
MINUTES

Thursday January 12, 2006
8:00 am – 9:30 am

TBG – Stables Room

- Joe Perlaky called the meeting to order at 8:06 am
- Attendance: (23)
 - Neil Reid, Mike Carroll, Joe Perlaky, Jeff Creque, Dick Bostdorff, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, James Locke, Judy McFarland, Charles Krause, Tom Glass, Walt Krueger, Don Schmidlin, Sandy Knitz, Lee Springer, Paula Ross, Arun Nadarajah, John Gray, John Natter, Michael Lillenkugel and Scott Leisner.
- Report: Champion
 - No Report
- Report: Branding Project
 - The Media buy plan proposal is being finalized and will be proposed at the next Advisory Group Meeting for recommendation to the entire MVG on February 9th.
 - The photo opportunity with Representative Marcy Kaptur on January 4th. was postponed to a later date TBD due to a schedule conflict with Carty's inaugural address time.
 - A draft version of the MVG Mission / Vision Statement was reviewed by the group. Only minor changes were made. Judy will prepare the document and accompanying cover letter explaining to the growers the intended purpose and responsibilities of the association.
- Report: Energy Subcommittee Meeting
 - The subcommittee met with ~~Ferrell Gas~~ and ~~Brooks Insurance Agency~~ on January 5th prior to the Advisory Meeting. See Minutes from 1-5-06 Advisory Meeting under the Project heading for details.
- Other:
 - John Witte, Certified PV installer will speak at our next meeting on February 9 on Geo/Solar grant opportunities.
 - Neil Reid introduced Paula Ross as UT's Urban Affairs representative to the Toledo's Farmer Market group. They are interested in knowing what role they might play with the Maumee Valley Growers. Paula will be meeting with them and scheduling future meetings in an effort to identify those opportunities.
 - Beth Fausey, Floriculture Program Manager for the ABE Center completed the third issue of *RESOURCE*...which addresses NW Ohio's Commercial Floriculture business. It is available on the web at <http://abe.osu.edu/FLORICULTURAL/RESOURCE/index.html>
 - Rebecca Singer compiled a list of contact individuals actively involved in NW Ohio's greenhouse cluster. It is called the *NORTHWEST OHIO GREENHOUSE RESOURCE GUIDE*. She can be reached at (419) 535-6000 or rebecca.singer@eisc.org
 - There is a delegation from Tanzania visiting Toledo in March sponsored by U.S. State

Department. One of the representatives is a large greenhouse grower specializing in rose production who currently sends 1 plane load of roses to Amsterdam weekly. He is considering Toledo as his U.S. distribution center.

Because this is a new trade opportunity to our area, the growers were concerned as to what measures are being taken to insure appropriate inspection, quarantine and destruction protocol specific to the import of "live" products. They suggested contacting the Society of American Florists (SAF), Ohio Floriculture Association (OFA) USDA and the Port Authority for further information.

- Since there are no cut plant operations in our area, touring an automated greenhouse facility in NW Ohio would be very difficult to find.
 - The growers also felt the NW Ohio greenhouse industry does not have a unique "live" product offering to export to either Europe or Africa to take advantage of a back-haul opportunity.
 - However, NW Ohio's plant pathology knowledge base is formidable. How can the growers, UT Plant Science researchers and ARS personnel capitalize on this asset?
- Beatification discussion of local opportunities – Dates and contact info
 - o Flower Days, Erie Street Market - May 28, 29, & 30 - (419) 936-2095
 - o Maumee Festival - Aug 18 & 19 – (419) 897-7100
 - o Oregon Festival – May 28 (419) 698-7146
 - o City of Toledo, Identify city flower – Doug Trueman (419) 936-2986
 - o City of Toledo, Gateway and Beatification Committee - (See Doug above)
 - o Lucas County, NIFTY?
- The meeting was adjourned at 9:25 am.
 - Minutes submitted by Joe Perlaky

2006 Schedule Reminder:

ALL MAUMEE VALLEY GROWER MEETINGS ARE OPEN TO THE PUBLIC AND SCHEDULED FOR THE 2ND THURSDAY OF EACH MONTH AT 8 AM AT THE TOLEDO BOTANICAL GARDENS. OUR NEXT MEETING IS FEBRUARY 9TH.