



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

## Board meeting minutes

March 7, 2018 | 10 a.m. - 4 p.m. J. Sargeant Reynolds Community College Goochland Campus

Meeting called to order by President, Aaron Williams.

In attendance: Aaron Williams, Brent Hunsinger, Seana Ankers, Christopher Brown, Jr. Jason Stern, Cecilia Palmer, Jim Hassold, Mitzi Marker, Jeff Howe, David Seward, Jeff Miller and Shellie Archer. A quorum was present.

Joined by phone: Virginia Rockwell, Jim Owen, Paul Munn

Guests: Kate Leffler and Warner Winthrop/Colesville and Missy Henriksen/NALP

Aaron Williams reviewed VNLA's strategic plan and focus areas – emphasized why we are all here.

### Consent Agenda items approved

Secretary/Treasurer's report | Christopher Brown, Jr.

January 9, 2018 VNLA Board meeting minutes | Christopher Brown, Jr.

Education Committee report | Field Day update | Cecilia Palmer/Chair

Research Committee report | Mitzi Marker/Chair

Legislative report | Seana Ankers/Chair

Jeff Howe made motion to approve consent agenda items. Seconded/passed.

### Action Agenda items discussed

#### **Webinars**

Jim Owen proposed 2018 dates and topics:

- Mar 15 - Aquatic Weed ID and Management, Laurie Fox, VT
- May 17 – GREENROOF
- July 19 - Right Plant for the Right Place, Alex Niemiera, VT
- Sept 20 - Higher Sales Begin with Better Marketing, Bridget Behe, MSU
- Nov 15 - Saving Water: A Nursery Case Study, Jane Stanley, Saunders

Jim Hassold made motion to approve proposed educational webinars. Seconded/passed.

#### **Education Committee report and Field Day update | Cecilia Palmer/Chair**

Cecilia Palmer provided overview of plans for educational workshop, Field Day and Summer Garden Tour. Speakers to include: Jim Paluch, Larry Weaner and Paul Westervelt. Demonstrations to include: air spade and lab diagnostic imaging by Bartlett Tree Experts. Summer garden tour suggestions from VSLD to be included/considered.

#### **Certification committee update | Jeff Howe/Chair**

Jeff Howe proposed the VNLA provide \$5,000 in support of and partnership with National Association of Landscape Professionals (NALP) in relation to its Industry Growth Initiative (IGI).

Brent Hunsinger made motion for VNLA to provide support NALP's IGI program partner with \$5,000 for 2018.

Seconded/passed

### **International Plant Propagator's Society (IPPS)**

Christopher Brown, Jr. shared information about IPPS' 2018 conference and proposed the VNLA consider a sponsorship. Brent Hunsinger made motion to use budget line 6821 (\$1500) to sponsor IPPS 2018 conference. Silver sponsor level \$1,000 and \$500 toward student attendance. Seconded/passed

Christopher Brown, Jr. recommended the VNLA change its budget line item 6821 **from** IPPS Meeting Student Scholarship **to** IPPS Meeting Sponsorship.

### **Other Reports / New Business**

Jim Hassold shared two ideas for consideration:

- CVNLA's 'Fall is for planting' program and suggested it be something the VNLA consider.
- Recycling nursery/grower pots – shred/recycling process

### **Upcoming meetings:**

June 9, 2018 Board meeting | VT campus

Fall Board meeting date, time and location TBD

Brent Hunsinger made motion to adjourn at 3:22 p.m.

Seconded/passed