



Minutes Board Meeting

Tuesday, March 11, 2008 11 a.m. - 4 p.m.
Virginia Department of Forestry, Charlottesville VA

The meeting was called to order at 11 a.m. with the following people present: Lin Diacont, Jeff Miller, Cary Gouldin, Bill Gouldin, Sylvia Wright, Gwynn Hubbard, Joyce Latimer, Mary Williams, Rick Baker, Dawn Alleman, Tim Reese, Candy Lindenzweig, Donna Johnson, Terry Wagner, and Alison Teetor.

President's Comments - Lin Diacont asked that we continue to work on involving current and new members in our events as the season goes on. He also asks that we work on being financially stable and think about a secession plan for current officers.

April 22, is Earth Day at Innsbrook, from 11 a.m.-2 p.m. It was suggested that VGIC have a booth in order to have an educational presence. Lin will setup and coordinate.

April 25, is Virginia Arbor Day and the VGIC will be helping the VNLA's tree planting ceremony at the State Capitol in the Square.

There was a discussion on what events the VGIC should have a presence at, what plans or arrangements need to be made and who will handle this.

Secretary's Report - Gwynn Hubbard – Motion to approve January minutes made by Lin, seconded by Mary and passed. Gwynn noted that Lorene Blackwood would be retiring from the State Fair at the end of May.

Executive Director's Report – Jeff Miller reported that due to a database conflict, dues notices were late going out, but have now been sent.

Several publications wish to use the 'GoGreen' column that Jeff is writing. This is the column that was done last year by Jim May; pictures seem to help create interest.

Thank you letters have gone out for the Agribusiness banquet donations with a note about their VGIC complimentary membership for this year.

The VNLA careers website will be linked to the VGIC jobs and scholarship area of the website. This is a joint project of all of the nursery and landscape associations in the U.S.

Treasurer's Report – Jeff Miller reports that we are at about the same status as this time last year on income and expenses. (See attachment)

Committee Reports

Communications - Sylvia Wright (See Attachment)

Our 'Go Green' theme is becoming overused; we must work on sending out this message from the VGIC point of view.

Two articles will go out this month, one on Arbor Day, and one on planting and watering correctly.

Budget 2008 - Cary Gouldin –No Report.

Membership - Mary Williams reported that one letter has been sent out to membership with applications, a second letter will go out in a timely manner. Mary will look into enclosing a testimonial letter with one of the membership letters going out.

Garden Festival - Rick Baker- (reported by Sylvia) The Festival is on track with 25-30 vendors committed. We could still use some more speakers. The Science Museum has a new director, but still seems pleased to have our event on site. Richard Nunnally will be the Garden Festival media spokesperson.

Legislative – Donna Johnson reported on the 2008 legislation session and the status of current issues:

- Arborist legislation, if important, need to let VAC know (Need to make people care if want legislation to go through)
- SB135 Sen. Stuart's concern was water quality
- Similar bill concerns with fertilizer application. Fertilizer applicators are currently required to have a license to apply fertilizer with VDACS. (Don't over burden the good guys with legislation when they are already complying.) Donna's message: "Industry should try and get everyone registered where they are needed." The consumer needs to know that they should care about fertilizer.

Guest Speakers

Tim Reese - Snow's Garden Center - Tim spoke on water and drought issues encountered by Snow's and other green industry businesses in the Charlottesville/Albemarle County area and how they helped work on guidelines with the county in order to be able to stay in business. The VGIC office had also sent them background info on dealing with water issues from the NLAE Drought Management Plan.

When drought issues started, Snow's called all the green industry businesses in the Albemarle County area and met with government and water regulatory officials. The group re-wrote the water restrictions to enable the green industry to use water wisely. Erosion was a big concern of the boards.

Water restrictions start at 92% level now. In 2011, the water authority will have water availability issues resolved with work on reservoirs and linking of their reservoirs. They are now conducting a irrigation audit by a qualified irrigation auditor. They are modeling their plan after the Cary, NC water model.

Tim also noted that the Boards didn't have any idea on sales tax and business taxes, payroll levels of the green industry.

Terry Wagner - Director, Division of Water Resources - Terry suggests we take a proactive approach to water restrictions not a reactive one, and do not wait for restrictions before promoting conservation. Do not tie the drought issue to proper conservation of water. They are available to do presentations to groups on water issues and can make info available for members in their newsletters.

Virginia Drought Monitoring Task Force issues monthly reports on the 4th Monday or Wed of month and is located on www.deq.virginia.gov/ under "What's New at DEQ". The Climate Prediction Center (CPC) also issues daily updates. Virginia Geological Service monitors water well levels around the state. A drought watch is on now.

The Virginia Drought Coordinator is Deputy Secretary of Natural Resources.



Joyce Latimer is working on an informational brochure for growers (talking points for Virginia's Green Industry) to have in hand to talk to customers, media, county officials, etc. There was a discussion on printing the info as a brochure and selling the brochures to members at cost to have available to distribute to customers. The information will also be available on the website so anyone could download and print the info. (See attachment "Water It Right!!").

Next meeting - June 10, 2008, 10 a.m.-3 p.m. at the State Fair office on Erle Rd., Mechanicsville, VA
Adjourned: Being no other business, the meeting was adjourned at

Respectively submitted, Gwynn Hubbard, Secretary VGIC

VGIC PR report as of March 2008

VGIC publications -

Feb. and Mar. Bulletins created and distributed via email.

Pending – winter/spring newsletter that features – topic 'green Industry sustainability'

GoGreen column – worked with Jeff to write first column, distributed by VDACS for publication (syndicated – need to develop a series before we try to syndicate)

Prior columns by Jim May are available at <http://www.vdacs.virginia.gov/marketing/gogreen.shtml>

Press release – announced 2008 officers and published by Mid-Atlantic Grower

Announced notice of March meeting and topic to business editors

One Visible Face/Spokesperson – Jeff is the visible VGIC face/spokesperson.

Media Relationships – VA Gardener, DC Gardener, NC Gardener, also VA Home Grown, Viette, McGrath, etc.

VA Extension Agents – notified agents of March meeting through use of 'press release'.

Community project to create PR visibility – 'shoes for a walk in the woods' – James River Park – sponsor Dicks? Approve? - pending

VA Garden Festival –

Date selected Sept 20 and site Science Museum (same weekend as heritage festivals, days of the past, VA Valley fruit festival, LGBG plant sale)

Celebrity spokesperson – Richard Nunnally accepted

Speakers – workshop/demo: confirmed – Mike Lockatell (encore iris), Annette Pelliccio (happy gardener), Doug Hensel (topic?), Matt Cross (Eco-Chic Art), Beth Burrell (Giving Tree, Ltd.), Laurel Woodworth (Bayscaping); feature speakers: Buddy Lee: Encore Azaleas, Viette ? ; Paul Turkey – HGTV – pending sponsor; exhibitor 'special events' – Richmond Indigenous Gourd Orchestra – confirmed, negotiating with 'storyteller' - pending

Festival Media/Web –

Contacted VA Tourism to place 2008 date on web site & notified Jeff to update VA Gardening.com

Festival poster –

Festival bookmarks –

Festival sponsors – work with Rick to obtain sponsors

Other –

Innsbrook Earth Day Event – host booth? Provide speaker?

Awards –

Nominate VGIC for the AHS 2008 communications award.

Nominate VGIC for an agri council award – result pending.

Investigate additional awards.

VGIC marketing plan – continue to update with membership suggestions and opinions solicited outside of the Industry.

Pending projects –

Membership card "GO GREEN" and offer a discount with specific stores (like Great Big Greenhouse) to honor the discount on any GREEN product they sell. It would be like a co-op.

Community project to create PR visibility – ‘shoes for a walk in the woods’ – James River Park – sponsor Dicks? Approve? - pending

Publication -

Va Business is publishing a ‘green’ issue in April – in contact.

VNLA continues to reprint VGIC notices and articles.

Providing (as Industry professional) a monthly column for the Mid-Atlantic Grower on the topic of Green Industry communications and whenever possible include VGIC symbols, etc. Also, writing a ‘green’ column for Richmond.com that ties back to my web site which contains VGIC, etc.

Obtained a copy of the 2007 writers’ market and continue to investigate additional publications, make initial contact and solicit publication/advertisement opportunities.

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

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

Sylvia Wright

The Wright - consultant, lecturer, & wordsmith

Virginia Green Industry Council
Balance Sheet Prev Year Comparison
 As of March 11, 2008

	<u>Mar 11, 08</u>	<u>Mar 11, 07</u>
ASSETS		
Current Assets		
Checking/Savings		
1130 · SunTrust Bank	20,623.67	20,722.25
Total Checking/Savings	<u>20,623.67</u>	<u>20,722.25</u>
Accounts Receivable		
1200 · Accounts Receivable	50.00	50.00
Total Accounts Receivable	<u>50.00</u>	<u>50.00</u>
Other Current Assets		
1499 · Undeposited Funds	1,170.00	185.00
Total Other Current Assets	<u>1,170.00</u>	<u>185.00</u>
Total Current Assets	<u>21,843.67</u>	<u>20,957.25</u>
TOTAL ASSETS	<u><u>21,843.67</u></u>	<u><u>20,957.25</u></u>
LIABILITIES & EQUITY		
Equity		
1110 · Retained Earnings	-12,189.77	-17,900.97
3000 · Opening Bal Equity	33,858.32	33,858.32
Net Income	175.12	4,999.90
Total Equity	<u>21,843.67</u>	<u>20,957.25</u>
TOTAL LIABILITIES & EQUITY	<u><u>21,843.67</u></u>	<u><u>20,957.25</u></u>

Virginia Green Industry Council
Profit & Loss Prev Year Comparison
 January 1 through March 11, 2008

	<u>Jan 1 - Mar 11, 08</u>	<u>Jan 1 - Mar 11, 07</u>
Ordinary Income/Expense		
Income		
4050 · Sales		
4051 · Plant Sale Hort Gardens	0.00	4,956.50
Total 4050 · Sales	<u>0.00</u>	<u>4,956.50</u>
4100 · Dues membership		
4110 · Sponsorships	0.00	1,000.00
4100 · Dues membership - Other	1,872.00	2,202.00
Total 4100 · Dues membership	<u>1,872.00</u>	<u>3,202.00</u>
4900 · Websites		
4910 · Website Link	10.00	40.00
Total 4900 · Websites	<u>10.00</u>	<u>40.00</u>
Total Income	1,882.00	8,198.50
Expense		
6160 · Dues and Subscriptions	550.00	250.00
6250 · Postage and Delivery	0.00	45.89
6260 · Printing and Reproduction	0.00	28.56
6270 · Professional Fees		
6271 · Management Fee		
6275 · News Releases		
6276 · News Clipping Service	129.38	130.72
6277 · Public Relations Column/Jim May	0.00	1,200.00
Total 6275 · News Releases	<u>129.38</u>	<u>1,330.72</u>
6271 · Management Fee - Other	917.50	1,045.00
Total 6271 · Management Fee	<u>1,046.88</u>	<u>2,375.72</u>
Total 6270 · Professional Fees	1,046.88	2,375.72
6400 · Public Relations		
6420 · Virginia Garden Festival	0.00	500.00
Total 6400 · Public Relations	<u>0.00</u>	<u>500.00</u>
6700 · Website		
6720 · VirginiaGreen.org	110.00	0.00
Total 6700 · Website	<u>110.00</u>	<u>0.00</u>
Total Expense	<u>1,706.88</u>	<u>3,200.17</u>
Net Ordinary Income	175.12	4,998.33
Other Income/Expense		
Other Income		
7010 · Interest Income	0.00	1.57
Total Other Income	<u>0.00</u>	<u>1.57</u>
Net Other Income	<u>0.00</u>	<u>1.57</u>
Net Income	<u><u>175.12</u></u>	<u><u>4,999.90</u></u>

Water It Right!!

A Quick Guide to Proper Irrigation Techniques for New Trees and Shrubs

The most important survival factor for newly planted trees is soil moisture during the first few years after planting. Watering during the first growing season is crucial. After planting, the roots of trees will eventually spread into surrounding soil. Until that happens, however, trees continue to draw water mostly from their root ball. The rule of thumb for time required for tree establishment is one year for each one-inch of tree caliper. Smaller trees and shrubs establish more quickly than larger trees. It is critical to the tree's health that the root ball of the tree not dry out during the establishment period. A tree with a dry root ball cannot absorb water.

Most new tree and shrub transplants that are properly planted in well-drained soil (See *Plant it Right!*) require about one inch of water per week. New trees and shrubs may need to be watered twice a week for the first month and once a week for the remaining portion of the first growing season, depending on rainfall amounts. Whether container-grown or balled and burlapped (B&B), most of the functional roots of trees and shrubs will remain inside the root ball until the plant is established. This relatively small soil reservoir dries out more rapidly than the soil around it. It is therefore important to monitor the water status of the root ball and to concentrate the addition of water in this area.

After a tree or shrub has been planted, construct a ring of soil 2 to 3 inches high at the outside edge of the planting hole to form a water basin. This directs water into the root zone to aid in retaining water rather than having water running off the surface. The water basin does not need to be a permanent fixture and can be removed after the plants become established. Apply a two to three-inch layer of mulch over the planting hole. The mulch will help maintain moisture and reduce fluctuations in soil temperature. The mulched area should be expanded as the plant grows.



<http://home.howstuffworks.com/how-to-plant-trees-shrubs-and-vines.htm>

When irrigating, enough water should be added to penetrate the entire root zone at one deep soaking. For transplants, this means to wet the planting hole. Use a garden hose to slowly soak the soil by filling the water basin to the top to allow deep water penetration and encourage widespread root development.



A treegator

Or use a drip irrigation system such as a 5-gallon plastic bucket with 1/8-inch-diameter holes drilled in the sides near the bottom. Place the bucket next to the tree and fill with water. This allows water to slowly trickle into the root ball. More attractive water reservoir devices like the tree gators (www.treegator.com) are also available. Commercial drip irrigation systems or leaky pipe (soaker hose) systems are also effective and efficient methods of irrigation.

Continue to irrigate trees during the growing season over the entire establishment period. The frequency can be reduced to once or twice a month after the first growing season. During dry winters, irrigate monthly. Evergreen trees and shrubs may require additional irrigation during dry fall and winter months. Most established landscape shrubs need infrequent watering. Check the soil moisture level at a depth of 4 to 6 inches. Without rain, even established trees benefit from a thorough watering once a month during the growing period.

While established trees and shrubs typically require less water than turf, new trees and shrubs require more water than turf. Always plan to irrigate different plant groups separately. Irrigate in the early morning or evening to minimize evaporation.

For more information, visit the VGIC website:

<http://www.viriniagreen.org>