

AGENDA / MINUTES

NW OHIO GREENHOUSE CLUSTER - ADVISORY GROUP MEETING -

**August 25, 2005
4:00 PM – 5:30 PM**

Thread Offices

(1700 Woodlands Dr., Arrowhead Park, Maumee)

Members of Advisory Group

Dick Bostdorff
Michael Carroll
Bill Dearing
Mary Donnell
Mark Hecklinger
Tony Keil
Walt Kruger
Joe Perlaky
Lindsay Potts
Neil Reid
Don Schmidlin
Allen Schmidt
Lee Springer
Tom Wardell

- Joe Perlaky called the meeting to order at 4:10 pm
- Attendance: (9)
 - Mike Carroll, Joe Perlaky, Mary Donnell, Lee Springer, Neil Reid, Bill Dearing, Tom Wardell, Walt Kruger & Charles Krause
- Site Visitation Schedule/Growers Contact:
 - Updated growers contact list with prioritized visitation
 - After discussion, it was agreed that Cluster activities should primarily focus in the following 6 counties: Lucas, Wood, Ottawa, Fulton, Sandusky and Henry. The other 5 RGP counties will be included in the Cluster but may not be visited initially.
 - Dean to visit as many growers as possible in September to get information such as sq. ft. under glass, peak # of employees etc.
- Branding:
 - It was strongly felt that the timing of Dean's on-site visits be immediately followed by contact from Thread. There is concern that there may not be enough time for Thread to effectively conduct their branding research to take advantage of the next retail sales season.
- Website:
 - It was felt that the Cluster website would be best served by linking the Abe Center and Lucas County Extension sites and visa versa.
- Other:
 - For review were two separate DRAFT letters written by Dean officially introducing himself to the Vegetable Growers Greenhouse Growers organizations as the Cluster champion and explaining some of the cluster's activities. Since members of both groups are included in the Cluster roster list it was decided only one letter was necessary and will be included in the regular monthly mailer.
 - To increase organizational awareness, Mary Donnell and Mike Carroll offered to include an announcement of Dean's position & our collaborative efforts in each of their newsletters.
 - It was suggested that an Energy Committee be set up to organize Utility Brokers, Alternative Energy opportunities and new/retrofit Construction Technologies presentations.
 - Dr. Beth Fausey was recently hired by the ABE Ctr. as the Floral Culture Program Mgr.
 - Walt passed out an article entitled: *An Industry of Silos or the Power of One*. It describes the value of branding and also will be included in the next monthly mailer.
 - The next Advisory Group Meeting will be decided at the regular board meeting on September 8th.
- Meeting was adjourned at 5:30 pm
- Minutes submitted by Joe Perlaky