

**Minutes for The Northern Shenandoah Valley Master Gardener Association  
Board of Directors Meeting Held October 11, 2017**

## **Call to Order**

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The Northern Shenandoah Valley Master Gardener Association held a board of directors meeting October 11, 2017, at 125 Prosperity Drive, Winchester, Virginia 22602. Cy Haley, president, presided over the meeting and called it to order at 5:57 PM. Stacey Smith served as secretary.

## **Attendees**

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### 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  
Lynn Hoffmann, Publicity Chair  
Ann Levi, Timekeeper  
Sandy Ward, Master Gardener

***A quorum was present***

## **Opening Remarks**

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Opening remarks included an agenda review.

## **Vice President's Report**

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Suzanne Boag reported October's Association Meeting is Sunday, October 15th, 2:00 p.m. at Weber's Nursery and Garden Center, 1912 Martinsburg Pike, Winchester, VA 22603. Peter Weber, owner, is the guest speaker, and his topic is "Right Tree, Right Place." The meeting will take place in the shade greenhouse at the back left-hand corner of the nursery, adjacent to the larger tree section, and Master Gardeners will need to bring a chair and finger foods for the potluck. Weber's will extend discounts to Master Gardeners attending the meeting, with 25% off all plants and 10% off all hard goods.

November's Association Meeting is Sunday, November 19th, 2:00 p.m. at the Warren County Government Center, 220 North Commerce Avenue, Front Royal, Virginia. This is our annual business meeting and election of Association executive board officers.

## **Secretary's Report**

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Stacey Smith reported the minutes for the September Board of Directors meeting were emailed for review.

***Motion:*** Bob Gail moved to approve the minutes of the September Board of Directors meeting. Suzanne Boag seconded the motion. The motion carried with all in favor and none against.

No correspondence received.

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**Treasurer's Report**

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Bob Gail presented the following reports:

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

**FINANCIAL POSITION**

**CHECKING ACCOUNT**

Checking Balance - August 31, 2017 \$12,725.39

<u>DEPOSITS</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
		Belle Grove - Lavender Class	
	18-Sep	Registrations	\$142.95
	18-Sep	Woodstock Garden Club Honorarium	\$50.00

**Total September 2017 Deposits \$192.95**

<u>EXPENSES</u>	<u>Date</u>	<u>Check #</u>	<u>Amount</u>	<u>Description</u>
	18-Sep	1813	\$(600.00)	VNPS - 2018 Symposium Books Suzanne Boag - The Gathering
	21-Sep	1815	\$(54.77)	Bulbs
	25-Sep	1817	\$(45.95)	Lynn Hoffman - Event Signs
	26-Sep	1816	\$(150.00)	Simpson's Nature Photography

**Total September 2017 Expenses \$(850.72)**

**Checking Balance - September 30, 2017 \$12,067.62**

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**SCHOLARSHIP FUND**

Scholarship Fund Balance - August 31, 2017 \$11,186.53

<u>Activity</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
	30-Sep	Earned Interest	\$0.92

**Total September 2017 Activity \$0.92**

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**Scholarship Fund Balance - September 30, 2017** \$11,187.45

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**RESERVE FUND**

**Reserve Fund Balance - August 31, 2017** \$5,217.82

<u>Activity</u>	<u>Date</u>	<u>Description</u>	<u>Amount</u>
	30-Sep	Earned Interest	\$0.43

**Total September 2017 Activity** \$0.43

**Reserve Fund Balance - September 30, 2017** \$5,218.25

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**TOTAL CASH ON HAND - September 30, 2017** \$28,473.32

*Respectfully Submitted,  
Robert A. Gail*

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

7-31-17 Checking Account Balance	\$12,725.39
September Deposits	\$192.95
September Cleared Checks	<u>\$(850.72)</u>
9-30-17 Bank Statement Balance	\$12,067.62

Outstanding Checks:	
1818 - Piccadilly Printers - NSVMGA Rulers	\$(366.85)
1819 - Bob Carlton - VC 2018 Travel Allowance	\$(250.00)
Total Outstanding Checks	<u>\$(616.85)</u>

**NSVMGA September 30, 2017 Checking Account Balance** \$11,450.77

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

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<b>Account Number</b>		<b>2017 Budget</b>	<b>YTD Actual</b>	<b>Over/(Under) Budget</b>
	<b><u>INCOME</u></b>			
110	GardenFest (Net Income)	\$4,200.00	\$6,007.48	\$1,807.48
120	Master Gardener Class	\$3,600.00	\$3,600.00	\$-
130	Member Dues	\$2,000.00	\$2,115.00	\$115.00
140	Miscellaneous/Donations*	\$-	\$1,484.09	\$1,484.09
	<b>TOTAL INCOME</b>	<b>\$9,800.00</b>	<b>\$13,206.57</b>	<b>\$3,406.57</b>
	<b><u>SYMPOSIUM</u></b>			
200	Symposium Registration Fees	\$5,500.00	\$5,892.10	\$392.10
205	Symposium Expenses	\$3,350.00	\$3,071.57	\$(278.43)
210	Net Proceeds to Scholarship Fund	\$2,150.00	\$2,820.53	\$670.53
	<b><u>EXPENSES</u></b>			
310	Administration/Leadership	\$400.00	\$147.06	\$(252.94)
320	Continuing Education Programs	\$500.00	\$300.00	\$(200.00)
330	County Projects	\$1,000.00	\$589.02	\$(410.98)
335	Unit Projects**	\$400.00	\$1,243.68	\$843.68
340	Donations/Awards/Gifts	\$250.00	\$50.00	\$(200.00)
350	MG Class	\$3,600.00	\$3,452.54	\$(147.46)
360	Miscellaneous	\$1,100.00	\$644.65	\$(455.35)
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	\$530.27	\$(469.73)
410	Surety Bond	\$170.00	\$170.10	\$0.10
420	Volunteer Coordinator Travel	\$250.00	\$-	\$(250.00)
	<b>TOTAL EXPENSES</b>	<b>\$9,800.00</b>	<b>\$7,127.32</b>	<b>\$(2,672.68)</b>

\*Includes \$1150 in donations for JMG tree removal

\*\*Includes \$950 unbudgeted for JMG tree removal offset by donations

Bob reported he procured a credit card for the Association. In addition, he drafted the following Northern Shenandoah Valley Master Gardener Association Credit Card Use Policy:

1. The NSVMGA credit card may be used only with the permission of the Treasurer and the President or, if the President is not available, of one other member of the Board of Directors.
2. To use the NSVMGA credit card for charges over \$250, permission must be received by vote of the full Board of Directors.

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3. The NSVMGA credit card can only be used for expenses associated with approved NSVMGA County or Unit projects; and other as approved by the Board of Directors.
4. The minimum charge to use the NSVMGA credit card is \$25.
5. All supporting documentation (i.e. cash register receipts, invoice, etc.) must be submitted to NSVMGA Treasurer for each approved credit card charge.
6. NSVMGA Project Leader is responsible for collecting all payments to repay prepayments charged to credit card for approved events or projects not funded by the association (i.e. Day Trippin).
7. NSVMGA Project Leader will be responsible for making credit card purchases associated with approved project expenses.
8. The NSVMGA Treasurer will be responsible to manage the physical whereabouts of the credit card.
9. The credit card balance will be paid in full within 14 days of each billing cycle.
10. Personal use, misuse, or abuse of the NSVMGA credit card will not be tolerated.

**Motion:** Suzanne Boag moved to approve and implement the Northern Shenandoah Valley Master Gardener Association Credit Card Use Policy. Stacey Smith seconded the motion. The motion carried with all in favor and none against.

Bob presented the below 2018 proposed budget

**Northern Shenandoah Valley Master Gardener Association**

**2018 Budget Proposal**

<u><b>INCOME</b></u>	<b>Proposed</b>	<b>2017</b>
	<b>2018 Budget</b>	<b>Budget</b>
Master Gardener Class	\$3,600.00	\$3,600.00
Member Dues	\$2,300.00	\$2,000.00
Miscellaneous Donations	\$200.00	\$-
<b>Subtotal Income</b>	<b>\$6,100.00</b>	<b>\$5,600.00</b>
<u><b>GARDENFEST</b></u>		
Gross Revenue	\$7,900.00	\$7,200.00
Total Expenses	\$(3,510.00)	\$(3,000.00)
<b>Net GardenFest Revenue</b>	<b>\$4,390.00</b>	<b>\$4,200.00</b>
<b>TOTAL INCOME</b>	<b>\$10,490.00</b>	<b>\$9,800.00</b>
<u><b>EXPENSES</b></u>		

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Administration/Leadership	\$400.00	\$400.00
Membership Background Screens	\$600.00	\$-
VCE Office Support Fee	\$250.00	\$-
Continuing Education Programs	\$500.00	\$500.00
County Projects	\$1,200.00	\$1,000.00
Unit Projects (See Attachment)	\$1,020.00	\$400.00
Donations/Awards/Gifts	\$200.00	\$250.00
Master Gardener Class (16 Trainees)	\$3,600.00	\$3,600.00
Miscellaneous	\$750.00	\$1,100.00
Newsletter/Web	\$50.00	\$50.00
Outreach/School Programs	\$-	\$750.00
Permanent Items	\$300.00	\$330.00
Publicity/Education	\$1,200.00	\$1,000.00
Surety Bond	\$170.00	\$170.00
Volunteer Coordinator Travel	\$250.00	\$250.00
<b>TOTAL EXPENSES</b>	<b>\$10,490.00</b>	<b>\$9,800.00</b>

**SYMPOSIUM**

Registration Fees	\$6,300.00	\$5,000.00
Total Expenses	\$(4,000.00)	\$(3,000.00)
<b>Net Income to Scholarship Fund</b>	<b>\$2,300.00</b>	<b>\$2,000.00</b>

**Motion:** Suzanne Boag moved to accept the Northern Shenandoah Valley Master Gardener Association 2018 budget. Stacey Smith seconded the motion. The motion carried with all in favor and none against.

Cy Haley will email the budget to the Association for review in advance of its vote.

**Old Business**

**1. Archival of Photos Update.** Cy Haley reported Stacey Smith would help with this project in 2018.

**2. Greenline Training.** Stacey Smith reported that as the Greenline season slows down, she'd like to talk with county coordinators and/or Greenline leads about making Association processes consistent across the counties before the season ramps up again in March/April and the next batch of trainees begins working shifts. It will help the trainees have a better experience since the training they receive in class would apply in all counties, and they'd be aware of basic guidelines and similar resources. Bob Carlton confirmed Greenline is a VCE service sponsored by the Association.

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**3. Association Speakers Bureau.** Stacey Smith reported she's received feedback from a few people who want to be included. In looking at how other units and/or Associations handle their speaker's bureau's website page, our Association's page can have a better user experience and updated information. Stacey plans to have a website update to Lynn Hoffmann by mid December to have it live on the website by January 2018, which gives plenty of time to flesh out the subjects and topics. She asked those in attendance to take 15 minutes to search for and visit other Speakers' Bureau pages and let her know what they like or don't like about the pages. She suggested searching "master gardeners speakers bureau" and "master gardeners speakers bureau vce" – both without quotation marks -- to see how other states' sites and other VCE sites do their pages. The updated page will serve for members of the public to quickly find a speaker ready to talk about a subject, for Association members to quickly find qualified speakers when approached by others, and for members to know what other members can talk about. The Association will also know anyone listed will have completed the VCE project form to do so.

### **New Business**

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**1. Association Member Email List in VMS.** Cy Haley reported an "Association Members" list is planned in VMS as an email option. Ann Levi will go in and set it up to only include each Association member.

**2. Sustainable Shenandoah Valley RCE.** Sandy Ward reported on this program, which covers Shenandoah and Page in our area. She will invite a representative to come and speak to the board about the initiative, and she will serve as Association point person.

**3. Rent-A-Master Gardener.** Cy Haley reported Mary Turner gave her information on a program in South Carolina where Master Gardeners advise community members at their homes to raise funds for Scholarships. After discussion, it was agreed it might be a possibility at some time in some form for the Association to use to apply as a scholarship to be used for all trainees in a Master Gardener class.

**3. Master Gardeners Helping Other Master Gardeners.** Helen Lake suggested putting in a place a mechanism for Master Gardeners to help other members who need it, such as with gardening, weeding, etc. Cy Haley suggested forming a "Master Gardener SOS" committee, which she'll bring before the Association for discussion.

### **VMGA Liaison**

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No report.

### **VCE Agent Report**

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Mark Sutphin reported he wanted to remind everyone of two emails distributed with details on upcoming opportunities: (1) November 2nd at 6:00pm Mid Atlantic Farm Credit, True Colors Training open to area Extension volunteers; and (2) November 9th in Richmond, EMG Leadership Training. He, Bob Carlton, and Stacey Smith are registered. He and Bob are arranging a carpool, so let him know if others are planning to attend.

As suggested by Dave Close and John Freeborn to Helen Lake, Mark is still attempting to reach out and discuss Master Gardener association structures with some of his colleagues in other parts of Virginia. He has spoken with Scott Baker in Bedford and has a call appointment with Kelli Scott in the New River Valley later this week. He is yet to connect with Kevin Camm in Lynchburg. It's his hope to have more to report on this at the November board meeting

### **Volunteer Coordinator Report**

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Bob Carlton reported he has approved projects and answered Master Gardener questions. The next county coordinator meeting is in January.

#### **Approval of Projects:**

None.

### **County Coordinator Reports**

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**Clarke:** Ginny Smith reported no news.

**Frederick:** Helen Lake reported the Lowes help desk is done for the season. The county will have an info booth at Continental Tire Company, previously known as O'Sullivan's, for the company's Wellness Expo. An end-of-year county-program review meeting for all Frederick County master gardeners is November 5<sup>th</sup> at Helen's home. An email with details will go out to all County members. Greenline questions are down, and more members of the public seem to be "Googling" for Greenline answers.

**Page:** Lesley Mack presented the Page County Report via email. The Farmers Market is now closed, and she believes it had a good run. The Greenline has received only a couple calls for help from homeowners. More are going online for answers. Inez Myers, a member of the garden club she belongs to and a friend, said she was applying to the class since it is in the daytime. Charlie Newton is looking for a Page County replacement on the Scholarship Committee, but so far no one has said they would take the position. Marcia Kaetzel spent all day Saturday, and Lesley spent both Saturday and Sunday, at the Heritage Festival at the Page County Fairgrounds, talking to people about plants. Cheryl McDonald's husband Greg has cancer again and was back in the hospital.

**Shenandoah:** Sharon Bradshaw reported no news.



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**Warren:** No report.

## **Standing Committee Reports**

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**Communications & Publicity:** Lynn Hoffmann reported bookmarks and rulers are in. Website updates have been made with new dates for the upcoming events. County coordinators should review their county's project information online to ensure it is accurate. Cy Haley will send an updated Association chart to Lynn after the election. "Save the date" emails have gone out through the Extension office and from the Association email. The papers will get information and requests for articles by the end of October.

**Education:** Suzanne Boag reported that the Association's Photo Workshop had 24 attendees. After discussion, Suzanne will chair the Education Committee.

**Finance:** No report.

**Membership:** No report.

**Newsletter:** Cy Haley reported Richard Stromberg is resigning as newsletter editor. She asked Stacey Smith to take over the role, and she agreed to do so. Stacey said she'd take the strategic plan into consideration for the newsletter, including its external communication components: 1) have an email list/program for newsletter disbursement, 2) integrate that list with a "subscribe to our newsletter" button online, and 3) beef up our newsletter for the public. One whole page of a newsletter would be "coming events" that people could print and put on their fridge to help them find Master Gardeners. She appreciates the opportunity to serve and looks forward to working with Association members on the newsletter.

## **Special Committee Reports**

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**2018 Committee Members List:** Cy Haley will circulate the committee member list and ask for new volunteers to help. Stacey is updating the list with any changes to pass on to the next secretary.

**2018 Nominating Committee:** Stacey Smith reported she emailed the board on September 27th that the nominating committee presents the following slate of nominees for the 2018 Executive Board of Directors of the Northern Shenandoah Valley Master Gardener Association:

President: Cy Haley  
Vice President: Suzanne Boag  
Secretary: Sandy Ward  
Treasurer: Bob Gail  
Past President: Susan Garrett

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The committee feels the nominees are all exemplary members of the Association and, if elected, will excel in their positions. Nominations are also open from the floor during the November meeting.

In addition, the current members of the 2017 nominating committee have agreed to serve in 2018 on the nominating committee, if so appointed by the board:

Chair - Stacey Smith - non-board Active member

Volunteer Coordinator - Bob Carlton (ex officio)

Ginny Smith - non-board Active member

Barb Hallar - non-board Active member

Sharon Bradshaw - non-board Active member.

In addition, Suzanne Boag agreed to serve on the 2018 nominating committee in the board position, if so appointed.

**2018 Symposium:** Lynn Hoffmann reported everything is moving ahead on schedule, and some donations are decreasing costs.

**2018 GardenFest:**

**2018 GardenFest Plant Sale:** Stacey Smith reported one more potting party is planned for October, at Belle Grove. Two Association members have also expressed interest in having digs at their home. We dug over 100 plants at the homeowner's in Strasburg, and we could have doubled that if we'd had more volunteers. We might go back in the spring. Note we are even working on 2019 since some of hers were unlabeled daylilies and we need to grow them a season to see their color. VMS calendar has room for several more parties in October, so if members need to schedule one, check the calendar and email Stacey. Members also had a cleanup/planting day at her home, and they sorted out the pots and planted the daylilies, peonies, and hellebores in the ground. If all of the peonies and hellebores bloom, the sale should have several good-sized mature perennials.

**2018 Master Gardener Class:** Bob Gail reported speakers are confirmed and policies are set. The next meeting is in December.

**2018 Scholarship Committee:** Lynn Hoffmann reported committee members have requested that the amount of the scholarship award be raised to \$1,000. There was one member who was concerned about the increase; however, wording of the bylaws could be changed in order to be flexible with the amount of the award each year. The committee would like input from the board and hopefully move forward so the amount can be advertised by January. Discussion followed.

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**Motion:** Suzanne Boag moved to increase the scholarship award to up to \$1,000 per county. Bob Gail seconded the motion. The motion carried with all in favor and none against.

**2018 Nature Surprises Series:** Lynn Hoffmann reported the Nature Surprises Series at Bowman will have a planning meeting on Wednesday, Oct 18 at 5:00. The Library would like one class a month. If we get enough instructors she would like to request additional funding for the year: \$25 per class is requested, or an additional \$150 to go into the budget. The request will go before the Association.

**Pollinator Garden at NPS HQ:** Lynn Hoffmann reported four Master Gardeners and Tammy Epperson helped with the planting of the pollinator garden that Larry Haun started. There were 31 students that helped plant. Karen Herzog, the NPR Site manager, was very grateful for the help and hopes to use it as a teaching site next year.

**2017 The Gathering:** Suzanne Boag reported the Association has a booth at The Gathering, held at the Clarke County Fairgrounds October 21-22, with set-up on October 20. All volunteer shifts are filled.

**2018 Fair Judging Class:** Bob Carlton reported he is giving this class again for Association members on August 18, 2018. He requested \$50 for supplies.

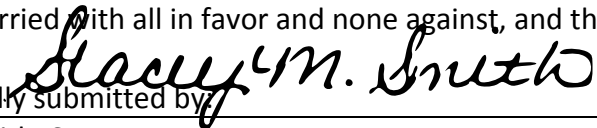
**Motion:** Suzanne Boag moved to approve up to \$50 for supplies for the Fair Judging class. Bob Gail seconded the motion. The motion carried with all in favor and none against.

**Closing Remarks** \_\_\_\_\_

Bob Carlton suggested the Association invest in a portable sound system. Helen will research prices. This led to a discussion of Association assets being included in the annual audit. Bob Gail and Lynn Hoffmann will come up with an inventory management system.

**Adjournment** \_\_\_\_\_

**Motion:** Suzanne Boag moved to adjourn the meeting. Bob Gail seconded the motion. The motion carried with all in favor and none against, and the meeting adjourned at 7:44 pm.

Respectfully submitted by   
Stacey Smith, Secretary  
Northern Shenandoah Valley Master Gardener Association

November 15, 2017  
Date Approved by the Board