



## MINUTES

**Thursday – April 12, 2007  
8:00 AM – 9:30 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

- Dean Krauskopf called the meeting to order at 8:04 am
- Attendance: (27)
  - Neil Reid, Bob Feldstein, Tony Keil, Beth Fausey, Tom Creque, Joe Perlaky, Bob Hornak, George Dabrunz, Bill Dearing, Paula Ross, Charles Krause, Jonathan Frantz, Dean Krauskopf, Sandy Knitz, Tim Ault, Bob Hoen, Dick Bostdorff, Mary Donnall, Kirk Mizerek, Scott Leisner, Jim Locke, John Barrow II, Julie Stawowy, Rob Gumpf, Judy McFarland, John Snider, and Tom Wardell.
- Report: Champion
  - Regular Meeting Minutes (3-08-07)
  - Advisory Group Meeting Minutes (4-05-07)
- Old Business:
  - Label/Stickers/Hang tag – Joe picked up the lables from Bob Napierala on April 17th. The customized lables were sent directly to the growers via UPS while the generic versions were delivered by Bob Fledstein the next day. 31 growers participated in the program. Only 50,000 of the 350,000 generic lables orders remain available.
  - Social Network Project, Survey – About 15% of those growers mentioned in the survey hasn't returned them. We will present this information to the growers at our next regular monthly meeting on June 14<sup>th</sup>.
- Reports: Projects
  - Our grant administrator recently concluded our Branding bid process. Thread once again was awarded the contract. Congratulations to Judy McFarland and John Snider for their RFP submittal.
  - Judy and John then presented an outline of our 9-week program marketing blitz. This year's theme is "*Flower Power.*" It is a call to action within the community. Using a "Buy Local" strategy, newspaper, cable and network TV will increase buyer awareness and hopefully stimulate increased area purchasing. The 9-week program is expected to cost ~ \$42,000.

- In addition to the branding strategy outlined by Thread above, an opportunity to augment the program with additional cable TV coverage is being evaluated. The proposals have recently been submitted and will be reviewed ASAP for additional feedback from the Advisory Group. A "go/no-go" decision will be rendered no later than Monday April 16<sup>th</sup>.
- A TARTA bus wrap design was shown to the group. Several suggestions were made with minor recommendations. Thread will make the adjustments and present the updated version for final approval within the next few days. The "moving billboard" is assigned to several local routes throughout the year for the next 2 years. A formal announcement will be made to the public at the end of May...perhaps during Flower Days at the Farmer's Market.
- A draft version of our "Greek Hill" sign was shown. There was a discussion of size, location and whether one or two units should be produced. It was suggested that Joe put together an inexpensive paper 2'x22' "mockup" at the site, take pictures and distribute to the Advisory Group for final suggestions. Joe said Brodbeck's was awarded the bid once again this year with a planting date scheduled for Tuesday May 22, 2007.
- MVG Education Computer Workshop Site visits will be scheduled in either June or July. Walter Guy has been selected to visit those growers who participated in the computer training class in January at the ABE Center in BG. Walt will visit each site location assisting in e-mail, web access and other miscellaneous business needs.
- Business Projects:
  - Brooks Insurance: Joe reports that Amanda Geletka is our new representative replacing Scott Lodge. Many thanks to Scott for all the work he did on behalf of our grower's general insurance and workers compensation needs.
  - Palmer Energy: Kirk Mizerek briefly outlined the progress of the Columbia Gas Group purchasing program. It's been quite successful with money saved for the 18 or so growers participating. Soon our Ohio Gas Group will be added our program. It is expected as many as 9 growers will "kick-off" the new group.
- Other:
  - Paula Ross reminds everyone that Flower Days at the Farmer's Market will be celebrated throughout the Memorial Day weekend...May 26, 27 & 28. On Sunday the 27<sup>th</sup>, thirty five (35) of Toledo area's best growers and greenhouses will pack the market. Everyone is encouraged to attend.
- Presentation
  - Bob Hornak from *BFG Supply Co.* and Rob Gumpf, Sales Manager for *Summit Plastic Company* offered a fascinating presentation describing the ever changing "Challenges of Container Manufacturers." In addition to industry trends favoring a larger variety of colored containers...biodegradable pots appear to be the next business "buzz."

The meeting adjourned at 9:25 am.

Minutes submitted by Joe Perlaky.

The next meeting is June 14  
8:00 am  
Toledo Botanical Gardens