



Virginia Christmas Tree Growers Association

Minutes
VCTGA Board Meeting
Conference Call

1 p.m., Monday, April 18, 2011

Call to Order by President Virginia Carroll with the following board members on the conference call: Steve Satterfield, Jocelyn Lampert, Jeff Miller, Greg Lemmer, Charlie Conner, Danny Neel, Robert O’Keeffe, John Carroll and Kyle Peer.

Approval of Minutes of previous meeting – it was moved and seconded to approve the minutes of February 14, 2011 Board Meeting in Staunton, as previously emailed to the board, seconded and passed.

Reports

Financial Report (conveyed prior to the meeting) Jeff Miller briefly reviewed the reports.

State corporation filing- Jeff reported that the VCTGA incorporation was completed in December 2010.

Membership update – Jocelyn reported that the membership was at 105, including 5 new members. A motion was made to send a copy of the new VIRGINIA GREEN News Journal to non-renewal members and Jocelyn will draft a cover letter to go with it.

Annual meeting: - Steve Satterfield reported that arrangements have been made with the Holiday Inn in Blacksburg and he is working on finalizing the contract for the Annual Meeting on August 4-6.

- Robert O’Keeffe and Dave Thomas will handle the tree and wreath contests with wreath displays possibly in the lobby.
- Signage – Robert is working on sponsorships and signage for the meeting.
- Plans should be finalized in about 2 weeks.

Scholarship - Robert reported that there was only one qualified applicant, who is a horticulture major. He will be awarded \$750 and the balance of this year’s awards will be left in the scholarship fund.

Mt. Rogers Report - Charlie – the dedication of the new Seed Orchard would be on June 26.

National Organization report - John Carroll reported that he would not be continuing as National Director next year and the VCTGA needs to nominate a new directory by August 1, who will be confirmed by the membership at the VCTGA Annual Meeting on August 5. He and Sue Bostic are working on nominations. The annual meeting is in Ohio this year, and the winter meeting is usually at a resort location. The Check-off Program passed and additional information will be forthcoming.

Business

Grant Updates – Greg Lemmer reported that the VDACS/USDA Specialty Crop Grant had been filed on time and it is a follow-up of the first grant that the VCTGA is working on now. It will evaluate changes since the first grant and include two education meetings in January 2012 and January 2013. There will be 200 banners produced to promote Virginia Grown real trees and 2 will be sent to each member.

Current grant – the pre-survey that was included in the VIRGINIA EVERGREEN News Journal will be emailed to members as a PDF file to get a summary of numbers and types of trees available. Jeff is working with a recent VA Tech student to work on compiling contact lists for buyer groups to survey their needs and to begin a program to bring buyers and sellers together.

Publications: Newsletter - What do we think of the changes, etc. Jeff reported that this first revised Newsletter format costs approximately \$1,571 with ad income of \$595. Several full-page advertisers did not advertise this time since there wasn't a winter issue. There were extra copies of this issue printed to send to potential advertisers. The cost of the next newsletter should be down since the format template can be re-used.

Website Changes – Steve Francis had emailed that he could continue with the website updates but would not be able to do re-design of the website now. There are funds in the current grant for website updates and for brochures and Jeff will contact some advertising agencies for proposals.

PR & Promotion- Spring Planting (Press releases, etc.)- Dave Thomas (absent), Virginia reported on the successful “first tree planting” by VDACS Commissioner, Matt Lohr at Dave Thomas’ farm.

Jeff will compile a list of potential events that the VCTGA should have a presence at over the next year.

Nominations for Annual Meeting 2011 – John Carroll and Sue Bostic will be soliciting nominations. John and Virginia Carroll will be coming off the board.

Adjournment - Being no other business the meeting was adjourned at 2:40 p.m.

Respectively submitted,
Jeff Miller, Sect/Treas