

## NW OHIO GREENHOUSE CLUSTER MEETING

(04-14-05)

TOLEDO BOTANICAL GARDENS

4:00 pm

### MINUTES

The meeting was called to order at 4:03 pm by Joe Perlaky with an attendance sheet distributed. (See attachment)

#### **CHAMPION REPORT:**

- Dean Krauskopf officially begins as Champion on May 1, 2005
- A DRAFT press release will be crafted for review including cluster development and NW Ohio grower endorsement. (Joe, Mary Donnell and Dean) Those mentioned to be included in the notification are:
  - Ohio Flower Association (OFA)
  - ABE Ctr., Mary Donnell
  - Ohio Farm Bureau
  - Metro Detroit Flower Growers
  - Rep. Marcy Kaptur's office
  - Others?
- Information data will be collected either through on-site visits, phone or e-mail requests. Compile that information along with existing survey to identify greenhouse contact information including ownership, numbers of employees, acreage under/outside glass etc. (Dean)
- Dean's job description will be provided at next meeting (Joe)
- A map showing greenhouse locations in all 11 counties serviced by the RGP will be assembled. Currently 6 counties are complete. Survey addresses need to be added to the map. (Mike Carroll)

#### **CLUSTER REPORT:**

- The IT and Greenhouse clusters are the most active to date. The Alternative Energy cluster is soon to be established. Meetings between the Champions are TBD.

#### **PROJECTS:**

- Marketing/Branding:
  - Dean will need a nametag/business cards/logo etc identifying himself with the growers as the Champion of the NW Ohio Greenhouse cluster (Joe)
  - Some marketing partners suggested could be the Erie Street/Farmers Market, Zoo, COSI, Museum, City of Toledo, city gateway projects and summer festivals.

- It was suggested that Thread be considered for the greenhouse cluster's branding strategy. Both Nadeane Johnson and Joe have visited with the company several times and feel they are well qualified to direct marketing and branding activities utilizing both hard-copy and electronic tools. The committee authorized Dean, Joe, Neil, Mike and Nadeane to meet with Thread to discuss scope of proposal and costs. Arrange for a formal presentation at our next meeting on June 9<sup>th</sup>. None of the other clusters are pursuing a branding strategy to date. (Joe)
- It was suggested that Melissa Huntley from Coastal Ohio <http://www.coastalohio.com> be included in the marketing process. 419-609-0399 Lake Erie Coastal Ohio, Inc., PO Box 1639, Sandusky, OH 44870 (Joe)
- Dean would like a copy of the initial correspondence with Nadeane. (Joe)
- Speakers/Presenters: (Joe)
  - Utility brokers – electric, gas etc.
  - Alternative energy technologies
  - Construction technologies – retrofits/new

#### **OTHER BUSINESS:**

- Bill Bettinger would like a 1 page, bulleted cluster concept stat sheet created (Neil)
- Walt Kruger notes that the new plant labeling / tagging laws take effect in the Fall
- Mike Carroll reported on his trip to Leamington, Canada to tour the larger greenhouse operations and the US/Canada border patrol logistics. He suggests a follow-up visit to those individuals interested. (Mike)
- Mike also suggested we meet with the Canadian and Kalamazoo groups to identify the successes of their co-op purchasing programs. Phil Page mentions that the Botanical Gardens still has grant money available to assist in gather such information. (Mike/Neil/Phil)

The next meeting is scheduled for 8:00 a.m. in the Stables Room of Toledo Botanical Gardens, Thursday, (6-9-05). The meeting was adjourned at 5:35 pm. Minutes submitted by Joe Perlaky.