

# AGENDA / MINUTES

## **NW OHIO GREENHOUSE CLUSTER - ADVISORY GROUP MEETING -**

**July 14, 2005**

**4:00 PM – 5:30 PM**

**Bob Evans – Levis Square**

### Members of Advisory Group

Dick Bostdorff  
Michael Carroll  
Steve Carver  
Bill Dearing \*  
Mary Donnell  
Mark Hecklinger  
Tony Keil \*  
Charles Krause  
Walt Kruger \*  
Claudio Pasian  
Joe Perlaky  
Lindsay Potts  
Neil Reid  
Don Schmidlin \*  
Alan Schmidt  
Lee Springer  
Tom Wardell

\* Please Call

- Dean Krauskopf called the meeting to order at 4:10 pm
- Attendance: (13)
  - Dean Krauskopf, Mike Carroll, Joe Perlaky, Charles Krause, Mary Donnell, Lee Springer, Dick Bostdorff, Neil Reid, Bill Dearing, Tony Keil, Tom Wardell, Judy McFarland and John Snider
- Dean opened the meeting with Neil's announcement that Thread was officially awarded the Branding contract for the Greenhouse Cluster group.
- Dean deferred the balance of discussions to Judy McFarland and John Snider from Thread. Judy guided us through a 6 page worksheet she prepared. Topics of discussions:
  - Market Situation
  - What are we Branding?
  - Brand Messaging
  - Step 1: Who are we?
  - Step 2: Apply Brand Basics
  - Add'l Considerations
- Dean suggested that the upcoming July 28<sup>th</sup> meeting's agenda may be too aggressive because of Branding discussions. The data portion of the website presentation will be postponed with only a brief overview by Tim Ault and DRAFT handout of the homepage.
- The next Advisory meeting was not scheduled although Dean suggested that the Group consider an alternative location nearby that would be more private.
- Dean adjourned the meeting at 5:30 pm
- Minutes submitted by Joe Perlaky

**The next Advisory meeting is ???Thursday, 7-14-05  
4:00 p.m. – 5:30 p.m.  
Bob Evans – Rt. 25 (same as before)**