Meeting Minutes for August 2, 2006

At the State Fair Office, Mechanicsville, VA

The meeting was called to order at 9 a.m. by President Lin Diacont with the following people in attendance: Lorene Blackwood, Gwynn Hubbard, Kathy Duncan, Annette Pelliccio, Joel Koci, Lizzy Pine, Bill Bonwell, Sylvia Wright, Cary Gouldin, and Jeff Miller.

Executive Director's report: Jeff reported on the news releases that had been sent out since the last meeting and the responses in the non-daily newspapers, which is way ahead of last year's usage. Jeff reported that the State Corporation Commission had approve a service mark application for "The Virginia Garden Festival" (file #7926) which provides exclusive use protection of the name in the Commonwealth of Virginia.

Financial Report: see attached copy.

Budget: Cary requested that each committee project line item amounts for their committee for the 2007 budget, which must be done by November.

Communications: Sylvia reported on responses to news releases that she has been sending out and requested everyone to continue providing her with information for the VGIC email Bulletin and News Updates. She is negotiating a deal with the VIRGINIA REVIEW to publish an article on the Virginia green industry, but they have some very stringent publishing requirements. (See attached report)

State Fair: Gwynn requested extra help to unload plant material when it arrives for the Horticulture Gardens at the State Fair. Donations will be arriving on September 23 and 24 and setup will be on the 25th. Sylvia will do an article about the plant sale and an email will be sent out to the members requesting extra help with the plant sale on Monday after the Fair.

Ag and Forestry Day at the State Fair: Lorene discussed plans for this event on October 6 at the Fair. Governor Tim Kaine is scheduled for a guided tour of the Virginia World at 10:30 a.m., which will be showcasing Virginia agriculture commodities and then there will be a luncheon with the Governor.

Virginia Garden Festival: Rick Baker reviewed plans for the first annual Virginia Garden Festival which will be held on Saturday, September 16 in conjunction with the Lewis Ginter Botanical Garden Fall Plant Sale. Mark Viette will be doing his Saturday morning gardening radio show for the event, along with Mike McGrath who is the former editor-in-chief of *Organic Gardening* magazine and host of the nationally syndicated public radio show *"Your Bet Your Garden"*. Rick indicated the event should break-even.

Maymont Flower & Garden Show – there was some discussion about speaker sponsorship at the next show, but there is some question as to the viability of the show and a decision will be made later when we have more information on the show and program.

Being no other business, the meeting was adjourned at 12:30 pm to the Richmond Raceway Complex to setup the VGIC "Ask the Experts" booth for the Virginia Agribusiness Food Festival.

Respectively submitted,

Lorene Blackwood

From: Sylvia Wright [syhwright@msn.com] Sent: Thursday, July 27, 2006 10:27 AM

Subject: VGIC PR report

Since the June VGIC meeting -

- a summer VGIC newsletter was created and distributed - theme garden festival
- the attached sidebar, rwb2, published as a cover story for July/August Washington Gardener
- the attached article, greenprofitart, published and features Lin
- connected Donna (food festival) with email distribution for local monthly/weekly publications

VA Garden Festival -

- sent initial "heads up" to the local monthly/weekly publication email distribution
- worked with PR at LGB to upgrade their festival PR and its more accurate and detailed
- included in Sept. Horticulture magazine calendar
- heard from Southern Living and will be included in their Sept. issue
- working with local monthly publication, Fifty Plus, to include festival as a feature
- contacted Times Dispatch but do not have a commitment - will continue to pest!

web advertisement -

- VA Green
- VA Gardener
- LGB
- VA Tourism - VA Lover's Page
- VA Tech
- Melinda Myers (GWA contact)
- Mike McGrath both youbetyourgarden and 91FM
- have contact richmond.com and so far, not respond
- radio -
- Mike McGrath is radio interviewing Richard and Mike Goatley
- pending Viette advertisement
- TV - made initial contact with channel 12, no commitment but will continue to pursue scheduled interview with Lin for VGIC/VA Garden Festival with VA Home Grown for 8/8

other -

- publishing a feature with VA Gardener September issue
- mentioning within DC (Washington) Gardener September column
- presently evaluating opportunity to publish with VA Review

**** If you see or hear an advertisement, please advise. I'm trying to track pro-bono advertisement.

VGIC Income/Expenses

	Jan - Jul 06	Budget
Ordinary Income/Expense		
Income		
Dues membership	3,472.50	5,000.00
Grants	2,059.95	
Reimbursed Expenses	59.95	
Sales		
Plant Sale Horticulture Pavilion	0.00	5,000.00
Total Sales	0.00	5,000.00
Sponsorships	5,640.00	6,000.00
Website Link	20.00	3,500.00
Total Income	11,252.40	19,500.00
Expense		
Commissions	0.00	400.00
Dues and Subscriptions	250.00	250.00
Insurance		
Liability Insurance	400.00	400.00
Total Insurance	400.00	400.00
Office Supplies	132.56	
Postage and Delivery		
Postage Newsletter	0.00	500.00
Postage and Delivery - Other	102.85	100.00
Total Postage and Delivery	102.85	600.00
Professional Fees		
Legal Fees	55.00	
Management Fee		
News Releases		
Monthly Column/Jim May	0.00	750.00
News Clipping Service	128.35	
News Releases - Other	710.00	
Total News Releases	838.35	750.00
Management Fee - Other	4,719.00	7,500.00
Total Management Fee	5,557.35	8,250.00
Total Professional Fees	5,612.35	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
Total Expense	7,097.76	19,279.00
Net Ordinary Income	4,154.64	221.00
Net Income	**4,154.64**	**221.00**

383 Coal Hollow Road • Christiansburg, Virginia 24073-6721 • (540) 382-0943 phone • (540) 382-2716 fax • www.virginiagreen.org

VGIC Balance Sheet

	Jul 31, 06	Jul 31, 05
ASSETS		
Current Assets		
Checking/Savings		
SunTrust Bank	14,298.11	9,530.24
Total Checking/Savings	14,298.11	9,530.24
Accounts Receivable		
Accounts Receivable		
FSMIP Reimbursement	1,350.06	873.62
Total Accounts Receivable	1,350.06	873.62
Total Accounts Receivable	1,350.06	873.62
Total Current Assets	15,648.17	10,403.86
TOTAL ASSETS	**15,648.17**	**10,403.86**
LIABILITIES & EQUITY		
Equity		
Opening Bal Equity	33,858.32	33,858.32
	-	-
Retained Earnings	22,371.92	22,494.10
Net Income	4,161.77	-960.36
Total Equity	15,648.17	10,403.86
TOTAL LIABILITIES & EQUITY	**15,648.17**	**10,403.86**