

Agenda for VCTGA Board Meeting

Tuesday, August 26, 2010

- Call to Order
- Approval of Minutes of previous meeting (**Jeff please convey prior to meeting**)
- Financial Report (**Jeff please convey prior to the meeting**)
- 2011 Budget (**Jeff do you have a work up on this?**)
- Annual financial review report- Robert O’Keeffe or Jeff (Jeff, John, & Robert reviewed at annual meeting)
- Updates on State corporation filing- Jeff
- Reports
 - Membership update- Jocelyn- Where are we now? Have we meet our strategic goal in terms of membership increase?
 - Recap Annual meeting (financials & surveys)- Steve Satterfield
 - Annual Meeting 2011- Where? When? Who (Program Planning team to work with Steve Satterfield)? Why (theme)?What are we doing to be READY for next year?
 - Scholarship -Robert O’Keeffe (Do we need this on the agenda this time?)
 - Mt. Rogers Report
- National Organization report- John Carroll
 - Trees for Troops update-(Dates, location, promotion, etc.)
 - Next year 's national meeting site in Ohio
 - Check-off Program
- Old Business
 - VCTGA Staffing Issues- **Is all going smoothly?**
 - PR & Promotion- Christmas is coming (Press releases, etc.)
 - Are we ready for “the show” - Presentation Board, etc.?
 - 500th Anniversary of the First Decorated **REAL** Christmas Tree
 - VDACS updates- “Certificate of Recognition”, resolution, ceremonial cutting of first tree, Governor’s tree etc.
- New Business
 - Publications and promotions Updates- Jeff
 - Newsletter
 - Website
 - Strategic Planning & Membership initiatives- Follow up with at fall board meeting- Overview & then focus on **MARKETING!**
 - Marketing Task Force- **We got the grant!- Now WHAT!**
 - VCTGA Anniversary- When is the BIG anniversary year? That's a theme in itself! (**VCTGA-PAST-PRESENT-FUTURE**)
 - Membership Brochure and Consumer Brochure reprints?

Please e-mail any other items &/or issues you will be bringing up or wish to see addressed
The agenda looks long, but much of this can be done prior to the meeting. Let's be "proactive" in communicating prior to the meeting to save time & allow ample opportunity for us to handle timely issues. Let's keep our eyes on the BIG PICTURE.

VCTGA is **MOVING FORWARD. Go Green- Grown Green, Get Green (\$\$\$\$)**!

Looking forward to our board meeting,
Virginia Carroll