

MINUTES

NW OHIO GREENHOUSE CLUSTER MEETING

Thursday, September 08, 2005

8:00 am – 9:30 am

TBG – Terrace Room

- Dean Krauskopf called the meeting to order at 8:20 am
- Attendance: (20)
 - Dean Krauskopf, Neil Reid, Mike Carroll, Joe Perlaky, Jeff Creque, Charles Krause, Dave Beck, Bill Dearing, Mary Donnell, Dick Bostdorff, Walt Kruger, Karen Johnson-Webb, Lee Springer, Tom Wardell, Bob Feldstein, Gene Klotz, Don Schmidlin, Michael Szuberla, Amelia Carr and Judy McFarland.
- Report: Champion
 - Dean Krauskopf reported that he received an updated site visitation list of about 55 area growers. Nine dates have been set aside to visit as many as possible by the end of September. Thread will follow Dean about a week later by contacting the growers with questions and recommendations regarding the Cluster Branding program.
 - Minutes from last month and the two previous Advisory Group meetings were dispersed.
- Report: Branding Project
 - Judy McFarland passed out a "Cluster Handout" for those in attendance to review. It explains what a cluster is and how area greenhouse growers can take advantage of it. Dean will be using this handout along with asking a few survey questions to round out previous information collected.
 - After Dean meets with the growers, Thread will follow-up by introducing themselves, answer additional questions and gather further input on the Cluster's Branding name, slogan and potential logo. In addition, consumer outreach testing will be simultaneously conducted.
 - November 7th was the suggested date to "rollout" and publicly announce the Greenhouse Industry's Branding concept. Joe will check on Rep. Kaptur's availability.
- Report: Website Project
 - Tim Ault, Geographic Research Technician from UT's Geography Department will be acting as webmaster for the greenhouse cluster site and provide occasional updates.
- Report: NW Ohio Clusters Update
 - No report
- Report: Other
 - Dave Beck reports that there will be a workshop featuring speaker John Bartok tentatively scheduled for November 14th.
 - Dave also reminds the Cluster members that CIFT can assist the growers with the State of Ohio and Department of Agriculture energy grants. He will be providing bullet points highlighting the grant's offerings and encouraged growers to contact him direct at CIFT (419) 535-6000 to discuss their specific opportunities. Information on urban map designations, state and federal grant application and contacts are available.
 - Michael Carroll and Mary Donnell will e-mail Judy McPherson copies of their articles for review to be published in each of their newsletters in September.
 - Michael will also contact Mark Cassoff regarding a potential Ontario Flower Growers

tour to the Niagara Peninsula. Details will be forthcoming. In addition, there was interest in visiting Kalamazoo's greenhouse industry and co-ops.

- A sub-committee will be set up specifically to address future energy technologies and presentations. Joe will contact those interested in participating in that effort.
 - Michael Szuberia reports he should be getting information back by December 14th on a multiyear grant submittal he made studying the viability and benefits of urban food production. He also invites those interested growers to attend a ~~November 12th~~ meeting downtown at the main library in the McMaster Auditorium that will highlight some of these urban opportunities.
 - On ~~November 15th~~, a meeting sponsored by the ABE Center (419) 354-6916 will be held at Snook's Dream Cars Museum entitled *Green Industry: Policy and Outlook Program*. Some of the topics include Business Market & Production Trends and Energy-Natural Gas and Fuel Costs.
 - The next regular ~~Greenhouse Cluster Meeting~~ is October 13th.
 - The next ~~Advisory Group Meeting~~ is TBD.
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- Dean Krauskopf adjourned the meeting at 9:45 am.
 - Minutes submitted by Joe Perlaky