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## **Meeting Minutes - Friday, June 9, 2006**

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*Meadow Farm, Caroline County*



The meeting was called to order by Cary Gouldin, Vice President with the following individuals present were: Rick Baker, Bill Bonwell, Sylvia Wright, Jeff Miller, Lorene Blackwood, Gwynn Hubbard, Kathy Duncan, Joel Koci, Lizzy Pine, Bonnie Appleton, Donna Johnson

**Executive Director's Report:** Jeff reported that 21 news releases had been sent to the non-daily newspapers in Virginia this spring with a circulation of 173,241 readers, up by 69% over the spring of 2005. Jeff reported on the VGIC website: 84% of visitors go directly to [www.viriniagreen.org](http://www.viriniagreen.org). On the consumer website, [www.VirginiaGardening.com](http://www.VirginiaGardening.com), 30% go directly to the website and 30% go through Google. A reminder: Send consumer related articles to Jeff for publication on the web. This is a great opportunity to get out in front of a new audience and promote individual industries as well as VGIC.

**Treasurer's Report:** See Attachment; It was moved to accept the treasurer's report as presented, seconded and passed.

**Legislative Update:** Donna Johnson reported that the Ag Day at the Fair will be on October 6 (NOTE Change from original date in order to meet the Governor's schedule). As of July 17, the Governor has been invited to visit Virginia World where there will be a strong presentation of Virginia agriculture and have lunch with members from the industry. This is a great opportunity to interface with the Governor and showcase the best of Virginia's agriculture. The Farm Bureau Board, the Virginia Agribusiness Council and VGIC are invited to attend, details to follow.

**VGIC supports the Virginia Agribusiness Council** with plant material and centerpieces for the Virginia Agribusiness Banquet. At the Food Festival VGIC provides an "Ask the Expert" program for the attendee's as well free plants for guests to take home. Eight to ten people will be needed to run the exhibit. Lin will coordinate the volunteers. Strange's retail outlets will sell Food Festival Tickets which will be on August 2, 2006 at the Richmond Raceway.

**State Fair Gardens** are sponsored by the VGIC. A reminder: plant material will be needed for the State Fair Horticulture Gardens. Lin will send out a letter requesting material with a goal of having material that will also sell at the Plant Sale. Cary Gouldin will coordinate the solicitation of plants.

**State Fair FFA Student Gardens:** working in concert with Jamestown 2007, the theme for the gardens will be "Fun and Fabulous, Red White and Blue". The Fair will put the Jamestown logo on their web site. Bonnie Appleton will be the lead judge and secure the other judges. The Scholarship Program for this competition has been revised. The first place school team will receive the scholarship and the scholarship funds will be divided among the winning team members.

**Virginia Garden Festival:** September 16 from 9:00-6:00. Rick Baker, Bill Bonwell and Karen Kelly are working with Lewis Ginter to finalize the contract. Rich has worked exceptionally hard to secure exhibitors. Many thanks to Rick. Andre Viette's weekly radio show will be produced from the Garden Festival. If funds warrant, Mike McGrath will be one of the speakers.

See attachment for application and contract.

**Virginia Tech Update:** Bonnie Appleton will be the liaison from Virginia Tech for the VGIC. Welcome Bonnie! Everyone is encouraged to sign up for the 2007 Anniversary Garden. Greg Eaton has joined the staff at Lynchburg College and is the director of the Claytor Nature Center for the Environment.

**FISMIP** - Rick stated that he was pleased with the progress that we made with the FISMIP grant. As of May 31, all the funds had been spent. He felt that we had done a great deal with very little money. A total of \$29,500 was spent on:

- Website upgraded
- Created a new newsletter that is published four times a year.
- Provided monthly press releases for gardening topics, which were tracked through a clipping service
- Established an entry and exit survey to track the awareness of VGIC
- Published GoGreen promotional material (magnets, brochures)
- Hired an individual to write the Gardening Column which is published monthly in the Farm Bureau Newsletter and provided to Virginia newspapers for use in their garden sections.
- Provided seed money for the Virginia Garden Festival

**VSLD** is working with Lewis Ginter Botanical Garden with a grant to improve water quality, which is linked with sustainable agriculture. There will be a seminar for industry professional on February 24 at the VSLD Winter Meeting at Lewis Ginter.

**Arbor Day** – The Virginia Arbor Day Ceremony at the Governor’s Mansion was well attended with the First Lady Ann Holton attending to accept the tree for the Commonwealth of Virginia. Joel Koci reported that there were activities that focused on Arbor Day in Richmond (Bryan Park) and in Culpepper.

Being no other business, the meeting was adjourned at 1:00 p.m.

*Respectively submitted, Lorene Blackwood*

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VGIC Balance Sheet

	<u>Jun 8, 06</u>	<u>Jun 8, 05</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
SunTrust Bank	14,167.64	8,693.11
<b>Total Checking/Savings</b>	<u>14,167.64</u>	<u>8,693.11</u>
<b>Accounts Receivable</b>		
Accounts Receivable		
FSMIP Reimbursement	6,131.82	1,707.48
Accounts Receivable - Other	0.00	-138.00
<b>Total Accounts Receivable</b>	<u>6,131.82</u>	<u>1,569.48</u>
<b>Total Accounts Receivable</b>	<u>6,131.82</u>	<u>1,569.48</u>
<b>Total Current Assets</b>	<u>20,299.46</u>	<u>10,262.59</u>
<b>TOTAL ASSETS</b>	<u><u>20,299.46</u></u>	<u><u>10,262.59</u></u>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Equity</b>		
Opening Bal Equity	33,858.32	33,858.32
Retained Earnings	22,371.92	22,494.10
Net Income	8,813.06	-1,101.63
<b>Total Equity</b>	<u>20,299.46</u>	<u>10,262.59</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>20,299.46</u></u>	<u><u>10,262.59</u></u>

VGIC Budget vs Actual

	<u>Jan 1 - Jun 8, 06</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Dues membership	2,566.00	5,000.00
Grants	2,000.00	0.00
Reimbursed Expenses	4,781.76	0.00
<b>Sales</b>		
Plant Sale Horticulture Pavilio	0.00	5,000.00
<b>Total Sales</b>	0.00	5,000.00
Sponsorships	5,640.00	6,000.00
Website Link	20.00	3,500.00
<b>Total Income</b>	15,007.76	19,500.00
<b>Expense</b>		
Commissions	0.00	400.00
Dues and Subscriptions	250.00	250.00
<b>Insurance</b>		
Liability Insurance	400.00	400.00
<b>Total Insurance</b>	400.00	400.00
Office Supplies	132.56	0.00
<b>Postage and Delivery</b>		
Postage Newsletter	0.00	500.00
Postage and Delivery - Other	102.85	100.00
<b>Total Postage and Delivery</b>	102.85	600.00
<b>Professional Fees</b>		
Legal Fees	55.00	0.00
<b>Management Fee</b>		
News Releases		
Monthly Column/Jim May	0.00	750.00
News Releases - Other	710.00	0.00
<b>Total News Releases</b>	710.00	750.00
Management Fee - Other	3,949.00	7,500.00
<b>Total Management Fee</b>	4,659.00	8,250.00
<b>Total Professional Fees</b>	4,714.00	8,250.00
Public Relations Maymont	600.00	250.00
Public Relations News Release t	0.00	1,500.00
Telephone	0.00	100.00
Website	0.00	7,529.00
<b>Total Expense</b>	6,199.41	19,279.00
<b>Net Ordinary Income</b>	8,808.35	221.00
<b>Net Income</b>	<u>8,808.35</u>	<u>221.00</u>