators' Reports, Dave and John made a special presentation, the Proclamation of a Special Resolution of Appreciation of the Virginia Master Gardeners on their 25th Anniversary. It was signed by Assistant Dean Dr. Ed Jones, VCE and Director of Horticulture, Dr. Roger Harris and State Coordinator David Close.

The President's Question

Christy discussed the retention of volunteers in the units and Pat Reilly projected a table showing some percentages of various units for retention after three and five years. Discussion followed on reasons why retention is a problem. It was mentioned that the average length of a volunteer is an average of three years in any volunteer program. Statistics presented ranged from 30% to 50% for five years. One suggestion made was to develop a project that all units could work on in an area or even state wide. Dave Close mentioned there was a Nutrient Management Program in some areas that could be used as an across units project. It was agreed that we need to evaluate our programs, use mentors, and become friends with MGs in our units and develop camaraderie.

New Business

Tom Bolt discussed the sponsorship program for MG College. Individuals can sponsor an event with a single donation of \$100. There are various levels of support and MGs are encouraged to check within their units for possibilities of corporate sponsorship as well. It was agreed he should send the cover letter and information to each member of VMGA.

Units were asked to think about when their unit would like to host a meeting during the 2016 calendar year. Central Shenandoah will host October and Green Spring will take August.

Announcements

Lynn Jones, Rockbridge, Bob Kelley, Chesapeake, and Jody Purches. Appomattox, reported on events for their units. All were reminded to provide information on unit events to the Calendar Page on the website. This can be done by going to Calendar@vmga.net.

Jeanne Millin, James CC/Williamsburg, asked if any units had liability insurance. Dave Close said two units had it. It was suggested that under Virginia Non-Stock Corporation Act, there are some protections for officers.

Jody Purches, Appomattox, was thanked for selling merchandise bringing in \$479 today.

The April meeting will be hosted by the Franklin County Master Gardeners on April 11.

Following door prizes, the meeting was adjourned at 1:55 PM.

Respectfully submitted,
Joan Richards, Green Spring
Secretary

Attendance at Feb. 14, 2015 VMGA Bimonthly Board Meeting

Amherst, Campbell, city of Lynchburg	Karen Sacasky, Deb Straw
Appomattox	Jody Purches
Alexandra/Arlington	Joe Kelly
Augusta, Rockingham, cities of Harrisonburg, Staunton, Waynesboro	Robyn Puffenbarger, Jan Worthy
Chesapeake	Bob Kelley
Chesterfield	Lynne Foote
Cumberland, Prince Edward, Buckingham	Pat Lust, Tina Wells
Franklin	Nelda Purcell
Fluvanna	Kathy Seroskie
Fredericksburg, Stafford, Spotsylvania, King George, Caroline,	Tina Will
Gloucester	Magdalene Howell, Trudy Vanderhaef, Rose Sullivan, Bonnie Bernard
Goochland, Powhatan	Sharon Smith
Green Spring	Fred Abbey, Joan Richards
Halifax	Elizabeth Overton, Bill McCaleb
Hanover	Brenda Clements, Carlyle Clements, Betty Jane Hughes, Lisa Willis, Nancy Butler, September Sckinga, Pat Reyes, April McNulty, Emily Gianfortoni, Pattie Bland, Elizabeth Campbell, Judy Durant, Ian Sutton, Juanita Drenn, Beckey Watson, Christy Brennan
Henrico	Lisa Sanderson, Grace Harrison
Isle of Wight, Southampton, Surry	Betty Jo Hendrix
James City County, Williamsburg	Jeanne Millin, Angela Cingale, Ailene Bartlett
Louisa	Edna Musser, Tina Chaleki, Ralph Mason
Newport News	Daina Henry
Norfolk	Tom Bolt, Harriette Frost, Linda Ahlgrim
Northumberland, Lancaster, Richmond, Westmoreland, Essex	Ted Munns, Diane Kean
Prince George	Barbara Geer
Prince William	Pat Reilly, Frank Reilly
Rockbridge, Bath	Lynn Jones
Suffolk	Wanda Gerard
Virginia Beach	MaryAnn Kincaid
VCE	Dave Close, John Freeborn
Superintendent of Horticulture State Fair of Virginia	Kathryn Burrus
State Fair Garden	Gwynn Hubbard
Director of Horticulture, Maymont	Peggy Singlemann
Horticulture Director, Lewis Ginter	Grace Chapman

Virginia Master Gardener Association
Treasurer's Report

Summary of Checkbook Activity

Balance Nov 30, 2014	\$ 6,914.55
Total Inflows	\$ 1,740.53
Total Outflows	\$ (732.72)
Balance Feb. 11, 2015	\$ 7,922.36

Statement of Position (Balance Sheet)

Assets	as of 2/11/2015
Cash	\$ 7,922.36
PayPal Balance	\$ 419.27
Petty Cash Fund	\$ 50.00
CD #1 Balance	\$ 14,497.74
CD #2 Balance	\$ 5,023.42
CD #3 Balance	\$ 6,112.67
Fundraising Inventory	\$ 3,105.93
Total Assets	\$ 37,131.39
Liabilities	
Unearned Income – Future Dues	\$ 2,987.62
Coordinator Endowment Funds Payable	\$ 1,115.33
Restricted Gifts for MG College Scholarships	\$ 199.75
Total Liabilities	\$ 4,302.70
Net Assets	
Unrestricted (Current FY Dues, Merchandise Sales)	\$ 4,594.05
Temporarily Restricted (MG College Scholarships, Future Dues)	\$ 28,234.64
Total Net Assets	\$ 32,828.69
Total Liabilities and Net Assets	\$ 37,131.39

Statement of Activities (Income Statement)

Revenue	Unrestricted	Restricted	Total
Contributions	\$ -	\$ 297.35	\$ 297.35
Fundraising (Net of Expenses)	\$ -	\$ 1,017.73	\$ 1,017.73
Interest Income	\$ 15.98	\$ -	\$ 15.98
Membership Dues	\$ 2,015.68	\$ 1,110.26	\$ 3,125.94
Programs	\$ 1,252.33	\$ -	\$ 1,252.33
Total Revenue	\$ 3,283.99	\$ 2,425.34	\$ 5,709.33
Expenses			
Program Services	\$ 5,241.73	\$ 50.00	\$ 5,291.73
General (Administrative)	\$ 805.62	\$ -	\$ 805.62
Fundraising	\$ 1,756.36	\$ -	\$ 1,756.36
Total Expenses	\$ 7,803.71	\$ 50.00	\$ 7,853.71
Change in Net Assets (Net Income)	\$ (4,519.72)	\$ 2,375.34	\$ (2,144.38)
Net Assets, Beginning of Year	\$ 25,912.59		
Net Assets, Year to Date	\$ 32,828.69		

FY 2015 Income and Expenses to Budget

June 1, 2014 – February 11, 2015

INCOME		FY 2015	FY 15 YTD	% of Budget
Admin	Membership Dues FY2015	\$ 4,524.00	\$ 2,015.68	45%
	Membership Dues FY2016 – FY2024	\$ 1,440.00	\$ 1,110.26	77%
Fund Raising	Fundraising (Merchandise Sales)	\$ 2,000.00	\$ 2,578.37	129%
	MG College Scholarship Donations	\$ -	\$ 199.75	n/a
	State Coordinator Endowment Donations	\$ -	\$ 97.60	n/a
Programs	Education Events	\$ 4,500.00	\$ 1,252.33	28%
Total Income		\$12,464.00	\$ 7,253.99	58%
EXPENSES				
Administration	President	\$ 250.00	\$ 77.30	31%
	Vice President	\$ 25.00	\$ -	0%
	Secretary	\$ 75.00	\$ 25.44	34%
	Treasurer	\$ 100.00	\$ 12.92	13%
	Professional and Legal Fees	\$ -	\$ 400.00	n/a
	Membership	\$ 1,000.00	\$ 289.96	29%
	Subtotal Expenses-Admin	\$ 1,450.00	\$ 805.62	56%
Fund Raising	Fundraising (Merchandise Purchase)	\$ -	\$ 1,586.05	n/a
	State Coordinator Endowment	\$ 1,200.00	\$ 76.62	6%
	Silent Auction	\$ -	\$ 103.69	n/a
	Subtotal Expenses-Fundraising	\$ 1,200.00	\$ 1,766.36	147%
Programs	State Fair	\$ 500.00	\$ 565.85	113%
	Education	\$ 4,500.00	\$ 1,952.47	43%
	MG College Scholarships	\$ 2,500.00	\$ 2,500.00	100%
	MG College Sponsorship	\$ 500.00	\$ -	0%
	Merchandise Profits to VT Foundation	\$ 1,200.00	\$ -	0%
	Newsletter	\$ 100.00	\$ 80.61	81%
	Communications	\$ 250.00	\$ 142.80	57%
	Gifts (State Coordinator Endowment)	\$ -	\$ 50.00	n/a
	Subtotal Expenses-Programs	\$ 9,550.00	\$ 5,291.73	55%
Total Expenses		\$12,200.00	\$ 7,863.71	64%