



MINUTES

Thursday February 8, 2007
8:00 am
TBG Terrace Room

Members of Advisory Group

Dick Bostdorff

Michael Carroll

Tom Creque

Bill Dearing

Beth Fausey

Theresa Hoen

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Tom Wardell

- Neil Reid called the meeting to order at 8:05 am
- Attendance: (19)
 - Neil Reid, Michael Carroll, Bob Feldstein, Tony Keil, Beth Fausey, Kirk Mizerek, John Snider, Judy McFarland, Bob Napierala, Scott Leisner, Sandy Fall, Sandy Knitz, George Dabrunz, Adam Martinez, Andy Keil, Mike Beroske, Tom Creque, Roger Barrow and Mike Hopkins.
- Report: Neil Reid
 - Regular Meeting Minutes (12-14-06)
 - Advisory Group Meeting Minutes (1-04-07)
- Reports: Two Projects
 - Branding Projects: (1) Labels for pots, two choices...
 - *Generic MVG labels* will be provided to interested growers free of charge. The cost of approximately a penny and a half will be paid through the grant. The MVG's organization will purchase a total of 350,000 generic labels (\$4,966.50).
 - *Customized MVG labels* are identical to the generic versions except it will include grower contact information. This would be at a cost of \$25 per grower. No limit as long as supplies last.
 - Branding Projects: (2) Tags for hanging baskets
 - Costs for tag design will be done by Thread Inc. and paid by the MVG's organization. The growers are responsible for the actual tag printing costs. A minimum order of 50,000 hang tags per grower is suggested.
 - February 20, 2007 will be the cut-off date for growers to get customized orders to us. Growers are to contact Joe with their orders. To generate interest, phone calls/faxes/e-mails will need to be made ASAP to our membership. Turnaround time is about 2 weeks or so.
- Business Projects:

- Palmer - Kirk Mizerek, the Ohio Gas group met on January 25, 2007 at Creque's Greenhouse to initiate their program. Initial responses suggest 8-9 growers have serious interests in participating. Joe will send out a letter detailing the next steps and include a Palmer Energy contract detailing terms.
- Other:
 - Three members of the MVG's attended UT's Family Business Center sponsored event held on Feb 6, 2007.
- Presentations:
 - Mike Hopkins from *Cardinal Aggregate* presented information on their **Big Bag** program. It's an innovative new way for your retail customers to purchase topsoil, mulch and stone without any heavy hauling or mess. Several felt they could easily add the service to their existing menu of customer choices. Mike can be reached at (419) 466-3917 or 1-800-TOP SOIL.
- The meeting adjourned at 9:25 am.
- Minutes submitted by Neil Reid.

ALL MEETINGS ARE THE 2ND. THURSDAY OF EACH MONTH, 8 AM TBG
The next meeting is March 08
8:00 a.m. – 9:30 a.m.
Toledo Botanical Gardens