

**Northern Shenandoah Valley Master Gardener's Association
Board of Directors Meeting
Strasburg Community Center, Strasburg
August 11, 2015**

Attendees:

Susan Garrett, President Karen Brill, Vice President
Kris Behrends, Secretary

Bob Carlton, past President
John Kummer, Frederick Co. Coordinator
Sharon Bradshaw, Shenandoah Co. Coordinator
Stacey Smith, Communications and Publicity Chair
Anne Dewey-Balzhiser, Parliamentarian
Russ Watkins

Susan Garrett brought the meeting to order at 6 p.m. She showed the new notecards that have been printed for the association and distributed some to whomever was interested.

July Board Minutes: Susan Garrett noted that the minutes were distributed to the Advisory Board. Bob Carlton moved to accept the minutes, Karen Brill seconded, and it was approved by the voting Board members.

Treasurer's Report: The following report was submitted:

NORTHERN SHENANDOAH VALLEY MASTER GARDENER ASSOCIATION

Financial Statement for Period Ending August 4, 2015

Checking Balance as of August 4, 2015		\$ 6,011.47
Outstanding checks:		
1564	A Hutchinson	\$ 30.00
1583	Cedar Creek/Belle Grove	\$ 50.00
1566	M. Neese	\$ 50.00
1601	R Howell	\$ 160.00
1603	H Lake	\$ 160.00
1605	C Wilson	\$ 160.00
1606	VCE-Frederick	\$ 537.30
1607	S Garrett	\$ 105.42
1608	G Smith	\$ 19.22
1609	Belle Grove	\$ 614.12
1610	B G (tractor fund)	\$ 250.00
Total Outstanding Checks		\$ 2136.06
Checking Balance as of 8/4/2015		\$ 6011.47
Investments:		
CD/United Bank		\$ 5,172.24
Savings/United Bank		\$ 5,103.36
Total Balance on Hand		\$ 16,287.07

Respectfully submitted

Sandra Lee Demko, Treasurer

Vice President's Report: Karen Brill reported that she had taken an exploratory visit to White House Farm which will host the September 20 association meeting. There will be no pot luck at this meeting, and members are encouraged to bring chairs.

Strategic Plan: Review of goals follows.

3. More effectively serve our community

a. Needs assessment

- i. Provide more classes for members. Suggestions should be sent to Karen Brill and Sandy Ward
- ii. Determine budgetary needs for:
 1. Current projects
 2. Possible future programs/projects (Karen suggested increasing the amount of the scholarship available.)
 3. Sharon Bradshaw provided a document that itemized projects that other associations are doing to raise money.
 1. Increase membership dues
 2. Garden Fest plant sales
 3. Symposium
 4. Sell gear (shirts, hats, bags, etc.) to members and/or nonmembers
 5. Silent auction, perhaps at symposium
 6. Silent auction variation: purchase tickets for raffle prizes
 7. Box wood wreath workshops
 8. Bulb sales
 9. Seasonal plant sales (either grown by members or sourced from commercial suppliers)
 10. Rain barrel workshops
 11. Plant yard sales
 12. Publicize welcome of donations by members, nonmembers, organizations, etc.
 13. Apply for grants (would need Mark Sutphin's input/guidance on this)
 14. Scheduled visits to private gardens in a given community
 15. Garden walks in various settings in a community

John Kummer questioned the need for fundraisers. Our balance seems to be consistent year to year. Strategic planning would be needed for additional projects. Anne Dewey-Balzhiser suggested picking the top two methods on Sharon's list. Susan Garrett suggested that additional funds could go to Garden Fest and the symposium.

County Coordinators' Reports:

Clarke County: Farmers market is going well. Volunteers are lined up for every Saturday. The Clarke County fair is this week.

Frederick County: John Kummer advised that their county is involved in community gardens and the GreenLine; however, more volunteers are needed for staffing the GreenLine. Russ Watkins reported that he has been sending e-mails for volunteers. A discussion followed that provided Russ with some ideas on how to recruit volunteers: The association provide practicums, GreenLine questions sent out to members to research, ask members to bring a guest to the GreenLine, and/or have an open house to show members the GreenLine office.

Page County: Lesley Mack reported via e-mail that their county is preparing for the September meeting. The Farmers' market is on hold until next year. Walmart said they want to wait until next spring for advice on planting instead of this fall.

Shenandoah County: Sharon Bradshaw announced the Farmer's Market and Green Help Line office hours are going well and will continue into October. Two 4-H camps were successful. The year 2015 has been designated by the United Nations as the "International Year of the Soil" so the theme at the 4-H camps was soil: They sifted soil, made dirt babies, and ate dirt (Carolyn's recipe).

The August 15 fair judging class is on board as is the daily evening scheduled for our publicity/Q&S table in the produce display barn (for which there are still openings available for volunteers).

Warren County: A number of volunteers participated at the Warren County fair. They're also working on scheduling plantings at the children's garden.

Volunteer Coordinator: It was mentioned that members aren't using VMS as much as they could to volunteer for projects.

VCE Agent: Mark Sutphin shared the following via e-mail:

- They are progressing with the screenings. Seventeen members remain to complete the process.
- The faculty, staff, and students at Virginia Tech's Alson H. Smith Jr. Agricultural Research and Extension Center and Virginia Cooperative Extension's Frederick County Office will be hosting a public open house on August 15 from 1 p.m. to 5 p.m. The Center's scientists will provide an overview of their research projects and outreach efforts through hands-on activities, posters, and guided tours of the experimental vineyards and orchards.

Standing Committees:

Communications and Publicity: Stacey Smith reported that this committee met on August 1. It was decided that the committee members will share the workload so each project will have one assigned committee member. They planned their editorial calendar based on the previous year's requests and know upcoming projects as well as including website pages for projects.

Education: Twenty-four members attended the workshop on Preservation on Thursday, July 30, at the Mid-Atlantic Farm Credit building. The plans are to have another program in October or November about freezing, fermentation, and drying.

Two of the four speakers are lined up for the 2016 symposium. Karen Brill and Sandy Ward are working with the publicity committee to get the word out. The menu has been finalized, and they have budget estimates.

Finance: Members of the Finance committee has been suggested Mark Fairbanks, Frank Baxter, Mary Craig, and Lee Demko. Bob Carlton moved to accept this committee, Karen Brill seconded it, and it was approved.

Membership: No report

Newsletter: No report

Scholarship: A meeting will be scheduled for August.

Special Committees:

Ad hoc Committee--Website: A meeting was held on July 27. Donna Funk-Smith and Stacey Smith will be co-chairing this committee. Items covered:

- Purpose of committee is to help webmaster with site updates.
- Revisited board discussion regarding height of banner and the desire to reduce its size.
- Discussed the goals of the website—to serve the public or the membership.
- Reviewed e-mail links that don't work in all browsers.
- Discussed need for monthly updates to calendar/events and a person dedicated to submitting those to Donna.
- Ensure that calendar is updated with all public events included.
- It was suggested that there is a need for a permanent website committee to help get updates to the webmaster.

Ad hoc Committee—Picture Storage: Stacey Smit reported that more research is needed and no decision has been made yet.

GardenFest Update: Stacey Smith announced that there will be a plant sale meeting on Saturday, July 18.

Old Business:

None.

New Business:

1. Sara Kohrs has resigned the position of timekeeper. Three volunteers submitted interest in the position. Bob Carlton moved and Karen Brill seconded the nomination of Kris Behrends. This was approved. For the next year, Susan Garrett and Karen Brill have indicated that they are willing to serve another year in their current position, President and Vice President respectively. Kris Behrends will be stepping down as Secretary. Lee Demko's desire to continue as Treasurer is unknown at this time. It was suggested that the nominating committee include Mary Flagg, Volunteer Coordinator; Kris Behrends; Ann Levi; and James Jones.
2. Guidelines Committee: Members suggested are Bob Carlton, Karen Brill, and Terry Hanahan.
3. Publicity chair: Stacey Smith would like to step down after this year.

Bob Carlton moved to adjourn the meeting, Karen Brill seconded the motion, and it was approved.

The next meeting will be held at 6 p.m. on Wednesday, September 16, at Strasburg Community Center.

Respectfully submitted by

Kris Behrends
NSVMGA Secretary