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## *VGIC Minutes 10/9/08*

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### **State Fair Office, Mechanicsville, VA**

The meeting was called to order at 10:00 a.m. by Lin Diacont with the following people present: Lin Diacont, Jeff Miller, Gwynn Hubbard, Cary Gouldin, Candy Lindenzweig, Sylvia Wright, Rick Baker, Cary White, Donna Johnson, and Scott Kudlas.

### **President's Comments**

Lin introduces Scott Kudlas with the DEQ WaterSense program as the guest speaker for the morning.

Scott has replaced Terry Wagner who has recently retired. Details were given on the WaterSense program (see <http://www.deq.virginia.gov/watersupplyplanning/WaterSense.html> for details on the voluntary program) which has been patterned after the EnergySense program already in use. Covered in the talk were an explanation of what WaterSense means, problems with water usage during peak demand times, and some ways to promote conservation and/or water efficient irrigation in Communities. The WaterSense program is promoting certification of professionals in the irrigation community. Please go to the WaterSense website listed in the attachment for more information on the WaterSense program and its certifications and partnerships.

Lin requested a total for the plant sale after the State Fair. As of October 9<sup>th</sup> the total was \$3261.50, all proceeds were not in at that time.

Motion to accept the Minutes was made by Candy Lindenzweig and seconded by Rick Baker.

### **Executive Director's report**

Jeff reported that he had met with representatives of related Mid-Atlantic arborist groups at the MAC-ISA annual meeting at Virginia Tech to discuss working together as a Mid-Atlantic Green Coalition. The group discussion was led by Alan Jones, incoming MAC-ISA president. Their main concern was coordinating meeting dates, locations and programs. They will be setting up an email group to send in proposed meeting dates to reduce conflicts/overlaps before meeting dates are set. Todd Nelson, MAC-ISA VP will coordinate the effort and set up quarterly conference calls to update everyone. He will also coordinate with Nancy Herwig, MAC-ISA Exec Dir to post meeting dates on their website, possibly using Google Calendar.

Jay Banks, Urban Forester, Town of Leesburg, and President of the Urban Forest Council (Trees Virginia) expressed interest in participating in the VGIC.

**Economic Impact Analysis** – Jeff reported that Jason Jones, who had been working on the VDACS/NASS Green Industry Survey had left NASS in August and a replacement had not yet been hired. They are in the middle of a national agriculture census report and, currently, do not have staff to finish the survey. Don Blankenship has indicated that they intend to fill that position. Herman Ellison, State Statistician has said that they expect to have their report finalized by the end of the year.

We have a proposal from Tim Moore, with the Virginia Tech Department of Agricultural and Applied Economics, to take this data, when completed, and extrapolate it into a total economic impact of the green industry in Virginia. The estimated cost is about \$26,000. Lin and Jeff will be drafting a letter to send out to VGIC association members requesting that they support this project with their fair share of the cost. The first time that this was done in 2002, the VNLA funded the entire project at approximately \$21,000. Candy Lindenzweig, VNLA President indicated that the VNLA would not be able to fund the entire project, but is willing to contribute an equitable share of the investment.

### **Treasurer's Report**

The Treasurers report is attached and was voted on. The motion to accept made by Rick Baker, second by Cary Gouldin.

**Legislative** – Donna Johnson reported on the new Commonwealth budget cuts, which were just announced before she came to the meeting, as the affected VDACS, the Virginia Department of Forestry, Virginia Tech CALS and the research and extension centers.

There was a discussion of pending legislative issues for 2009 (bio-solids, budget, Climate Change Commission, eminent domain, immigration, land preservation, truck weights, the Governor’s 2009 Year of the Environment and Energy)

- The establishment of regulations by VDACS on the application of fertilizer on non-agricultural land. Donna Johnson is representing overall agriculture on this committee and Carey White, with Shipp and Wilson, is representing the VNLA and the VGIC.
- The landscape architects will be introducing licensing legislation and are meeting with the VNLA and the VSLD at the end of October to discuss this issue.

## **Other Activities**

- **Maymont 2009** – the VGIC will partner with other exhibitors to distribute VGIC info.
- **Mid-Atlantic Horticulture Short Course** – the VGIC will have a display again and will host a luncheon roundtable discussion on water issues the same day that Scott Kudlas does a presentation on WaterSense.
- **Get Your Green On** by First Market Bank, April 19, 2009, Lin will get more info on this show.
- **Get Green Expo** –Curtis Blackwell discussed the new show by Royal Productions and offered the opportunity for the VGIC to have a “green industry” area for the VGIC and members to display products and services on April 25-26, 2009. Lin will check about available space and an email will be sent to VGIC members to determine their interest in participating directly or through informational displays.

**Nominations** – Core participating groups and previous meeting attendees will be requested to submit names for representatives to the VGIC and nominations for officers.

**Next Meeting** – Jeff will email the members to select the date that best suits during the week of January 19, 2009.

Being no other business, the meeting was adjourned at 3:15 pm

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*Respectively submitted, Gwynn Hubbard, Secretary, VGIC*

## VGIC PR report as of Oct 2008

### VGIC publications -

July, August, Sept and Oct. **Bulletins** created and distributed via email.

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

Prior columns by Jim May 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  
announced notice of June meeting and topic to business editors  
announced first release of 2008 VA Garden Festival at national level

**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. (removed VA Gardener from [www.virginiagardener.com](http://www.virginiagardener.com) because magazine failed to provide reciprocal advertisement)

**VA Extension Agents** –

Notify agents of quarterly meeting through use of ‘press release’ and/or member notice.

**Other** –

Host a booth at the Innsbrook Earth Day Event.

**Awards** –

Continue to investigate and nominate VGIC for awards

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

**Pending projects** –

Membership card "GO GREEN" that lists membership benefits.

Community project **to create PR** visibility – ‘shoes for a walk in the woods’ –

James River Park – sponsor Dicks? Approve? - pending

**Publication** -

**Va Business** – continue to notify of activities.

**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.

Agreed to ‘blog’ for TD’s **inrich.com** – provides ability to tie to other web sites.

Continue to use writers’ market to investigate additional publications, make initial contact and solicit publication/advertisement opportunities.

**Solicited topic suggestions** for 2009 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’.

## 2008 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

Featured **Speakers** – Mike Lockatell (encore iris), Tim Gwaltney: Encore Azaleas, Andre Viette;

Exhibitor '**special events**' – Richmond Indigenous Gourd Orchestra – confirmed and Captain John Smith – confirmed.

Festival **Media/Web** – more than 3500 web link references to Festival - listed by VA Tourism, Industry participant/assoc web sites plus media.

Festival **poster** – distributed to Industry and community sites

Festival **bookmarks** – distributed during community events

Festival **press release** – distributed at national level June 1<sup>st</sup>. And then, each following month as details were confirmed. Final product was a one-page notice with a referral to web site details.

Festival **sponsors** – worked with Rick to obtain sponsors.

Festival **Media/Web** –

Article - **Turf Matters** - <http://www.landscapeonline.com/research/article/11022>

State-wide community newspapers – most unknown but are aware of Rappahannock Times, Petersburg Progress-Index, Star-Exponent Sunday & Culpepper News, Rappahannock Record,

CVNLA May newsletter and follow up Oct newsletter

Yorktown Advisor newsletter

VSLD newsletter

Garden Writers Assoc. newsletter June issue and Aug/Sept

HouseTrends – Sept issue advertisement

Sept. Washington Gardner magazine – advertisement

Sept NC Gardner magazine

Most local community newspapers carried event in their calendar plus

Fifty Plus spotlight calendar

Sept. 15 TD Home & Garden Bulletin \*\* limited TD coverage because do not promote activities in which one of their own – Richard Nunnally – participates.

Sept. Mid-Atlantic Grower newspaper – VA Garden Festival - article

**TV** - spotlighted by channel 12 on Wed p.m. news, by channel 8 on Wed at noon and 6 had a newsperson walking the Festival to cover for their blog.

VA Home Grown advertised during their August 2008 show

**Radio** - Viette, McGrath (NA), Merrifield Garden Center, and James

Orband to promote via radio, aware of Viette on WRVA and Merrifield Garden Center

2008 **Festival Media Analysis** – (tallied through encore plant give-a-way) be aware most consumers see/hear an advertisement up to 8 times before they pay attention.

Related to the **2008 Festival media** influence – radio coverage increased, 'word of mouth' almost doubled, Richmond's inner city Style newspaper became the newspaper although they only carried a calendar listing, Internet doubled; when you add local TV to VA Home Grown, the influence is still lower than 2007 even through we had more stations cover the event; influence of on site signage almost doubled, and of interest - same as 2007, little or no one mentions the glossy gardening magazines.

Details:

Attendee **2007** population - 66% local Richmond, 33% VA outside of Richmond, 3% out of State. (not provided for 2008)

Related to forms of 2007 **advertisement/media** -

- 31% newspaper advertisement/article
- 20% word of mouth referral (question is how first identified)
- 18% TV coverage
- 13% radio coverage
- 4% internet (would expect to be higher)
- 4% Industry organization (Master Gardeners)
- 3% signage at entrance gate
- 3% magazine (mainly VA Gardener)
- 3% host site web site (LGBG members)

Attendee **2008** population - (not provided for 2008)

Related to forms of 2008 **advertisement/media** –

- 17% radio coverage
- 17% word of mouth referral by friend/family (question is how first identified)
- 16% word of mouth referral by Industry (question is how first identified)
- 11% unknown
- 10% newspaper – primarily Style Weekly
- 8% internet
- 6% TV coverage by local stations
- 5% TV PBS TV VA Home Grown
- 5% drive-by signage
- 3% hard copy glossy magazines (mostly HouseTrends)
- 1% Industry business on site signage
- 1% 'save the date' bookmarks
- 0% host site web site (SMV members – failed to advertise)

Result of **Featured Speaker** session –

Overall, participants enjoyed this aspect of the Festival. In fact, there were a few who opt to stay in the area the entire morning and listened to these speakers and even returned at 2 p.m. to hear Viette. The room held approx 100. For Richard and Tim, the room was 1/4 full, for Viette - more than 1/2 full and Mike Lockatell attract 5 people, the same 5 that stayed for all speakers.

**Suggest for 2009 (and future Festivals) –**

Alter format to **two-day event** to accommodate expectation of participating vendors.

Negotiate a '**rent free**' site at the new Fair Grounds.

Because 8 of 10 people want to acquire 'green products/services' and very few people presently regard their self as gardeners, **change name of event** from VA Garden Festival to VA GoGreen Expo, garden and more!

Require host site as a condition of SMV's contract to post the event and 'any special offers' on their web site as well as forward in newsletter format to their membership; also, include a clause that allows for cancellation of event.

PR Report submitted by: Sylvia Wright, October 6 2008

**Virginia Green Industry Council**  
**Balance Sheet Prev Year Comparison**  
 As of December 31, 2008

		Dec 31, 08	Dec 31, 07
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
1130 · SunTrust Bank		15,093.25	21,619.55
<b>Total Checking/Savings</b>		15,093.25	21,619.55
<b>Accounts Receivable</b>			
1200 · Accounts Receivable	50.00	50.00	50.00
<b>Total Accounts Receivable</b>	50.00	50.00	50.00
<b>Other Current Assets</b>			
1499 · Undeposited Funds	250.00	250.00	0.00
<b>Total Other Current Assets</b>	250.00	250.00	0.00
<b>Total Current Assets</b>		15,393.25	21,669.55
<b>TOTAL ASSETS</b>		<b>15,393.25</b>	<b>21,669.55</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Equity</b>			
1110 · Retained Earnings		-12,188.77	-17,900.97
3000 · Opening Bal Equity		33,858.32	33,858.32
Net Income		-6,276.30	5,712.20
<b>Total Equity</b>		15,393.25	21,669.55
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>15,393.25</b>	<b>21,669.55</b>

**Virginia Green Industry Council**  
**Profit & Loss Prev Year Comparison**  
 January through December 2008

		Jan - Dec 08	Jan - Dec 07
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
	4030 · Reimbursed Expenses	0.00	0.00
	4050 · Sales		
	4051 · Plant Sale Hort Gardens	0.00	8,766.50
	<b>Total 4050 · Sales</b>	0.00	8,766.50
	4100 · Dues membership		
	4110 · Sponsorships	1,200.00	3,200.00
	4100 · Dues membership - Other	3,197.00	3,597.00
	<b>Total 4100 · Dues membership</b>	4,397.00	6,797.00
	4400 · Virginia Garden Festival		
	4410 · Plant Sale Garden Festival	927.00	2,749.50
	4415 · Exhibitor Garden Festival	2,050.00	0.00
	4420 · Sponsorships	4,650.00	0.00
	4400 · Virginia Garden Festival - Other	0.00	11,150.00
	<b>Total 4400 · Virginia Garden Festival</b>	7,627.00	13,899.50
	4900 · Websites		
	4910 · Website Link	80.00	50.00
	<b>Total 4900 · Websites</b>	80.00	50.00
	<b>Total Income</b>	12,104.00	29,513.00
<b>Expense</b>			
	6110 · Meeting Expenses	62.42	0.00
	6120 · Bank Service Charges	0.00	6.00
	6160 · Dues and Subscriptions	550.00	250.00
	6180 · Insurance		
	6185 · Liability Insurance	400.00	406.00
	<b>Total 6180 · Insurance</b>	400.00	406.00
	6230 · Licenses and Permits	35.00	0.00
	6240 · Miscellaneous	158.18	63.00
	6250 · Postage and Delivery	55.06	137.55
	6260 · Printing and Reproduction	0.00	28.56
	6270 · Professional Fees		
	6271 · Management Fee		
	6275 · News Releases		
	6276 · News Clipping Service	623.06	726.31
	6277 · Public Relations GoGreen Column	1,787.50	2,400.00
	<b>Total 6275 · News Releases</b>	2,410.56	3,126.31
	6271 · Management Fee - Other	6,868.75	9,707.50
	<b>Total 6271 · Management Fee</b>	9,279.31	12,833.81
	6280 · Legal Fees	0.00	25.00
	<b>Total 6270 · Professional Fees</b>	9,279.31	12,858.81
	6400 · Public Relations		
	6410 · Marketing of the VGIC	50.00	75.00
	6415 · Mid-Atlantic Hort Short Course	0.00	0.00
	6420 · Virginia Garden Festival	5,610.30	7,221.38
	<b>Total 6400 · Public Relations</b>	5,660.30	7,296.38



**Virginia Green Industry Council**  
**Profit & Loss Budget vs. Actual**  
 January 1 through October 5, 2008

		Jan 1 - Oct 5, 08	Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
	4100 · Dues membership		
	4110 · Sponsorships	1,200.00	0.00
	4100 · Dues membership - Other	3,197.00	0.00
	<b>Total 4100 · Dues membership</b>	<b>4,397.00</b>	<b>0.00</b>
	4400 · Virginia Garden Festival		
	4410 · Plant Sale Garden Festival	927.00	0.00
	4415 · Exhibitor Garden Festival	2,050.00	0.00
	4420 · Sponsorships	4,650.00	0.00
	<b>Total 4400 · Virginia Garden Festival</b>	<b>7,627.00</b>	<b>0.00</b>
	4900 · Websites		
	4910 · Website Link	80.00	0.00
	<b>Total 4900 · Websites</b>	<b>80.00</b>	<b>0.00</b>
	<b>Total Income</b>	<b>12,104.00</b>	<b>0.00</b>
<b>Expense</b>			
	6110 · Meeting Expenses	62.42	0.00
	6160 · Dues and Subscriptions	550.00	0.00
	6180 · Insurance		
	6185 · Liability Insurance	400.00	0.00
	<b>Total 6180 · Insurance</b>	<b>400.00</b>	<b>0.00</b>
	6230 · Licenses and Permits	35.00	0.00
	6240 · Miscellaneous	158.18	0.00
	6250 · Postage and Delivery	55.06	0.00
	6270 · Professional Fees		
	6271 · Management Fee		
	6275 · News Releases		
	6276 · News Clipping Service	623.06	0.00
	6277 · Public Relations GoGreen Column	1,787.50	0.00
	<b>Total 6275 · News Releases</b>	<b>2,410.56</b>	<b>0.00</b>
	6271 · Management Fee - Other	6,868.75	0.00
	<b>Total 6271 · Management Fee</b>	<b>9,279.31</b>	<b>0.00</b>
	<b>Total 6270 · Professional Fees</b>	<b>9,279.31</b>	<b>0.00</b>
	6400 · Public Relations		
	6410 · Marketing of the VGIC	50.00	0.00
	6420 · Virginia Garden Festival	5,610.30	0.00
	<b>Total 6400 · Public Relations</b>	<b>5,660.30</b>	<b>0.00</b>
	6550 · Office Supplies	77.45	0.00
	6700 · Website		
	6710 · VirginiaGardening.com	522.50	0.00
	6720 · VirginiaGreen.org	1,585.00	0.00
	<b>Total 6700 · Website</b>	<b>2,107.50</b>	<b>0.00</b>
	<b>Total Expense</b>	<b>18,385.22</b>	<b>0.00</b>
	<b>Net Ordinary Income</b>	<b>-6,281.22</b>	<b>0.00</b>

