



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

Board meeting minutes October 17, 2018 | 9 a.m. - 3 p.m. Richmond

Meeting called to order by President, Aaron Williams.

In attendance: Aaron Williams, Brent Hunsinger, Christopher Brown, Jr. Virginia Rockwell, Jason Stern, Seana Ankers, Cecilia Palmer, Mitzi Marker, Scott Price, Matt Deivert, Paul Munn, Jim Hassold, David Seward Jim Owen, Laurie Fox and Shellie Archer. A quorum was present.

Consent Agenda items approved

Legislative committee report, Certification committee report, Public Relations/Education committee report, Executive Director report

June 9, 2018 VNLA Board meeting minutes

Motion made to approve consent agenda items minus Treasurer report/VNLA financials. Seconded/passed.

Motion made to move treasurer's report and financials to action agenda. Seconded/passed.

Action Agenda items discussed and approved

Motion made: membership committee chair, treasurer and executive director review membership dues revenue shortfall and develop plan to resolve. Seconded/passed.

Motion made to implement new VNLA QuickBooks Chart of Accounts for 2019 budgeting and beyond.

Seconded/passed.

Motion made for provisional board approval to transition to recommended new banking relationship after in person meeting with VNLA executive committee and key bank leaders. Seconded/passed.

Motion made to create categories of eligible CEUs and a template for range of possible CEU's from VNLA's and others' classes or credentials. Seconded/passed.

Motion made for Executive Director to provide Laurie Fox with ClassMarker technology requirements so exam facilities can be identified and reserved. Scheduling and tracking to include costs, dates, capacity, etc. David Seward to help facilitated community college outreach, starting with J. Sargeant Reynolds. Seconded/passed.

Motion made to approve revisions to VNLHRF grant proposal request cover letter and standard grant proposal template – pending Horticulture Research Foundation Committee Chair approval. Seconded/passed.

Motion made to:

- Sell all website domains other than VNLA
- Sell beautifulgardens.org separately with TM and patent (all intellectual property associated, with counsel from attorney. Offer remaining domains to VNLA members with fast turnaround. Seconded/passed



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Board meeting minutes continued

Motion made to approve costs associated with purchase and implementation of pseudo server for VNLA HQ office. Pseudo server set up to include folder access for executive committee, board committees and chairs. Approval based on cost is within 2018 budgeted figure related to VNLA HQ office equipment. Seconded/passed.

Motion made to produce fewer 2019 Grower Guides, perhaps 1,200 – 1,500. Membership communications/engagement committee to plan for 2020 online platform such as plantANT, etc. North Carolina Nursery & Landscape Association and Oregon have effective models/successes to review, consider, follow. Seconded/passed.

Meeting adjourned at 3:10 p.m.