

Board Members Present:

Marshall Saunders, Chair
Heather McKay
Ben Snapp

Shannon Showalter
Bethany Schaepler
Patrick Ryan

Guests/Staff Present:

Laura Wiley, Virginia State Horticultural Society
Melissa Ball, Virginia Department of Agriculture and Consumer Services
Jim Atwell, Virginia Department of Agriculture and Consumer Services
Debby Girvan, Flair Communications

I. Call to Order / Welcome

Marshall Saunders called the meeting to order at 11:04 AM.

II. Approval of Draft Minutes

The minutes of the February 13, 2023, meeting were reviewed and unanimously approved as presented.

III. Financial Report

Melissa Ball provided a financial report reflecting the following for FY 22-23:

Cost Code 646

Cash Balance: 6/30/2023	\$(.01)
Assessment Receipts: 7/1/2022 – 6/30/2023	\$105445.30
Total Cash Balance & Receipts:	\$105445.29
Transfer to cc 647 – Reserve	\$0
Transfer to cc 648 - Admin	\$10,545.00
Total Actual Expenditures (from VDACS Financial Analysis)	\$0
Cash Balance: June 30, 2023	\$94,900.29

Cost Code 647 - Reserve

Cash Balance: 6/30/2022	\$125,000.00
Other receipts	\$0
Total Balance	\$125,000.00
Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$0

Cash Balance: June 30, 2023 \$125,000.00

Cost Code 648 – Administration

Cash Balance: 6/30/2022	\$80,622.36
Transfer from cc 646	\$10,545.00
Other Receipts - Interest	\$4605.45
Total Balance	\$95,772.81
Deduct Total Actual Expenditures (from VDACS Financial Analysis)	\$10,443.61

Cash Balance: June 30, 2023 \$85,329.20

IV. Annual Report

The Annual Report for FY 22-23 was reviewed. *Motion made to approve– unanimously approved.*

V. Distribution of funds for 2023 crop

For the 2023 crop, a motion was made and unanimously approved to distribute collections as follows:

US Apple Association: 40%

Virginia State Horticultural Society: 20%

Virginia Agricultural Research Program: 20%

Administration: 10%

Reserve: 0%

The reserve fund is currently at maximum capacity, thus 10% of the collections cannot be put towards the reserve. The balance will be distributed equally between U.S. Apple Association, Virginia State Horticultural Society and Virginia Agricultural Research Program.

VI. Flair Communication – Website and Social Media Accounts

Debby Girvan of Flair Communication provided a written update and proposal for the website and social media campaign.

A motion was made and unanimously approved to accept the proposal for the 2024 year.

VII. Virginia Grown Apple Poster Survey

The Board discussed revamping the apple poster and looked at several options as to how to accomplish this with current apple varieties that are specifically relevant to Virginia.

A motion was made and unanimously approved a grant to the Virginia State Horticulture Society of up to \$5,000 for the recreation of a Virginia Grown fresh apple educational poster from administrative funds.

VIII. Electronics Meeting Policy

The Board discussed the option of being able to meet electronically if the need arises.

Melissa Ball explained the electronics meeting policy options and requirements in detail.

A motion was made and unanimously approved to adopt the Electronics Meeting Policy for the Apple Board.

IX. Public Comment:

None

X. Next Meeting

Tuesday, January 14, 2025 @ 11:00 AM at Cracker Barrel in Staunton, VA

XI. Adjourn

Meeting adjourned at 12:50 PM