
Agenda VGIC Meeting



**Thursday December 10, 2009; 9 a.m. – 3 p.m.
Americraft Building at the State Fair at
The Meadows, Doswell, VA (directions below)**

9 a.m. **Call to Order** – Lin Diacont, President

Welcome

Guest: Michael Dieter-Hanover County Public Works

Other Guests

Legislative

Virginia Agribusiness Council Legislative Update by Donna Johnson

DCR Stormwater

Nutrient Management Reporting

SB 135 TAC Update

Chesapeake Bay Milestones

Presidents Comments

Presidents Report

VGIC Funding, Fund Raising Opportunities

Congratulations to Christmas Tree Growers

Trees for Troops

Tree for Capital Square and Governors Mansion

Executive Directors Report - Jeff

Minutes Approval, October 14, 2009

Economic Impact Survey Update

Website 2009 Stats

Committee Reports

Treasurer's Report - Jeff Miller

Budget 2010, Cary Gouldin

Legislative

Invasive Species – Mary Williams

Brochure update – Mary Williams

Program and Education, Rick Baker

Virginia Gardening Festival 2010- (September 11)

Communications, Public Relations–Sylvia Wright

VGIC P/R Communications Plan

Membership, Mary Williams

Update new members

Activities

- State Fair Update Gwynn Hubbard
- Other Activities
- MAHSC 2010 Roundtable luncheon
Topic: Chesapeake Bay Milestones
Speaker

Other Old Business

VGIC Funding, Fund Raising Opportunities
Partnering Chesapeake Bay Foundation

New Business

Nominations and Election of Officers - Carey White
2010 Meeting Dates
2009 Accomplishments

Adjourn 3:00 pm

Upcoming Events

Below is future meeting schedule (2nd Wednesday of the meeting month).

Please add these dates to your calendar and make every effort to attend.

January 13, 2010 Henrico Government Complex, Extension Office (**New Dean, Dr. Allan Grant will join us**)

January 14, 2010 Virginia Agribusiness Appreciation Banquet

March 10, 2010, VGIC meeting

June 9, 2010 VGIC meeting

August 11, 2010 VGIC meeting

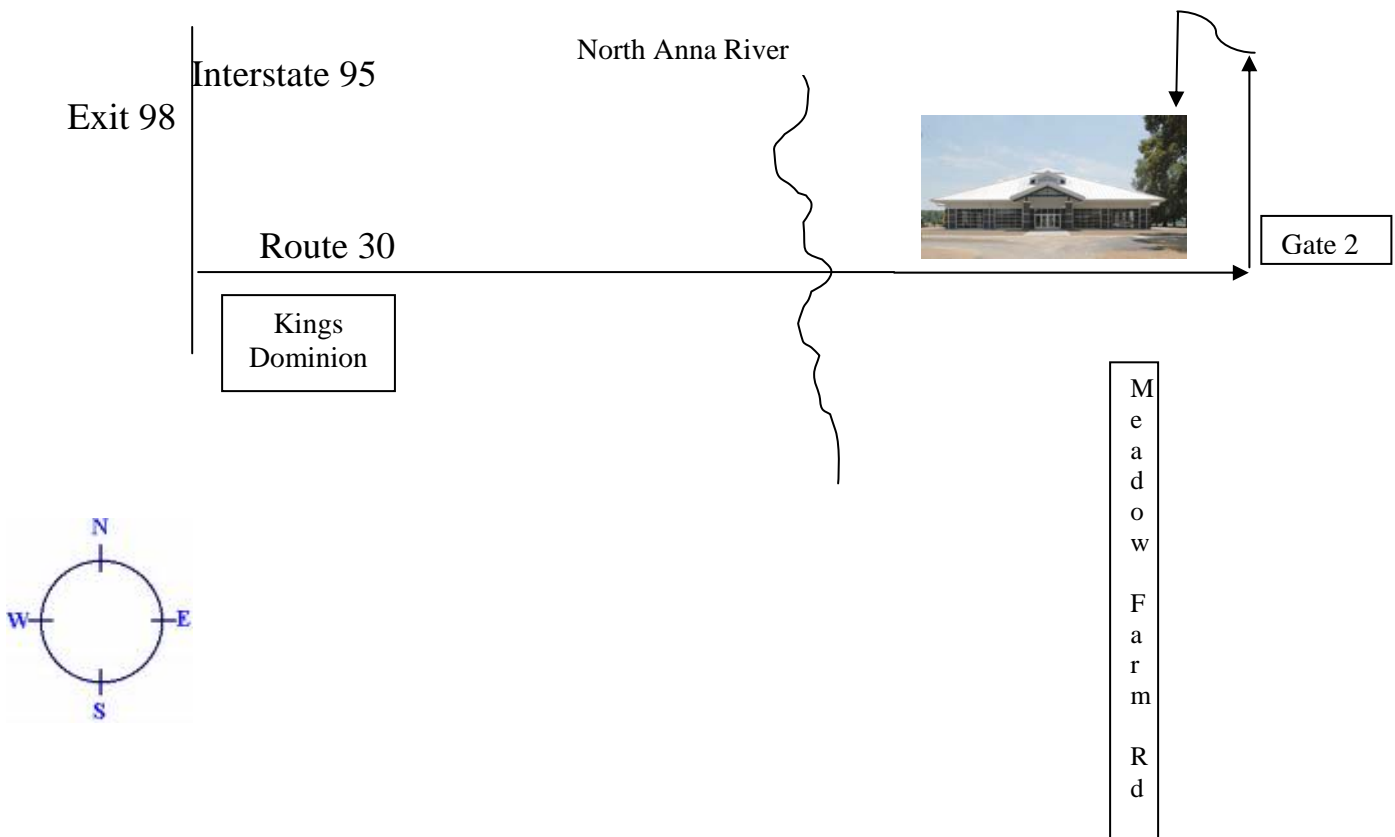
September 11, 2010 Virginia GoGreen Garden Festival

November 10, 2010 VGIC meeting

Directions to The Meadows

**Americraft Pavilion
13119 Dawn Blvd.; Doswell, VA 23047**

DIRECTIONS: From Interstate 95, take Exit 98, Rt. 30 eastbound. Travel approximately 1.5 miles crossing the North Anna River. Stay in your left lane proceeding east. After passing Americraft Pavilion to your left, proceed to the first turning lane on your left and turn in Gate 2. Follow road around to sign for Derby House. Turn left at sign, keep straight and park in the lot you will come through not in front of the Americraft Pavilion.





VGIC Presidents Report
December 10, 2009

ATTENDED

Pesticide Control Board meeting October 15th
TAC Fertilize meeting October 16th
Industry/DCR Meeting-Nutrient Management Reporting
VAC Legislative State Policy Meeting November 16th
Deans Reception: Strange's Florist December 2nd

COMMITTEES

See Reports

Membership

Contacted (need to follow-up)

Rob Wilhoite , Organicare-said will join-need to f/u
Ag in the Classroom
Ag in the Classroom-Hort in High School
Joyce Latimer: Virginia Greenhouse Growers-speak to board-need to f/u
Tim Snow-Piedmont Landscape Association-contacted-need to f/u
HRNLA-Wes Bray-met with their board, made presentation
Lawns Plus-Wes Bray-encourage him to renew
Katie Register, Executive Director Clean Virginia Waterways
VA State-meeting to be scheduled
Carol Smallwood-detention homes (Gwynn-need contact info)
Mike Wallace –prisons (need contact info)
Charles House-Envirogard-joined
Osage Bio Energy-to be contacted-joined
Mark Rodriguez, VIA-he wants me to address the board

Following Legislation/regulations both State and Federal

Card Check
Stimulus
Sales Tax discount issues
Storm Water Management Issues
Nutrient Management TAC
Ches Bay Milestones
Storm Water Management

General Notes

Working with MAHSC on luncheon format and topic

If you have not talked to me about how you can better serve the VGIC then you will be getting a call

Working on creating strong partnerships ad alliances as we continue to unify Green Industry

What can VGIC do for VNLA that it is not already doing?

What you can do for VGIC

Continue Support

Encourage others to support us and our endeavors, join if you or your company are not members-
lead be example

Continue to strengthen partnerships, encourage other groups to do the same

Thank You, Thank You Thank you
GoGreen! Champions of the Environment!
Unifying Horticulture in Virginia!

VGIC Accomplishments in 2009

Economic Impact Analysis: which was due to be finished last year, was delayed until NASS could hire new staff in March. Then we received notice that the analyst was being laid off in October and the survey would not be finished. Through discussions with Commissioner of Agriculture, Todd Haymore, funds were found to finish the survey by December 15, 2009. Additionally, over \$20,000 has been pledged to take this information and have it extrapolated into a total Economic Impact of the Green Industry to the Commonwealth by Scott Sink in the Virginia Tech Agricultural and Applied Economics Department in early 2010.

Additional Outreach by VGIC President, Lin Diacont, has been carried out to solicit additional participation of associations and companies in the green industry.

Virginia Agribusiness Council Appreciation Banquet: Provided centerpieces for the tables at the banquet and other decorations and each piece had signage with the VGIC logo along with information about the Green Industry, which helps make our industry more visible to our legislators and their aides.

Arbor Day – Co-sponsored the Virginia Arbor Day Ceremony on the Capitol grounds. With representatives from the VGIC, VNLA and VDACS, Tony Griffin (Capitol Building & Grounds), who accepted the trees for the Commonwealth of Virginia.

The 4th annual Virginia GoGreen Garden Festivalsm was successfully completed on Saturday, September 12 at the Science Museum of Virginia in Richmond with many exhibitors and educational programs in the stand-alone event. The program featured Andre Viette's live radio show "IN THE GARDEN". There were keynote presentations by Dr. Alex Niemiera, Virginia Tech Horticulture, Dr. Mike Goatley, Virginia Tech Turfgrass, Andre Viette and others. The VGIC had sales of over \$2,400 from donated plant material from Virginia growers and an net income of over \$4,500.

State Fair Horticulture Gardens: The VGIC members provided a bountiful supply of plant material to provide and enhanced color landscape for these gardens during the State Fair, which were then sold at the end of the Fair, generating additional revenues for the Council. Many members also donated plant material and installation labor for permanent plantings at the new State Fair site at the Meadow Farm in Caroline County. The VGIC sponsored the high school student gardens and provided the awards for the competition.

Monthly Bulletins on current events and updates have been expanded this year as electronic E-News updates to the green industry by Jeff Miller.

Gardening News Releases: The VGIC released seasonal news releases that were used, reaching contacts in daily and non-daily newspapers, websites as well as regional and national magazines.

GoGreen gardening articles continue to be written by Jeff Miller, Virginia Certified Horticulturist, and submitted to newspapers statewide by VDACS and by the VGIC office. The Value of Landscaping was a popular article this spring, leaf mulch mowing, Trees for Troops and Christmas tips releases.

www.VirginiaGreen.org (the trade website) continues to be the "go to" website for the most extensive green industry calendar of events, as well as industry information and resources.

www.VirginiaGardening.com (the consumer website) continues to grow with resources and information for Virginia Gardening information from all segments of the green industry.

Publicity – Sylvia Wright continued to provide an extensive array of news releases and articles promoting the VGIC, resulting in coverage of the VGIC and events in numerous state, regional and national publications.

Virginia Green Industry Council
Balance Sheet Prev Year Comparison
 As of November 30, 2009

		Nov 30, 09	Nov 30, 08
ASSETS			
Current Assets			
Checking/Savings			
	1130 · SunTrust Bank	7,849.89	11,940.95
	Total Checking/Savings	7,849.89	11,940.95
Accounts Receivable			
	1200 · Accounts Receivable	50.00	50.00
	Total Accounts Receivable	50.00	50.00
Other Current Assets			
	1499 · Undeposited Funds	602.00	250.00
	Total Other Current Assets	602.00	250.00
	Total Current Assets	8,501.89	12,240.95
TOTAL ASSETS		8,501.89	12,240.95
LIABILITIES & EQUITY			
Equity			
	1110 · Retained Earnings	-19,905.40	-12,188.77
	3000 · Opening Bal Equity	33,858.32	33,858.32
	Net Income	-5,451.03	-9,428.60
	Total Equity	8,501.89	12,240.95
TOTAL LIABILITIES & EQUITY		8,501.89	12,240.95

Virginia Green Industry Council Profit & Loss Budget vs. Actual January through November 2009

		Jan - Nov 09	Budget
Ordinary Income/Expense			
Income			
	4030 · Reimbursed Expenses	120.00	
	4050 · Sales		
	4051 · Plant Sale Hort Gardens	0.00	3,600.00
	Total 4050 · Sales	0.00	3,600.00
	4100 · Dues membership		
	4110 · Sponsorships	1,650.00	6,000.00
	4100 · Dues membership - Other	3,138.00	5,000.00
	Total 4100 · Dues membership	4,788.00	11,000.00
	4400 · Virginia Garden Festival		
	4410 · Plant Sale Garden Festival	2,436.28	2,500.00
	4415 · Exhibitor Garden Festival	2,525.00	2,100.00
	4420 · Sponsorships	4,900.00	6,000.00
	Total 4400 · Virginia Garden Festival	9,861.28	10,600.00
	4900 · Websites		
	4910 · Website Link	40.00	100.00
	Total 4900 · Websites	40.00	100.00
	Total Income	14,809.28	25,300.00
Expense			
	6110 · Meeting Expenses	84.93	100.00
	6120 · Bank Service Charges	30.00	
	6160 · Dues and Subscriptions	550.00	600.00
	6180 · Insurance		
	6185 · Liability Insurance	400.00	400.00
	Total 6180 · Insurance	400.00	400.00
	6230 · Licenses and Permits	175.00	35.00
	6250 · Postage and Delivery	0.00	75.00
	6260 · Printing and Reproduction	67.88	
	6270 · Professional Fees		
	6271 · Management Fee		
	6275 · News Releases		
	6276 · News Clipping Service	776.89	500.00
	6277 · Public Relations GoGreen Column	357.25	1,200.00
	6275 · News Releases - Other	398.75	2,000.00
	Total 6275 · News Releases	1,532.89	3,700.00
	6271 · Management Fee - Other	9,130.00	7,500.00
	Total 6271 · Management Fee	10,662.89	11,200.00
	Total 6270 · Professional Fees	10,662.89	11,200.00
	6340 · Telephone		
	6341 · Conference Calls	0.00	100.00
	Total 6340 · Telephone	0.00	100.00
	6345 · Email Broadcast Service	165.00	
	6400 · Public Relations		
	6401 · Travel Expenses President	1,775.96	1,000.00

Virginia Green Industry Council
Profit & Loss Budget vs. Actual
 January through November 2009

				Jan - Nov 09	Budget
			6410 · Marketing of the VGIC	145.95	
			6420 · Virginia Garden Festival	5,127.66	7,500.00
			6460 · State Fair	600.00	
			Total 6400 · Public Relations	7,649.57	8,500.00
			6550 · Office Supplies	0.00	100.00
			6700 · Website		
			6710 · VirginiaGardening.com	670.19	3,000.00
			6720 · VirginiaGreen.org	944.00	2,000.00
			6700 · Website - Other	29.70	
			Total 6700 · Website	1,643.89	5,000.00
			Total Expense	21,429.16	26,110.00
			Net Ordinary Income	-6,619.88	-810.00
			Other Income/Expense		
			Other Income		
			7010 · Interest Income	68.85	5.00
			7030 · Other Income	1,100.00	
			Total Other Income	1,168.85	5.00
			Net Other Income	1,168.85	5.00
			Net Income	-5,451.03	-805.00

Virginia Green Industry Council
Profit & Loss Budget vs. Actual
January through December 2009

					DRAFT				
					Jan - Oct 11. 09	3rd Qtr Est	Year End Estimate	2009 Budget	2010 Budget
Ordinary Income/Expense									
Income									
4050 - Sales									
				4051 - Plant Sale Hort Gardens	0	2,500	2,500	3,600	3,600
				Total 4050 - Sales	0	2,500	2,500	3,600	3,600
4100 - Dues membership									
				4110 - Sponsorships	1,650	0	1,650	6,000	3,000
				4100 - Dues membership - Other	2,794	200	2,994	5,000	4,000
				Total 4100 - Dues membership	4,444	200	4,644	11,000	7,000
4400 - Virginia Garden Festival									
				4410 - Plant Sale Garden Festival	2,406	0	2,406	2,500	2,500
				4415 - Exhibitor Garden Festival	2,525	0	2,525	2,100	2,500
				4420 - Sponsorships	4,900	0	4,900	6,000	6,000
				Total 4400 - Virginia Garden Festival	9,831	0	9,831	10,600	11,000
4900 - Websites									
				4910 - Website Link	40		40	100	1,000
				Total 4900 - Websites	40	0	40	100	1,000
				Total Income	14,315	2,700	17,015	25,300	22,600
Expense									
				6110 - Meeting Expenses	40		40	100	100
				6120 - Bank Service Charges	30	10	40	0	0
				6160 - Dues and Subscriptions	550	45	595	600	600
				6180 - Insurance					
				6185 - Liability Insurance	400	0	400	400	400
				Total 6180 - Insurance	400	0	400	400	400
				6230 - Licenses and Permits	175	0	175	35	35
				6250 - Postage and Delivery	0	0	0	75	75
				6260 - Printing and Reproduction	68		68	0	0
				6270 - Professional Fees					
				6271 - Management Fee					
				6275 - News Releases					
				6276 - News Clipping Service	586	219	805	500	0
				6277 - Public Relations GoGreen Column	357	303	660	1,200	600
				6275 - News Releases - Other	248		248	2,000	1,000
				Total 6275 - News Releases	1,191	522	1,713	3,700	1,600
				6271 - Management Fee - Other	7,233	3,488	10,721	7,500	7,500
				Total 6271 - Management Fee	8,423	4,010	12,433	11,200	9,100
				Total 6270 - Professional Fees	8,423	4,010	12,433	11,200	9,100
				6340 - Telephone					
				6341 - Conference Calls	0	0	0	100	100
				Total 6340 - Telephone	0	0	0	100	100
				6345 - Email Broadcast Service	135	60	195	0	240
				6400 - Public Relations					
				6401 - Travel Expenses President	1,055	721	1,776	1,000	1,000
				6410 - Marketing of the VGIC	146	0	146	0	0
				6420 - Virginia Garden Festival	5,128	0	5,128	7,500	6,000
				6460 - State Fair	600	0	600	0	600
				Total 6400 - Public Relations	6,929	721	7,650	8,500	7,600

Virginia Green Industry Council
Profit & Loss Budget vs. Actual
 January through December 2009

						DRAFT				
						Jan - Oct 11. 09	3rd Qtr Est	Year End Estimate	2009 Budget	2010 Budget
6550 - Office Supplies						0	100	100	100	100
6700 - Website										
6710 - VirginiaGardening.com						519	1,200	1,719	3,000	3,000
6720 - VirginiaGreen.org						669	530	1,199	2,000	2,000
6700 - Website - Other						30	0	30	0	0
Total 6700 - Website						1,218	1,730	2,948	5,000	5,000
Total Expense						17,968	6,676	24,644	26,110	23,350
Net Ordinary Income						-3,652	-3,976	-7,628	-810	-750
Other Income/Expense										
Other Income										
7010 - Interest Income						68	6	74	5	5
7030 - Other Income						1,100	0	1,100		
Total Other Income						1,168	6	1,174	5	5
Net Other Income						1,168	6	1,174	5	5
Net Income						-2,484	-3,970	-6,454	-805	-745