



MINUTES

Thursday July 13, 2006
8:00 am
TBG – Terrace Room

- Dean Krauskopf called the meeting to order at 8:07 am
- Attendance: (15)
 - Dean Krauskopf, Joe Perlaky, Jeff Creque, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, Paula Ross, George Dabrunz, Jan Hunter, Kirk Mizerek, Mark Frye, Dick Bostdorff, Gene Klotz, and Debbie Skutch.

**Members of
Advisory
Group**

Dick Bostdorff
Michael Carroll
Bill Dearing
Beth Fausey
Mark Hecklinger
Tony Keil
Walt Krueger
Joe Perlaky
Lindsay Potts
Neil Reid
Don Schmidlin
Alan Schmidt
Lee Springer
Tom Wardell

- Report: Champion
 - Regular Meeting Minutes (6-08-06)
 - Advisory Group Meeting Minutes (6-01-06)
- Reports: Projects
 - Branding:
 - Paula reports the Calendar committee continues to meet regularly and the pictures are ready for review. The 4-color calendar will be available for purchase at cost (approximately \$ 2.00) sometime in September.
 - Joe states about 30 MVG window decal and banners have been distributed to the growers so far.
 - Only Bostdorff's Greenhouse responded to two request proposals for a Fall Program commemorating the Breast Cancer Society using in the Pink Mums. Due to a lack of response a major publicity effort will not be pursued, however Walt Kruger has volunteered to make pink mums available to decorate the race finish line so we will get some exposure for the MVG. We will also conduct a survey of wholesalers to see who will have pink mums available if individual MVG greenhouse would like to do a local promotion.
 - Several members have expressed an interest in planning a Poinsettia x-mas awareness program this year. There about a dozen poinsettia growers in NW Ohio. It was suggested that MVG's contact the TV- stations and propose we will donate and care for the on-camera poinsettias in exchange for advertising. More than one grower could easily donate or have their products subsidized/sponsored using all NW Ohio stations. This should be a coordinated MVG program featuring a rotation of area participating growers. Joe will contact the stations.
- Dean proposes we consider moving our regular meeting to an afternoon time period or even different greenhouse locations. The group discussed the pros and cons and decided to try the month of September at the ABE Center in Bowling Green during the same 8:00 am time slot.
- There were about a dozen attendees for the Greek Hill Press Conference. All three of our local networks interviewed Rep. Kaptur regarding the planting.
- Dean inquired about the Ontario field trip. Up to this point, we have had difficulty contacting the appropriate person in Canada responsible for making the arrangements.

- Joe was asked to contact the Sylvania Conservation Corp (Rich Fredericks) for additional program information, possible help with publicizing the program and how the MVG's might collaborate with them next year.
 - Dean mentioned he is receiving "mixed" information regarding this year's retail sale and buying habits. We will need additional feedback from the growers to determine if this is an anomaly or a new trend. Dean will be developing a survey and contact MVG growers for their data. The data will be summarized and shared with all who provided information for the survey.
 - Jan Hunter of Naturally Native Nursery attended the meeting of the Costal Ohio Committee and is working with the Holden Arboretum to develop a list of five or so plants to be used in plantings along the Lake Erie shoreline and related cities and tourist attractions. Dean has been contacted about MVG being a major supplier for these plantings. More information will be coming soon.
- Energy Committee:
- Jeff Creque volunteered to assist Pro Act Business Solutions in setting up a meeting for those growers interested in purchasing natural gas. The meeting will be at Creque's Greenhouse on ~~Thursday, July 20th at 7:30 pm.~~ Joe will send out a notice.
 - Brooks Insurance – Scott Lodge is talking with 5 owners at this time regarding their insurance needs.
 - Ferrell Gas – Jim Plantz (419) 810-2090 is contacting MVG propane users. Joe will call for update.
- Future Projects:
- Debbe Skutch, Executive Director of UT's Family Business Center presented at our regular monthly meeting today and invited our members to participate in their small business program. She will send us their newsletter and program notices for a period of one year. During this time, all MVG members will have "guest status" and be able to attend meetings at no charge. She also mentioned that UT recently added an Entrepreneur minor for undergraduate students. This might be an interesting consideration for those students whose parents have owned their own business and would like to know more about our free market system. Those at the meeting felt it would be worthwhile to attend one or two of the Center's functions and see how they might benefit from the networking opportunity.
 - First National Bank will speak at our September meeting.
 - Paula, Dean and Joe continue to work on the MVG strategic plan and calendar of events schedule. Beth will send Joe a listing of her (and others) known events. Dick requested a draft copy be submitted for the Advisory Group members to review at the next meeting scheduled on August 3rd.
 - The Reynolds Road upgrade committee (I80/90 to Central Ave) continues to meet. Joe discussed this project briefly with Doug Trueman who also would like to become involved in the process. Growers need to know the quantity of flower types within the next 30 days to prepare properly.
- The meeting was adjourned at 9:30 am.
 - Minutes submitted by Joe Perlaky

ALL MEETINGS ARE THE 2ND THURSDAY OF EACH MONTH. 8 AM TBG

The next meeting is August 10

8:00 a.m. – 9:30 a.m.

Toledo Botanical Gardens