

**Minutes for The Northern Shenandoah Valley Master Gardener Association
Board of Directors Meeting Held May 17, 2017**

Call to Order

The Northern Shenandoah Valley Master Gardener Association held a board of directors meeting May 17, 2017, at 125 Prosperity Drive, Winchester, Virginia 22602. Cy Haley, president, presided over the meeting and called it to order at 6:00 PM. Stacey Smith served as secretary.

Attendees

Voting Board of Directors:

Cy Haley, President
Suzanne Boag, Vice President
Stacey Smith, Secretary
Bob Gail, Treasurer

Advisory Board Members:

Ginny Smith, Clarke County Coordinator
Helen Lake, Frederick County Coordinator
Sharon Bradshaw, Shenandoah County Coordinator
Bob Carlton, Volunteer Coordinator
Mark Sutphin, VCE Agent

Sari Carp, Education Co-Chair

Ann Levi, Timekeeper

A quorum was present

Opening Remarks

Opening remarks included an agenda review.

Vice President's Report

Suzanne Boag reported the May Association meeting guest speaker is Stone Mason Myron Kremer. Frederick County Master Gardeners will host the meeting.

June's Association meeting is Sunday, June 11th, 4:00 p.m. at Birdsong Pleasure Garden (the Macks' Place) in Page County. Master Gardeners Lesley and Tom Mack will be the guest speakers, and a tour of their beautiful garden is a treat for Master Gardeners. Page County Master Gardeners will host the meeting.

Secretary's Report

Stacey Smith reported the minutes for the April Board of Directors meeting were emailed for review April 20th, with no changes received.

Motion: Suzanne Boag moved to approve the minutes of the April Board of Directors meeting as distributed. Stacey Smith seconded the motion. The motion carried with all in favor and none against.

Old Business

1. 2018 MG Class. Susan Garrett reported via email that she, Bob Gail, and Ann Levi have volunteered to be Co-Coordinators of the 2018 MG Class, and Mark Sutphin has secured the Farm Credit conference room every Tuesday and Thursday afternoon from noon to 5pm,

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February 13th through May 10th. Leadership of the class will be from both Clarke and Frederick Counties, and Mark, Helen Lake, Ginny Smith, and Bob Carlton have already agreed to help with the planning.

2. Strategic Plan. Cy Haley asked for an update on the status of the 2014 Strategic Plan. Stacey Smith discussed the Greenline Training provided to the 2015 & 2017 classes, to Frederick County in 2014 and 2017, and to Shenandoah County in 2016 and 2017. She will work with county representatives to create a final unit-wide general process and training. Future sessions will also feature hands-on Help Desk practice, like the 2017 class did as part of their training. Helen Lake discussed having mentorship in place for members in areas such as Greenline, where experienced leads help new leads. Cy will review the Strategic Plan and ask for updates from those who committed to lead an area of the plan.

3. Recognition Pins. Helen Lake chose the five pins for years of service, and the Association will vote Sunday if a quorum is present. The pins chosen are: pruners (5 years), trowel (10 years), boot (15 years), watering can (20 years), and flower bouquet (25 years.)

Treasurer's Report _____

Bob Gail presented the following reports:

**Northern Shenandoah Valley Master Gardener Association
Treasurer's Report
YTD April 30, 2017**

FINANCIAL POSITION

CHECKING ACCOUNT

Checking Balance - March 31, 2017 \$13,529.68

<u>DEPOSITS</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
	3-Apr	Symposium Cash Proceeds	\$471.00
	3-Apr	Symposium "Square" Proceeds	\$216.38
	27-Apr	Jr. Master Gardener Donation	\$600.00

Total April 2017 Deposits \$1,287.38

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<u>EXPENSES</u>	<u>Date</u>	<u>Check #</u>	<u>Amount</u>	<u>Description</u>
	3-Apr	1771	\$(1,536.00)	Schaffer's Catering - Symposium
	4-Apr	1768	\$(150.00)	July Borneman - Symposium Speaker
	7-Apr	1770	\$(150.00)	Nicole Hamilton - Symposium Speaker
	10-Apr	1740	\$(50.00)	Chris Schmidt - MG Class Speaker
	10-Apr	1745	\$(50.00)	Bart McDowell - MG Class Speaker
	10-Apr	1765	\$(150.00)	Alex Hessler - Symposium Speaker
	10-Apr	1769	\$(150.00)	Chris Schmidt - Symposium Speaker
	12-Apr	1772	\$(320.72)	The Winchester Star - Ad - Garden Fest
	13-Apr	1746	\$(50.00)	Dr. Allen Straw - MG Class Speaker
	14-Apr	1767	\$(150.00)	John Eckman - Symposium Speaker
	17-Apr	1744	\$(50.00)	Lynne Phillips - MG Class Speaker
	18-Apr	1743	\$(50.00)	Dr. Francis Reilly - MG Class Speaker
	18-Apr	1773	\$(49.00)	USPS - Stamps
	20-Apr	1747	\$(50.00)	Dr. Robert McDuffey - MG Class Speaker
	20-Apr	1774	\$(55.75)	Lynne Hoffman - Garden Fest Publicity
	21-Apr	Transfer	\$(2,820.53)	Symposium Proceeds to Scholarship Fund
	24-Apr	1777	\$(63.47)	Lesley Mack - 4H "Farm to Table" Talk
	25-Apr	1753	\$(50.00)	Peter Benedetto - Honorarium
Total April 2017 Expenses				<u><u>\$ (5,945.47)</u></u>

Checking Balance - April 30, 2017 \$8,871.59

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SCHOLARSHIP FUND

Scholarship Fund Balance - March 31, 2017 \$9,099.53

<u>Activity</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
	21-Apr	Transfer - Symposium Proceeds	\$2,820.53
	30-Apr	Earned Interest	\$0.82

Total April 2017 Activity \$2,821.35

Scholarship Fund Balance - April 30, 2017 \$11,920.88

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RESERVE FUND

Reserve Fund Balance - March 31, 2017 \$5,215.63

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<u>Activity</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
	30-Apr	Earned Interest	\$0.43
Total April 2017 Activity			\$0.43
Reserve Fund Balance - April 30, 2017			\$5,216.06
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<u>TOTAL CASH ON HAND - April 30, 2017</u>			\$26,008.53

*Respectfully Submitted,
Robert A. Gail
Treasurer*

**NORTHERN SHENANDOAH VALLEY MASTER GARDENER ASSOCIATION
CHECKING ACCOUNT RECONCILIATION
April 30, 2017**

3-31-17 Checking Account Balance	\$13,529.68
April Deposits	\$1,287.38
April Cleared Checks And Symposium Proceeds Transfer	\$(5,945.47)
4-30-17 Bank Statement Balance	\$8,871.59
Outstanding April Checks:	
1775 - Cheryl McDonald - 4H Farm to Table Talk	\$(72.72)
1776 - Robbin Holland - 4H Farm to Table Talk	\$(9.99)
1778 - The Valley Revue - Garden Fest Ads	\$(67.00)
1779 - Northern Va Daily - Garden Fest Ads	\$(200.00)
Total April Outstanding Checks	\$(349.71)
NSVMGA April 30, 2017 Checking Account Balance	\$8,521.88

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**Northern Shenandoah Valley Master Gardener Association
Budget Report
YTD April 30, 2017**

Account Number		2017 Budget	YTD Actual	Over/(Under) Budget
	<u>INCOME</u>			
110	Garden Fest (Net Income)	\$4,200.00	\$795.00	\$(3,405.00)
120	Master Gardener Class	\$3,600.00	\$3,600.00	\$-
130	Member Dues	\$2,000.00	\$2,115.00	\$115.00
140	Miscellaneous/Donations	\$-	\$764.00	\$764.00
	TOTAL INCOME	\$9,800.00	\$7,274.00	\$(2,526.00)
	<u>SYMPOSIUM</u>			
200	Symposium Registration Fees	\$5,500.00	\$5,892.10	\$392.10
205	Symposium Expenses	\$3,350.00	\$3,071.57	\$(278.43)
210	All Proceeds to Scholarship Fund	\$2,150.00	\$2,820.53	\$670.53
	<u>EXPENSES</u>			
310	Administration/Leadership	\$400.00	\$147.06	\$(252.94)
320	Continuing Education Programs	\$500.00	\$100.00	\$(400.00)
330	County Projects	\$1,000.00	\$196.18	\$(803.82)
335	Unit Projects	\$400.00	\$169.47	\$(230.53)
340	Donations/Awards/Gifts	\$250.00	\$-	\$(250.00)
350	MG Class	\$3,600.00	\$2,934.54	\$(665.46)
360	Miscellaneous	\$1,100.00	\$250.00	\$(850.00)
370	Newsletter/Web	\$50.00	\$-	\$(50.00)
380	Outreach/School Programs	\$750.00	\$-	\$(750.00)
390	Permanent Items	\$330.00		\$(330.00)
400	Publicity/Education	\$1,000.00	\$683.72	\$(316.28)
410	Surety Bond	\$170.00	\$-	\$(170.00)
420	Volunteer Coordinator Travel	\$250.00	\$-	\$(250.00)
	TOTAL EXPENSES	\$9,800.00	\$4,480.97	\$(5,319.03)

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New Business_____

1. Visors. Elena Lycas ordered a green-with-white-writing NSVMGA visor sample for approval. Cy Haley reported her class liked theirs. Everyone agreed visors are a good idea, and Elena should check if they are also available in white with green writing, as well.

2. Volunteer Shortages / Too Many Projects. Suzanne Boag reported she had trouble getting volunteers for a tree-planting project. Ginny Smith reported Clarke removed a couple of their projects due to lack of volunteers. Sharon Bradshaw reported Shenandoah has similar issues getting volunteers. After discussion, the annual fall project review will include a review of actual attendance by both Master Gardeners and the public as part of considering each project's future.

3. Future Master Gardener Education Events / Board or Volunteer Coordinator Review. Cy Haley reported that Master Gardeners may want more advanced educational events in the future, similar to those offered at Master Gardener College. Sari Carp reported the five 2017 educational events targeted solely to Master Gardeners include Gardening Fitness, Pruning, Canning, Gardening Photography Part 2, and Fall Foraging. The four-county library series of community garden talks are also an opportunity for Master Gardeners to also learn from one another. After discussion, educational events for the public and for Master Gardeners will also be reviewed during the fall project review.

VMGA Liaison_____

No report.

VCE Agent Report_____

Mark Sutphin reported that Master Gardener College registration is now open, and he encourages members to attend. Friday Cy Haley is talking about Garden Fest with 95.3, which also wants to do video podcasts. Paula Brownlee, Pat Casey, and Sari Carp are talking to them about the podcasts.

Volunteer Coordinator Report_____

Helen Lake reported some issues with volunteers at Garden Faire. Bob Carlton reiterated that members need to show up when they sign up. After discussion, Cy Haley will email the Association to reinforce that.

Approval of Projects: None.

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County Coordinator Reports

Clarke: Ginny Smith reported that Clarke and Frederick cohosted Garden Faire. Clarke Master Gardeners cleaned up the Xeriscape garden and planted trees today.

Frederick: Helen Lake reported she is awarding one of the scholarship rewards May 30th. She should also have several FFA volunteers at Garden Fest. Bob Gail reported the United Way donated another \$3,500.00 for the Fremont Nursery project.

Page: Lesley Mack reported the county is looking forward to the new trainees' graduation and to the June Association meeting in Page. The Farmers' Market booth will state on May 13th. County Master Gardeners are planning a working party at the Chinquapin Oak.

Shenandoah: Sharon Bradshaw reported good contact counts at the Strasburg Farmers' Market and Lowe's Information Table. With only a couple of attendances at each venue, the Master Gardeners already average many more than last year. Other projects are ongoing, and project leads are pleased with participation.

Class of 2017 (Special Committee): At this time Sharon reported the last class meeting is tomorrow evening. This is a great group of trainees to work with. Their New Market Rain Garden Project was presented in class last night and was most impressive. It will have an "official" presentation to the New Market Library staff tomorrow evening at 4:30. She sent out a quick press release and hope to see a couple of local reporters.

Warren: No report.

Standing Committee Reports

Communications & Publicity: Lynn Hoffmann reported via email the ads have been in the papers, and emails from the Master Gardeners and the VCE office have been sent out about Garden Fest and the Barn Series. Signage for Garden Fest has been made and will be ready for June 3. Business cards were ordered, and we will have 500 cards for the counties, Garden Fest, and any upcoming events.

We will use up the brochures and other literature on hand for Garden Fest. Once they are depleted, Lynn will reorder the tri-fold brochures and rulers. Everything will have the VCE logo and updated info.

Donna Funk-Smith is updating the website. Lynn needs to have future event info as soon as possible after an event is done. The project page will then become a save-the-date page, so people know about future events.

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Once Garden Fest is over, Lynn will have a Publicity Committee meeting in conjunction with the County Coordinator meeting. She would like one person from each county to be on the committee and take a personal liaison with the local papers.

Education: Sari Carp reported the remaining events planned for Master Gardener education will need funds disbursed. She requested to use the remaining continuing education funds, including those set aside by the 2016 board for tree ID books. The board agreed that is a good idea. Bob Gail reported the continuing education budget line item includes both Vice President programs as well as Master Gardener Education special programs. Once those funds are depleted, funds requests need board approval.

Finance: No report.

Membership: No report.

Newsletter: No report.

Special Committee Reports

2017 Junior Master Gardeners: Lynn Hoffmann reported via email that she received a check from the Rotary Club of Winchester for \$550 for the Junior Master Gardener program. The check has been sent to Bob Gail to be deposited. The trees in the garden area will be cut as soon as the rain stops and the company can get in to do it. She will send pictures to Rotary and to American Woodmark, and she thanked Bob Gail for his help in getting these grants.

2017 Scholarship: Lynn Hoffmann reported via email that Bob Gail will send out the checks to the schools of the recipients once he receives the information. Ginny Smith will attend the Clarke County Awards Program, and Helen Lake will attend the Frederick County Awards Ceremony. Lynn will start the update to the Web page for the 2018 Scholarship, and she will see who would like to serve on the committee for next year. She would like to continue as Chair.

2017 Garden Fest: Cy Haley reported she is leading a Garden Fest meeting Sunday at 2:00, before the Association meeting. Area leaders should let her know ASAP if they need trainees.

Suzanne Boag reported a total of 24 vendors and non-profits; 16 retail vendors and 8 non-profits, having added two new retail vendors this month: 0 to 60 Coffee will serve hot and iced coffees co-located with the Eggs & Ears 4-H, and Clever Containers will have organizational products. The vendor application deadline was Monday, and she still has not heard back from the Native Plant Society, but applications need only be postmarked by May 15th, and exceptions can be made for non-profits so long as we receive an application prior to Garden Fest. Total collected from vendor fees is \$950, which will go to Belle Grove.

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Stacey Smith reported that plants are in pots, and now members are trying to keep them alive. The committee has sent signage needs to Lynn -- mostly directional, such as "to exit/casher" with an arrow -- and is creating informational signage, including small pollinator plant signs and picture signs for various plants to help with sale of plants not in bloom. Stacey confirmed with Susan Groom that the area only needs one tent for James Jones' info booth.

The committee is finalizing plans for setup, which is its craziest time. Elaine Specht and a few hardy volunteers will be there at 7:00am Friday to do temporary "caution" taping off of the plant area. They'll work on any plants already there and then direct people to the back of the house for remaining drop off. There, all plants will be labeled, groomed, and priced before moving them to their areas.

The committee added a few categories of plants, including ornamental grasses, water-loving plants, native plants, and pollinator plants, and they're trying to engage the public more at the info booth instead of having it as a place for Master Gardeners to take a break. Volunteers will also collect information-list signups as they walk around, and they'll count contacts if they answer questions.

Pricers will use price stickers this year. Not having them is a common complaint. Last year, with drizzle and humidity, it made writing on labels impossible with markers. The stickers held up to 12 hours of soaking in water.

Stacey created custom preprinted tickets for checkout to speed things up a bit. Ticket writers will stay in a designated area, and below that will be an "unpaid/hold" section for Master Gardeners or customers, and there the ticket writers will hold plants up to 30 minutes/an hour for customers.

The same setup incentive will be offered to Master Gardeners as last year: the ability to purchase up to \$10 of plants Friday after working 3 hours.

Closing Remarks _____
None.

Adjournment _____
Motion: Bob Gail moved to adjourn the meeting. Suzanne Boag seconded the motion. The motion carried with all in favor and none against, and the meeting adjourned at 7:52 pm.

Respectfully submitted by: Stacey M. Smith 06/07/17
Stacey Smith, Secretary Date Approved by the Board
Northern Shenandoah Valley Master Gardener Association