

The board of the Central Virginia Nursery and Landscape Association met on December 17, 2020, at 5:30 pm, virtually via Zoom

In Attendance:

Alec Selz, President
Cambridge Mattice, Vice President
Elizabeth Fogel, Treasurer
Matthew Brinckman, Director
Laura Shumm, Executive Secretary
Sean Proietti, Secretary (took these minutes)

Agenda Items:

1. Agenda for the Symposium Itself:

1. Only question mark is the 2:15 slot with Capital Trees

2. Laura is just waiting to hear back from them
3. Elizabeth has had contact with them recently and thinks she can get them to confirm
4. Laura has been working on getting on confirmation from everyone else so we are fairly confident there
5. Elizabeth and Laura have a working list on potential backups in case Capital Trees falls through
 1. Paul Westervelt? Carolyn Summers?

2. Sponsorships:

1. We can get a list of last year's sponsors to start to reach out
2. We can divide up the list and we can start calling sponsors
3. How much sponsorship do we actually need?
 1. \$2,000 are slotted for speakers
 2. VNLA, Colesville, Bartlett are already lined up as sponsors
4. Bank balance check: we have around \$6,000 in the bank. Don't want to lose too much of that since it can go to scholarships
5. Sponsorship requests can mention that the money does go to scholarships, which should help people being ok with sponsoring a virtual event
6. What is the deadline for these sponsorships?
 1. Push it back to January 20th to give people a month?
 2. We can send out one email now and then one in two weeks
 3. No, there is a graphic design issue so we need to be able to have the logos of sponsors on the website when we go live for registration.
 4. Let's stick with the 15th and the 20th will be our backup cutoff, not necessarily advertised
7. These phone calls will give us the chance to contact CVNLA members directly, like we talked about during the last meeting.

3. Next meeting: 5:30 on Thursday, January 7

1. We will do Zoom again

Meeting adjourned at approximately 6:05 pm