



GARDEN CLUB O F V I R G I N I A

HIGHLIGHTS

103rd GCV BOARD OF GOVERNORS

October 19-20, 2022

“A Star Filled October”

Hosted by Roanoke Valley Garden Club
Roanoke

The Roanoke Valley Garden Club hosted the 103rd GCV Board of Governors in Roanoke. President, Vicki Torre, Co-Chairmen: Eileen Dickey and Katherine Knopf.

Total attendance for the 103rd Board of Governors meeting was 83, including 9 Former GCV Presidents, 19 members of the Board of Directors, 9 Standing Committee Chairmen, 1 Special Committee Chairman, 43 Club Presidents and 2 Delegates, 2 BOG 2022 Co-Chairmen, and 3 GCV Staff.

AWARDS/ANNOUNCEMENTS/PRESENTATIONS

The recipients of the 2022 Common Wealth Award are:

First Place: Horticulture Therapy for Pediatric Patients at Virginia Treatment Center for Children

Nominated by Three Chopt Garden Club

Second Place: Beautification and Conservation of Eastern Shore Coalition Against Domestic Violence Campus

Nominated by The Garden Club of the Eastern Shore

March 1, 2023 is the nominations deadline for the 2022 Common Wealth Award.

Conservation Awards Chairman Marie Thomas announced the following awards:

2022 Conservation Educator Award

1) **Robin Dunbar, Deputy Director for the Elizabeth River Project** where for over 20 years she has created outreach programs for youth, students, and teachers, highlighted by the Learning Barge.

Nominated by The Elizabeth River Garden Club

2) **Big Water Visitor Education Center at Kiptopeke State Park** was recognized for its interactive environmental education and focus on native species as well as local history and land use.

Nominated by Mina Turner and The Garden Club of the Eastern Shore

2022 Elizabeth Cabell Dugdale Award for Meritorious Work in Conservation

Save River Farm Committee selected for its grassroots effort and legacy of stewardship creating partnerships between non-profits, governmental organizations, and private citizens to protect River Farm from development.

Nominated by Julie Grover and The Blue Ridge Garden Club.

Future nominations deadlines for Conservation Awards:

- **November 1, 2022, for the Bessie Bocock Carter Conservation Award**
- **March 1, 2023, for the de Lacy Gray Memorial Medal for Conservation**

Denise Wilkerson, President of The Little Garden Club of Winchester presented the final report of the 2020 recipient of the Bessie Bocock Carter Award **Museum of the Shenandoah Valley Wildflower Meadow Garden and Weir Trail.**

On Thursday, October 20, **Art Garst, landscape architect, gave a presentation on the Mill Mountain Meadow Garden** he designed in conjunction with the Mill Mountain Garden Club which maintains the garden.

Casey Rice of Harborfront Garden Club presented the update of the club's **2021 Common Wealth Award project Jill's Garden – Union Mission Women and Children's Shelter**, with a video of the garden in its present state leaving not a dry eye in the room.

HIGHLIGHTS OF COMMITTEE REPORTS

Treasurer Tricia McDaniel reported that the Garden Club of Virginia is in a healthy financial standing at the end of the first quarter of FY23. Tricia reported on behalf of Mary Bacon, Chairman of the Finance Committee that despite general market downturns GCV investments have performed very well over the past year, with advisors positioning investments for long-term gains.

First Vice President and Chairman of the Strategic Planning Committee Kris Carbone stated the Committee has begun the work to create a comprehensive Implementation Plan for *The Path Forward*, the GCV 2022 Strategic Plan. Strategies include improved communications, a redesigned website, new opportunities for member connections, idea sharing and developing a cohesive transition plan for GCV officers and committee chairs.

Second Vice President Wendy Walker introduced Delegate Casey Rice to remind all the date of Daffodil Day is March 29, 2023, to be held at the Norfolk Botanical Gardens. Club presidents are depended upon to encourage strong statewide participation in artistic design, horticulture and photography exhibits and volunteer opportunities to ensure a successful show.

Photography Committee Chairman Susan Lendermon reported the Photography Judging program design is underway with input from a variety of experienced judges. The program is targeted to begin in fall 2023. The Photography exhibit at the Symposium was a success with awards information in the full BoG minutes!

Edie Hessberg Chairman of the *Membership News* Committee stated the purpose of *Membership News* is to convey news from the President to **all** GCV members. The objective is to promote events, share educational opportunities, awards, committee chair news, and advertise club fundraisers and activities. Please encourage your members to read “all the way to the bottom”! The deadline for submission of articles is the 15th of each month to facilitate publication on the first of every month.

Sarah Hellewell Conservation & Beautification Committee Chairman invited each BoG attendee to register and encourage all GCV members to attend the **Conservation Forum on PFAS, The Forever Chemicals, November 3 from 9:00 to Noon**, webinar that is free. Speakers will educate about the dangers of PFAS in air, land, water, and thousands of consumer products and address current strategies for eradication of these toxic chemicals.

Marie Thomas Conservation Awards Committee Chairman announced the recipients of the awards (See Awards/Announcements/Presentations above). Presentations of these awards to the recipients will be featured during the Conservation Forum webinar. Marie gave a full description of award criteria and encouraged presidents to have their clubs nominate worthy candidates for the upcoming year. Please note nomination deadlines **November 1, 2022, for the Bessie Bocock Carter Conservation Award and March 1, 2023, for the de Lacy Gray Memorial Medal for Conservation.**

Allison Clock, Horticulture Committee Chairman described the committee’s educational video and handouts designed for club horticulture chairman to share with their respective club members to encourage and prepare them to exhibit at the Symposium and all flower show opportunities. The results were a resounding number of horticulture entries at the Symposium exhibit – 200 entries including 65 novices exhibits! **Horticulture Field Day is June 7-8, 2023, in Williamsburg.**

Jennifer Kelley Symposium Chairman provided a comprehensive recap of the Symposium. She emphasized the goal of the Symposium to offer educational opportunities across all aspects of the GCV’s work. Information ranged from the list of presenters to the recyclable equipment used by the caterer. Jennifer conveyed her sincere thanks to the committee members who designed and executed the Symposium citing superior collaboration among all GCV committees.

Executive Director Andrea Butler stressed the importance of the GCV staff working to advance the mission of the GCV through serving membership. She included strengthening digital communications, filling the newly designated Communications Director position, and leveraging collective knowledge and resources to maximize connections among all GCV clubs and members as part of that effort.

Julie Grover Kent-Valentine House Committee Chairman shared exciting news about the progress of the second-floor refurbishment project made possible by the generous gift from the Elisabeth Reed Carter Charitable Lead Trust. Structural engineering evaluation is completed and construction bids are forthcoming. She thanked the “Basement Brigade” for their incredible work to clean out the archives in the KVH basement!

Nancy Inman represented the *Journal* Committee Chairman Madeline Mayhood who reported the *Journal* has weathered some storms but maintains its production of a top-notch publication designed to reflect the many facets of the GCV to all members – the mission, the vision, and the history of GCV. Articles of interest to garden club members like Thomas Woltz and his visionary design of Machicomoco State Park, followed by an article by Horticulture Committee Chairman Allison Clock, who described her experience of seeing this remarkable jewel in Gloucester County for the first-time enticed readers of the late summer/early fall edition to visit the park. An article about the upcoming Conservation Forum on PFAS described an educational opportunity open to all GCV and the public. Please continue to send articles and ideas to Madeline to sustain the quality of information included.

Cathy Lee, Chairman of the Artistic Design Committee reiterated her committee’s theme – “Have fun with Flowers!” that will pervade the committee’s activities. Cathy reminded all the **Daffodil Day March 27-29, 2023, will be held at the Norfolk Botanical Gardens.** The committee hopes to see the interclub artistic design exhibits increase to at least a dozen and hopefully 20 participants at the Daffodil Day show. Cathy reminded all members to plant this fall with the intention to harvest flowers and foliage in the spring to be used in Historic Garden Week arrangements.

Fran Carden Chairman of the Historic Garden Week Committee announced the 2022 Historic Garden Week Tour generated an all-time high income of \$638,629 for which every GCV member should be proud. This income was achieved through the extraordinary effort to hold great tours but also due to substantial sponsorships and record advertising sales in the Guidebook. Fran reminded presidents to seek the support of Erma Baker, Finance and HGW Committee member, who will aid HGW treasurers with financial reporting for the 2023 tour. **The 2023 Historic Garden Week Tour celebrates GCV’s 90th anniversary of this event.**

Jean Gilpin the Chairman of the Restoration Committee expressed her excitement that committee members are back visiting our restoration projects. A progress report of activities at numerous restoration sites was given. The condition of the elm tree allee at Maymont is of particular concern to the committee. The committee is currently seeking a new landscape architect of record for GCV. Candidates must be Virginia firms and have an expertise in historic properties. The committee will entertain all new candidate recommendations.

In her role as *Follow the Green Arrow III* writer and technical expert, Nina Mustard gave a demonstration of the new website which is up and live available to all GCV members. Go to history@gcvinvirginia.org to sign on and explore. The site is designed as a gardener’s journal replete with beautiful drawings and graphic elements. The site will eventually hold the history of GCV from 1996 to the present.

As Historian of GCV, Nina requested presidents, to please remind your historian to send her your club histories in a Word document format for entry. She has received 20 histories thus far.

The Directors at Large brought their traditional spirit and creativity to their reports. A synopsis of the answers to the questions posed to all 48 club presidents –

- **What do you love most about being a member of the Garden Club of Virginia?**
- **What ideas do you have to help grow the Garden Club of Virginia into the next century? Plant your seeds!**

showed thoughtful and introspective answers. Themes of “Love” centered around the connections with highly capable and committed colleagues; and the availability of educational opportunities to expand individual and club horizons. Themes of “Growth” answers repeatedly stated a need to diversify membership and improve technology access and use by GCV.

Kelly Johnson Chairman of the Development Committee shared the development video “We Are the Garden Club of Virginia”, a powerful introduction and encapsulation of the mission and vision of the GCV produced in 2021. This video is available to all GCV members and clubs for their use in development, sponsorship solicitation, membership recruitment and related activities. The committee is investigating potential use of the video as a source of footage to be edited for use on social media and more time constrained media platforms.

As Chairman, Janet Rosser updated the attendees on the new Membership Committee description. The expanded responsibilities of the committee include member recruitment to address the objectives of the strategic plan. All six GCV districts are represented on the committee by the DAL’s.

Chairman Catherine Madden drew attention to the Nominations Packets left at each place. Nominations for **District-at-Large representatives from Districts 2, 5, and 6 for term 2023 - 2025 are due to Catherine by Monday, November 21**. She stressed the importance of all GCV leadership, attendees of the BoG, as critical to recruit leadership for GCV and place names in nomination. You **do not** have to live in the same district to nominate a DAL candidate.

Massie Medal Committee Chairman Candy Crosby encouraged attendees to review the contributions of their club members to ascertain their suitability for nomination as Massie Medal recipients. The Massie Medal is the highest award given by the GCV. **Nominations for the Massie Medal are due to Candy by December 1**. Applications can be found on the public pages of the Garden Club of Virginia website.

Common Wealth Award Committee Chairman Becky Farrar introduced Casey Rice, Harborfront Garden Club member, to present the update of the 2021 Common Wealth Award recipient project – Jill’s Garden – Union Mission Women and Children’s Shelter. Becky congratulated the 2022 recipients, Three Chopt Garden Club and The Garden Club of the Eastern Shore once again.

Clarkie Eppes, Chairman of the Annual Meeting and Board of Governors Committee introduced Coni Chandler and Susie Brown, Co-Chairmen of the **2023 Board of Governors Meeting to be hosted by The Garden Club of the Eastern Shore, October 17-19, 2023**.