



To enhance, promote and advocate for Virginia's nursery and landscape professionals.

## Board meeting minutes

January 9, 2018 | 1 p.m. - 5 p.m. Baltimore Convention Center

Meeting called to order by President Virginia Rockwell. Board members in attendance: Bill Gouldin, Aaron Williams, Brent Hunsinger, Christopher Brown, Jr., Jeff Howe, Cecilia Palmer, Mitzi Marker, Matt Deivert, Seana Ankers, Paul Munn, Jim Hassold, Jason Stern, Brad Bobenrieth, Jim Owen, David Seward, Jeff Miller, Shellie Archer. A quorum was present.

**Orientation board members:** brief overview of task force groups/committees and committee chairs by Virginia Rockwell and Aaron Williams. The discussion included the need for periodic review of Parliamentary procedures and Robert's Rules.

**Antitrust compliance:** annual review of antitrust policies and procedures. A copy was included in board meeting materials. The importance of committee chairs sharing it with committee members and retaining a copy for reference was discussed.

**Executive Committee:** Virginia Rockwell briefly reviewed components of three-year strategic plan, its focus areas and action items. Discussion and agreement of the importance that all committee and task force group efforts align to support and reach strategic goals.

**Succession planning and procedures:** brief discussion about status and need for: milestones, calendar of annual events/meetings, etc. Specific dates for transition (QuickBooks, JL Systems/NOAH, phone, etc.) Brent Hunsinger made motion to enact transition team overseen by Mitzi Marker and includes: Jim Hassold, Jim Owen, Jeff Howe, Virginia Rockwell. Seconded/passed.

### **Consent Agenda Items to Approve**

**Executive Director:** Jeff Miller

**Membership:** Jim Hassold | 2018 Social Hour/Networking

**Legislative Report:** Seana Ankers

**Education:** Cecilia Palmer | Field Day updates

**Financial:** Brent Hunsinger YTD reports as of 11/30/17, VNLA & Foundation.

- SunTrust Investment Fund Summary Cash Assets 10-year Summary
- 11.16.2017 Board meeting minutes edited by Brent Hunsinger
- 2018 VNLA board roster
- Research Foundation letter: Christopher Brown, Jr.

- \*need to create disclosure/transparency statement about research committee chair/others and relationship with those who apply for funding (get wording/sample from Jim Owen)
- State partnership overview IGI – NALP workforce development
- SunTrust investment account fees
- Breakfast sponsors
- Press release re: new VNLA executive director | business card
- VCH Brochure

Christopher Brown, Jr. made motion to approve consent agenda items. Seconded/passed.

### **Action Agenda to discuss**

**Research Foundation:** Christopher Brown, Jr.

Research Foundation committee will meet January 10, 2018 to vote on six research grant requests. Mitzi Marker will take on role of research foundation committee chair and members are: Tom Saunders, John Machen, Jr., Matt Shreckhise, Matt Sawyer, Jason Stern, Shellie Archer.

**Certification Updates:** Jeff Howe

Jeff Howe briefly reviewed upcoming HortDayz event (February 28 and March1). Jeff Howe made motion for VNLA to support with a \$500 sponsorship. Seconded/passed.

Robust discussion about Orange County High School Conservation Club's proposal/request for VNLA's consideration to fund its garden project. Virginia Rockwell made a motion to provide Orange County High School with instruction materials/certification manual, access to VT online modules (support student engagement experiences). Seconded/passed.

Brent Hunsinger made motion to create a RFP template/process for funding horticulture projects that alignment with VNLA's strategic plan. Seconded/passed.

The task force is Brent Hunsinger, Jeff Howe, and Laurie Fox (support)

Christopher Brown, Jr. made a motion that we include in next newsletter instructions on how to record CEUs. Include article about important of certification and related CEUs. Seconded/passed.

Overall discussion included:

- The need to update the VCH manual/re-write chapters to make content more relevant.
- Questions about who and what resources can we tap to write the class materials?
- Do we create a request for proposal (RFP) for SMEs to revise course materials?
- Revised chapters were part of VNLA's strategic plan four years ago.

**Irrigation Association (IA): Brent Hunsinger**

Christopher Brown, Jr. made motion for VNLA to join, as an affiliate organization, the Irrigation Association. Seconded/passed.

### **Other Reports**

**MANTS Report:** John Lancaster, Danny Shreckhise, Robin Rinaca, Matt Deivert provided an overview of MANTS registrations/attendance and potential benefit/distribution to MD, WVA and VA.

Bill Gouldin reported on Agriculture Natural Resources (ANR) meeting he attended. Bill is on steering committee along with Farm Bureau and Virginia Agribusiness Council (VAC). Discussion included Agency 229 programs and what they do for the industry/land grants/research/fund find. Summit April 10 and 11 – importance of 229, funding sources/150 total attendees. **What SMEs does VNLA have who can participate?** (Jim Owen knowledgeable about 229 program and good resource)

Meeting adjourned 5 p.m.

**Upcoming meetings:**

Wednesday, March 7 | J. Sargeant Reynolds Community College | Spring Board Meeting  
 Saturday, June 9 | VA Tech | Summer Board Meeting

<b>VNLA Dashboard Metrics</b>	
Current membership as of 11/17**	492
Membership one year ago and end of 2016	504
Peak membership (2008)	632
** Includes comp memberships 4yr VT Seniors	
Current VCH count <sup>1</sup> as of 10/30	349
VCH count one year ago and at end of 2016	502
<sup>1</sup> includes non-recerts to be contacted again	