



## Virginia Christmas Tree Growers Association

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### ***VCTGA Board Meeting***

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*Friday, April 23, 2010, Mrs. Rowe's Restaurant, Staunton, VA*

The meeting was called to order at 10:20 a.m. by President Virginia Carroll with the following people present: Jocelyn Lampert, Steve Satterfield, Robert O'Keefe, Jeff Miller, Danny Neel, and Dave Thomas.

A motion was made to approve the minutes of the previous meeting conference call on February 1, 2010, as received, seconded and passed.

Jeff Miller reviewed the financial reports that had been emailed to the board before the meeting. A motion was made to approve the financial report as presented, seconded and passed

It was the consensus of the board to set up the scholarship fund on the balance sheet with funds from 2009. Robert will prepare an article for the newsletter and invite the recipients to the annual meeting.

Tree Tag update on estimate - VDACS will contribute \$500 for the printing of these tags with the VCTGA and the Virginia's Finest logo and website addresses. It was the consensus of the board to proceed with the printing of 25,000 tags.

VDACS can reproduce the Christmas Tree DVD for about \$100 (cost of DVD's and ink for 150). It was the consensus of the board to also load the DVD on VCTGA website and on YouTube. The DVD will be free for new members and will be sold at annual meeting.

June 27 is the next meeting of the Mt. Rogers Christmas Tree Growers Association and the VCTGA will work to have a representative at their meeting.

The National Christmas Tree Association meeting will be in North Carolina on Aug. 11-14, 2010.

Danny reviewed the specialty crop grant application which was just submitted. It is for 2 years, \$29,965 for marketing to promote VA Grown trees and connect growers with civic groups and organizations.

Virginia Carroll will appoint members to initiate a Marketing Committee. Danny Neel will be advisor to the committee.

The board took note that two primary areas of focus emerged from the Strategic Planning Meeting, that of membership and marketing, both of which need to year-round emphases.

Staff changes – Jeanie Frances has shared that she will not be able to continue as the VCTGA secretary, but has expressed a desire to continue doing the newsletter. The board accepted the news and requested that Jeff Miller, VCTGA treasurer assume VCTGA's secretarial duties, during the transition time and in preparation for the annual meeting

Jocelyn Lampert, Membership Chair provided a membership update with a spreadsheet data and has assigned members to regions of the state to facilitate the mentoring program, as well as getting correct business classifications for members (wholesale, choose and cut, retail) and updated emails. She presented a draft listing for VCTGA member Invitations and Welcome Packets. She will proceed with the implementation of the packets pending further input from the Board. The VCTGA membership application has been updated to reflect current data needs from new members as well as space for them to provide information for their free mini-website. The membership goal is to seek new members, check with non-renewals, maintain members. A summary of membership tier benefits was also presented to

cover regular members, associate members, vendors and advertisers.

There was a discussion on the current versions of the Bylaws and Constitution which are on the website but in revision draft format and needs to be updated to the final versions that were approved at a membership meeting. They might need to be updated again with staff changes and officer duties.

Annual Meeting – The annual meeting committee met before the Board meeting and Steve Satterfield reported on the plans to-date for the Annual Membership Meeting and Conference which will be held on August 26-28, 2010 at the Best Western Inn in Waynesboro. Speakers and program details are now being finalized.

Newsletter – Pines & Needles – Virginia Carroll noted that board members need to help contribute content to the Newsletter and that we need to have more science and technology articles.

Nominations Committee – Virginia Carroll will appoint a committee (3) to prepare nominations for the annual meeting.

There will be a teleconference call meeting in June, in afternoon, probably the second week in June.

Being no other business, the meeting was adjourned at 1:00 pm

Minutes by Jeff Miller, VCTGA Treasurer