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## ***Minutes Board Meeting***

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Tuesday, June 12, 2007 noon - 2:00 pm

State Fair Conference Room

The meeting was called to order at 12:00 pm with the following people present: Lin Diacont, Lorene Blackwood, Jeff Miller, Cary Gouldin, Joel Koci, Sylvia Wright, Carey White, Gwynn Hubbard, Butch Gaddy, Joel Koci and Dawn Alleman.

Prior to the Meeting, Jeff, Cary, Lin, Butch and Joel met with Jason Jones and Herman Ellison from the USDA NASS/VDACS to craft the questions that will be needed for the Economic Impact Study. The study will be sent to the industry in December 2007 and should be completed by the end of 2008.

**Presidents Comments** –Lin thanked everyone for their work in keeping the VGIC moving forward.

**Secretary Report** – No questions regarding the last minutes. It was moved to approve the minutes as submitted, seconded and passed.

**Executive Director's Report**—The VGIC web site has an average of 5,500 visits per month. The Event Page is the most visited. Articles by Jim May referencing the VGIC has had a circulation of 46,158 according the Press Releases Clipping List. That is a great way to reach people across the Commonwealth.

Approximately twenty thousand dollars has been raised in support of the Memorial Garden in memory of Jocelyn Couture-Nowak at Blacksburg who was killed along with 31 others at Virginia Tech on April 16. A total of \$80,000 is needed to complete the project. The VGIC will donate 25% of the plant sale proceeds, up to \$1,000 from the Garden Festival in September toward this fund.

The VGIC had very poor participation in Arbor Day on the grounds of the Capitol. The VGIC needs to determine if it wants to continue to spearhead this effort or turn it over to VNLA. This requires a great deal of planning and time to make it happen. No decision was made.

**Financial Report**—See attachment report

**Legislative Issues**—Environment Stewardship as well as Immigration, are hot topics and the green industry needs to have a strong voice and be proactive. Agribusiness Council is trying to bring the three state regulatory agencies together so that they are consistent in what they are asking the industry to do in regards to nutrient management.

### **Committee Reports:**

Sylvia Wright –Public Relations Report Great job Sylvia. See report at the end of these minutes.

Dawn Allman—The Mid-Atlantic Horticulture Short Course at Virginia Beach will run January 28 through February 1. If you or anyone in your office needs specific educational programs to be offered at the Short Course, contact Dawn and she will try her best to accommodate your needs. Email her at [program@mahsc.org](mailto:program@mahsc.org)

**State Fair Update** – September 27 - October 7 at Richmond International Raceway (RIR). Thanks to everyone in advance for their donations. Sylvia will see if there is an article that can be done on the fabulous flowers that are grown for the Fair. Donations will be needed for the Horticulture Pavilion.

## **2007 Virginia Garden Festival**

Date-Saturday, September 22, 2007—9:00am-5:00 pm

Location- Lewis Ginter Botanical Gardens

VGIC Committee- Rick Baker, Bill Bonwell, Karen Kelly, Sylvia Wright, and the VGIC Board –All members organizations will be contacted to participate with an exhibit and volunteers. Everyone needs to be involved and all members will be contacted to participate.

Cary is soliciting donations for the Plant Sale.

Need workers for the following areas:

- Set up on Friday and Saturday Morning
- Plant Sale
- Greeters will hand out bags, fliers and assist with carts for loading of plants

The Committee will identify specific jobs with times and locations. Carey White will check into the possibility of having high school students who have Community Service obligations help with the sale.

Sponsor money at this point is equal to last year. Farm Bureau and Southern States will not be sponsors this year. We have 25 Exhibitors of which 7-8 will be plant sales. August 1 is the deadline to register to be an exhibitor.

Lorene and Bob Blackwood will host Becky and Brent Heath on Friday night, prior to the Festival, at their home.

**Grant Update:** We should know the first of July the amount of money that VGIC will receive. Rick Baker estimates that it will be between \$5,000-\$10,000. These funds will go toward:

- Fees for press releases, radio spots with Jeff Ishee, promotion of Garden Festival and expanding the Virginia Gardening web site.

**Strategic Planning: The current plan is five years old and needs to be updated. The Next Meeting of VGIC:** Tuesday, October 16 from 9:00 - 5:00 will be a Strategic Planning Meeting. EVERYONE NEEDS TO ATTEND. Location to be determined. RSVP [info@VirginiaGreen.org](mailto:info@VirginiaGreen.org)

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*Respectively submitted by Lorene Blackwood*

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## ***VGIC PR report as of June 12, 2007***

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VGIC publication -

**Spring 2007 newsletter** created and distributed - theme earth and Arbor Day activities.

Apr., May and June **Bulletins** created and distributed via email.

Pending – summer newsletter that features – VA Garden Festival

**VA Garden Festival –**

Date selected as Sept 22 and site LGB

**Speakers** - confirmed Ed Snodgrass, green roofs; Brent Heath, bayscaping with bulbs; Mike Goatley, Lawns the Environmental Way and Andre Viette, perennials and more; presently working on



exhibitor '**special events**' – confirmed Richmond Indigenous Gourd Orchestra, VA Master Gardeners with nature arts & crafts, children's author/artist for story time, Jim May as 'ask the expert', Matt Cross –eco-chic artist, Judith Knott – hellebores grower and book ( As I work on 'professional writing' assignments, I'm inviting business and non-profit organizations to participate in the festival.)

**Festival Media/Web** –

CVNLA May newsletter

Green Council article published in June Green Profit magazine,

Green Roof article published May 27<sup>th</sup> in Spaces insert of Times Dispatch,

HouseTrends – July/August issue advertisement & cross-reference article

Sept. Fifty Plus garden column – Bayscaping/Brent Heath & calendar

Sept. VA Gardener back-page column and cross-reference article

Sept. Times Dispatch – Spaces – Matt Cross, eco-chic artist

Sept. Mid-Atlantic Grower – VA Garden Festival

Horticulture magazine calendar

Southern Living calendar

(presently working on remaining regional and national confirmation)

listed on **web** sites –

viriniagardening.com, viriniagreen.org, Virginia tourism, Timber Press, DC

Gardener, Brent & Becky Bulbs, 'in-Richmond', LGB, events.com,

Submitted request to channel 12 for pro-bono advertisement plus on their calendar and requested a news story

pending – Viette, McGrath, VA Home Grown, Merrifield Garden Center (?)

\*\* identify other TV/radio opportunities

**Festival poster** – distributed the 1<sup>st</sup> of September for display by vendors.

Plan to handout advertisements at the Great Big Greenhouse fall festival 9/15

**Festival bookmarks** – plan to hand out at the GGG fall festival

**Festival sponsors** - working with Rick to obtain sponsors – channel 12 offered help

**Other** –

**VGIC marketing plan** – obtained a copy from Jeff, reviewed and interacting with Jeff to develop recommendations – definitely it and the strategic plan need to be updated.

**Publication** -

VNLA continues to reprint VGIC notices and articles.

**Green Profit** published topic of 'value of Green Councils' June/July issue and put it on their web site. Plan to use the article to promote Industry to other VA business magazines.

Provide a monthly column for the **Mid-Atlantic Grower** on the topic of Green Industry communications and whenever possible include VGIC symbols, etc.

Obtained a copy of the 2007 writers' market and continue to investigate additional publications, make initial contact and solicit publication/advertisement opportunities. Have **solicited topic suggestions** for 2008 from Green Industry – potential topics:

VA Natural Resource Leadership Institute – environmental and leadership training

VA Master Naturalist – similar to master gardener but habitat and wildlife management

VA Open Space Easements – enable open space and provides reduced property tax

Environmental Compliance - buying carbon offsets – allows compliance avoidance

**Awards** -

Nominated VGIC for an agri council award – result pending.

Nominated VGIC for an AHS award – member of VNLA received award.

Investigate additional awards.

**Picture collection** – Continue to collect – presently soliciting more red, white & blue. Celebration has issued a ‘garden contest’.

**Participated in the 2006 DC Green Festival** – scheduled to participate in the 2007 event. This event provides a wealth of potential vendors for our festival plus contacts with “green” media.

*Sylvia Wright*

*The Wright - consultant, lecturer, & wordsmith*

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**Virginia Green Industry Council**  
**Balance Sheet Prev Year Comparison**  
As of June 10, 2007

	<u>Jun 10, 07</u>	<u>Jun 10, 06</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
SunTrust Bank	18,058.72	14,812.14
<b>Total Checking/Savings</b>	<u>18,058.72</u>	<u>14,812.14</u>
<b>Accounts Receivable</b>		
1200 · Accounts Receivable		
FSMIP Reimbursement	0.00	5,569.32
1200 · Accounts Receivable - Other	<u>0.00</u>	<u>-12.00</u>
<b>Total 1200 · Accounts Receivable</b>	<u>0.00</u>	<u>5,557.32</u>
<b>Total Accounts Receivable</b>	0.00	5,557.32
<b>Other Current Assets</b>		
1499 · Undeposited Funds	50.00	0.00
<b>Total Other Current Assets</b>	<u>50.00</u>	<u>0.00</u>
<b>Total Current Assets</b>	<u>18,108.72</u>	<u>20,369.46</u>
<b>TOTAL ASSETS</b>	<u><u>18,108.72</u></u>	<u><u>20,369.46</u></u>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Equity</b>		
1110 · Retained Earnings	-17,841.02	-22,371.92
3000 · Opening Bal Equity	33,858.32	33,858.32
Net Income	<u>2,091.42</u>	<u>8,883.06</u>
<b>Total Equity</b>	<u>18,108.72</u>	<u>20,369.46</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>18,108.72</u></u>	<u><u>20,369.46</u></u>

**Virginia Green Industry Council**  
**Profit & Loss Budget vs. Actual**  
January 1 through June 10, 2007

	<u>Jan 1 - Jun 10, 07</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Dues membership	2,688.00	5,000.00
Sponsorships	1,000.00	6,000.00
Virginia Garden Festival	0.00	12,000.00
Website Link	40.00	0.00
<b>4050 · Sales</b>		
Plant Sale Horticulture Pavilio	0.00	5,000.00
<b>4050 · Sales - Other</b>	<u>4,956.50</u>	<u>0.00</u>
<b>Total 4050 · Sales</b>	<u>4,956.50</u>	<u>5,000.00</u>
<b>Total Income</b>	8,684.50	28,000.00
<b>Expense</b>		
Legal Fees	25.00	55.00
PR VA Garden Festival	500.00	4,500.00
Public Relations Maymont	0.00	600.00
Public Relations News Release t	0.00	1,500.00
Website	0.00	7,529.00
<b>6160 · Dues and Subscriptions</b>	250.00	250.00
<b>6180 · Insurance</b>		
6185 · Liability Insurance	<u>406.00</u>	<u>400.00</u>
<b>Total 6180 · Insurance</b>	406.00	400.00
<b>6250 · Postage and Delivery</b>	128.29	120.00
<b>6260 · Printing and Reproduction</b>	28.56	0.00
<b>6270 · Professional Fees</b>		
6271 · Management Fee		
6275 · News Releases		
6276 · News Clipping Service	263.45	720.00
6277 · Public Relations Column/Jim May	<u>1,200.00</u>	<u>2,400.00</u>
<b>Total 6275 · News Releases</b>	1,463.45	3,120.00
6271 · Management Fee - Other	<u>3,795.00</u>	<u>7,500.00</u>
<b>Total 6271 · Management Fee</b>	<u>5,258.45</u>	<u>10,620.00</u>
<b>Total 6270 · Professional Fees</b>	5,258.45	10,620.00
6340 · Telephone	0.00	100.00
6550 · Office Supplies	<u>0.00</u>	<u>150.00</u>
<b>Total Expense</b>	<u>6,596.30</u>	<u>25,824.00</u>
<b>Net Ordinary Income</b>	<u>2,088.20</u>	<u>2,176.00</u>
<b>Net Income</b>	<u><u>2,088.20</u></u>	<u><u>2,176.00</u></u>