



Minutes Board Meeting

Monday, October 16, 2006, 9:00 am-noon

The meeting was called to order at 9:00 a.m. with the following people present: Lin Diacont, Lorene Blackwood, Jeff Miller, Cary Gouldin, Paul Hartzell, Rick Baker, Sylvia Wright, and Bill Bonwell.

Presidents Comments – Lin Diacont discussed the accomplishments for 2006 and asked the VGIC committees to formulate their plans for 2007 to report at the January annual meeting.

Executive Directors Report - VGIC news releases from July thru September 20, had reached 294,411 potential readers, which is up from 230,874 for the entire fall of 2005 and from 131,060 the entire fall of 2004. Additional Christmas related news releases will be sent out and he requested input from members on ideas for future news releases.

Treasurers Report – Jeff Miller presented a year-to-date Balance sheet and Income Statement (copies attached)

Secretary Report – It was moved to approve the minutes as emailed to the board, seconded and passed.

Committee Reports Budget, Cary Gouldin presented a draft Budget for 2007 and requested all committees to review it for any changes so it could be approved at the annual meeting in January. (see attached report)

Communications, Public Relations, Sylvia Wright reported that the potential article for the Virginia Review did not work out due to extenuating requirements by the Review.

Garden Festival PR report by Sylvia Wright (see attached report)

Garden Festival report – Rick Baker (see attached report)

Membership, Mary (absent)

Legislative, Lorene Blackwood reported that immigration and fertilizer pre-emption legislation would be the main concerns in 2007. The Virginia Agribusiness Council will not host the summer Food Festival in the future; there has been declining return for the investment of time and resources since it's initial start 25 years ago.

Virginia Agribusiness Council Banquet Decorations – Cary Gouldin is coordinating the setup for this event and requested volunteers to assist in the setup.

VAC State Affairs Committee Meeting and Annual Meeting – Jeff Miller and Lorene Blackwood will be representing the VGIC at this meeting.

Program and Education, State Fair Update: Lorene Blackwood reported that the Fair had been successful and that there had been a good response with the student gardens competition. Curry Roberts, State Fair President, provided an update of the fair and plans for the new fair site at The Meadows in Caroline County.

Other Old Business

Green Industry Survey – Lin Diacont will talk to Kevin Barnes about the possibility of consolidating the green industry surveys in the future and invite him to the next VGIC meeting.

New Business

VDACS Grant Applications – What do we want to apply for? – Rick Baker discussed possible grants for the future and will be monitoring these to see if any will be appropriate for the VGIC.

Garden Club of VA, VGIC display at “Conservation Forum” Nov 8-9, Stratford Hall – it was the consensus that the VGIC would not display at this event this year.

Next Meeting: Friday, January 8, 2007 at the State Fair Office.

Adjourn 12:15 pm

Respectively submitted by Jeff Miller for Lorene Blackwood

Reports

Virginia Garden Festival at Lewis Ginter Botanical Garden on September 16, 2006

The Virginia Green Industry Council successfully completed its first annual Virginia Garden Festival on Saturday, September 16 at the Lewis Ginter Botanical Garden in Richmond, Virginia. 35 exhibitors for the VGF blended nicely with the 30 (+/-) plant sale vendors for the LGBG fall plant sale. It was a good fit and made a very nice presentation.

We guesstimate that there were approximately 3,000 people in attendance. Several counts were made during the day to come to this figure. While a good number for a first time event – I was a little disappointed based on all the positive promotion that had been generated. There were also competing activities in the greater Richmond area.

The live Viette radio show went very well with good interviews, active call ins and a number of people who said they came out to the VGF because they heard about it on the show.

Our three speakers were very well received in the auditorium and at the “speakers tent” with many questions asked and answered and a lot of books sold. Mike McGrath said it was the most he had sold at an activity like this.

The VGF vendors and educational exhibits were very pleased (in most cases) with the response to their products and/or services. Many have already asked about coming back next year along with several who were not exhibiting.

The logistics of set up on Friday evening and Saturday morning went very well as did take down on Saturday evening (we were done at 5:30 PM as requested).

Jeff has prepared a VGF account summary. It shows a total income of \$14,603 against expenses of \$7,871.28 for a net profit of \$6,731.72. Some minor adjustments still need to be made to these figures.

A special thank you to Stange’s and Cary and all the growers who donated plants for the VGIC plant sale. Sales were \$2,868!

We received many positive comments about the mix of exhibitors. The variety of products and information available was impressive. We will expand on this in 2007.

And finally, an extra special thank you to Bill, Sylvia and Karen who helped make the whole thing work.

- provided by Rick Baker

VGIC PR report as of October 8, 2006



Since the August VGIC meeting -

- A Fall VGIC newsletter was created and distributed - theme agri-display and gardens at Va State Fair.
- Sept. and Oct. VGIC Bulletins were created and distributed via email.
- (Plan to feature "Streams Stewardship" in winter newsletter – LGB is hosting a workshop in Feb.)

VA Garden Festival –

- updated LGB concerning ongoing national, regional and local PR.
- release information for Jeff to forward to his weekly media contacts.
- "heads up" to the local monthly/weekly publication email distribution with update press release.
- Short Pump Life published advertisement.
- Fifty Plus, included festival as a feature.
- Style Weekly feature to highlighted event.
- Times Dispatch highlighted the festival.

National -

- Sept. Horticulture magazine calendar.
- heard from Southern Living and will be included in their Sept. issue (although Jeff was contacted, SL did not include in their Sept. issue).
- Green Profit calendar.

Regional -

- article with Mid-Atlantic Grower that includes all of the press release info (both paper and web). Listed as top story on the American farm web site.
- feature VNLA newsletter.
- Feature follow-up CVNLA newsletter
- feature with VA Gardener September issue
- DC (Washington) Gardener September column and published advertisement.

Web advertisement -

- VA Green
- VA Gardener
- LGB
- 7 sites associated with VA Tourism
- 3 sites associated with Richmond tourism
- VA Tech
- Melinda Myers (GWA contact)
- Garden-yard.com
- Agriculture.einnews.com
- Freebamboo.info
- Home-improvement.be
- Rickscustomnursery
- Davegarden.com
- Myspace (pot your own plants)
- Discussioncentre.info/arbor

- Americanfarm.com
- Cobblestonehomesreynoldsburg.com
- 3 sites - Mike McGrath both youbetyourgarden, WTOP and 91FM
- American Horticulture Society calendar
- 3 sites VA Tech
- JSRCC
- Washington Post.com
- Inthegardenradio (Viette)
- Organicgardening.hognews
- Styleweekly
- Innsbrooktoday

radio -

- Mike McGrath is radio interviewing Richard and Mike Goatley
- Assisted Viette by writing a radio advertisement
- WRVA Richmond

TV -

- made initial contact with channel 12, no commitment but will continued to pursue
- interview with Lin for VGIC/VA Garden Festival with VA Home Grown conducted 8/8 and will show August 29th.

publication -

- evaluated opportunity to publish with VA Review and decided to withdraw article from the editor. Publication insisted on “work for hire” option. Presently, investigating other publication opportunities.

Awards -

- nominated VGIC for an agri council award – result pending.
- nominated VGIC for an AHS award – result pending.
- investigate other possible awards.

Picture collection –

- Took pictures at the 2006 Festival and visited the State Fair and took agri pictures.

Provided by Sylvia Wright, The Wright - consultant, lecturer, & wordsmith