



MINUTES

Thursday October 12, 2006
8:00 am
ABE Center

Members of Advisory Group

Dick Bostdorff
Michael Carroll
Bill Dearing
Beth Fausey
Tony Keil
Walt Krueger
Joe Perlaky
Lindsay Potts
Neil Reid
Tom Wardell

Beth Fausey welcomed everyone to the Abe Center. Joe Perlaky called the meeting to order at 8:03 a.m.

- Attendance: (22)
 - Joe Perlaky, Tom Moser, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, Dick Bostdorff, Gene Klotz, Larry Germann, Mike Beroske, Jan Hunter, Kirk Mizerek, Don Bench, Walt Krueger, Shannon Dillon, Scott Lodge, John Barrow II, Scott Leisner, Jonathon Frantz, Sandy Knitz, Jim and Sue Wolf.
- Report: Champion
 - Regular Meeting Minutes (9-14-06)
 - Advisory Group Meeting Minutes (No September Meeting)
- Reports: Projects
 - Branding:
 - Calendar Distribution- Joe passed out a mockup of the calendar which is currently being printed. It is expected to be distributed at the end of October.

- Poinsettia Program – Joe identified 11 growers selling poinsettias this holiday season. Of those, three are wholesalers. All would be interested in participating in the program after more details are known. Bartz Viviano traditionally sponsors the “poinsettia program” as seen on Channel 11. Jen Kaiser, who runs the program for Bartz acknowledged they will be collaborating again this year with Channel 11. Arrangements have been made with 1-2 growers to purchase the products. Jen said she would ask owner Frank Viviano if he would consider expanding their program to the other 3 or 4 local stations and will let us know next week. If only Channel 11 is involved, it doesn’t make sense for us to participate as it might jeopardize existing contractual arrangements. However, if their program is expanded we would be happy to assist in identifying other growers interested in participating. This information was relayed to our growers at our Thursday morning meeting. They understood and were appreciative of this strategy.

- Jan Hunter reports no contact with Coastal Ohio as yet.

- Energy Committee:

- *Ferrell Gas* – The program has concluded. Joe will prepare a project report and summary.
- *Palmer Inc.* – Kirk continues to sign up MVG natural gas users. The first meeting of the

natural gas committee is 10-12-06 at Palmer Inc. Soon we will have initial *estimates* of grower savings. Because several growers are already "locked in" to existing contracts, the program will continue to be monitored closely with actual savings identified and collectively tabulated in the spring of 07.

- Other Business:

- Brooks Insurance – A similar situation challenges Scott Lodge. Many growers not only have existing insurance coverage but frequently it was purchased from more than one agency. The diversity of the agriculture industry requires both general and specific types of coverage. Many insurance agencies cannot single handedly provide umbrella coverage to handle home, business, business interruption, rolling stock, inventory, general liability and so on. Fortunately, Brooks has that ability. Another 6-9 months will be needed to quantify program success.
- Brooks Insurance – Last week Joe met with Scott Lodge and Shannon Dillon to determine if they were able to assist our growers in the application process for inclusion in one of Ohio's largest Workers Comp pooling groups. Initial discussions were positive. All growers apply and our evaluated on an individual basis. Most growers are already active in existing groups; however, during this evaluation period it doesn't prevent them from being considered in other pools. The largest savings of course will be for growers currently not enrolled in any program. Both Scott and Shannon will meet with growers during the next 60 days to assist in the application process. The submission deadline is February. The MVG association will send out a letter of endorsement outlining some of these details.
- UT Family Business Center – 130 individuals were in attendance October 10th to listen to Neill McKinstry present "Andersons and Ethanol." He described the benefits of ethanol usage and detailed the rollout of the Andersons two new ventures. Attending from the MVG organization was Knitz Greenhouse, Koraleski Greenhouse, Ohlman Farm & Green House Inc., Naturally Native Nursery and also consultant Bob Feldstein.

Next months meeting will be on November 12th, Sunday, Dana Center on the UT Health Science Campus near the Hilton at 5:00 p.m. Plan to attend and help honor twelve family businesses that for more than a century have successfully overcome numerous businesses challenges and generational transitions.

- 07 City Flower – Upon recommendation by members of the MVG's association and approval of Rep. Kaptur, the Purple Training Wave Petunia will once again be designated as our city's flower. This past year was the initial year for the program and many felt with more planning time we could increase our community beautification efforts and results even more. Plantings throughout Toledo in 06 were the best they've been in years. Much of that credit can be attributed to former TBG employee Doug Trueman who now as a City of Toledo employee guides many planting and maintenance considerations along with the financial support of Mayor Finkbeiner. The City Flower Program is voluntary. We will notify outlying communities of this opportunity and encourage them to participate.
- Farmers Market Report – Joe will add Paula Ross to the regular meeting agenda.
- Reynolds Road Improvements – The deadline has passed for growers to purchase product for a 07 planting. No word on the project's status.
- Judy McFarland from Thread Inc. recommends a member photo of the Advisory and Ambassador Groups. It will be sent out as a press release announcing the new members. Additional members are needed for the Advisory Group. No takers so far. Joe will notify the growers of this opportunity. Two or three volunteers are needed.



- The Advisory Group decided to permanently change their meeting times to 8 am. It will still be held at Thread on each first Thursday of the month.
- Dick Bostdorff pointed out we are beginning the first month of our 1 year grant (3rd. round). Much has been accomplished...yet much is yet to be done. Joe has pointed out in the past that grant moneys are a perfect vehicle to seed new programs but all too often fall short in sustaining them. Grant renewal is impossible to predict or plan for. Developing a sustainable program is the responsibility of the organization. Creating membership or stockholder value starts by identifying and implementing measures detailed in its strategic plan (currently in DRAFT form). Whether it's membership dues, corporate sponsorship or a partial academic or public sector subsidy...long-term success depends on overcoming this inevitable financial transition.
- Two workshops to consider - Beth Fausey has organized an area greenhouse tour with OSU Extension agents on October 19th. Later that evening, there will be a presentation by OSU Extension Floriculture Specialists and dinner provided by Waldo & Associates, Perrysburg. Contact Beth at 419-354-6916 or fausey.11@osu.edu regarding this FREE event.

Charles Krause invites growers to attend a FREE instructional program being offered at the ARS Wooster facility in October. It will focus on spray technology... specifically calibration and coverage issues. Contact Charles at (330) 263-3676 or krause.2@osu.edu for more information.

- Joe introduced a possible program consideration for next spring that would enhance community beautification awareness within Toledo's downtown. The idea stems from an article given to him by Paula Ross written in the San Francisco Chronicle describing how the public should rethink the way streets, sidewalks and open spaces are used. Why not put together a program that promotes "green" that heightens this awareness? Temporary and mobile demonstration projects throughout the downtown can be staged. Perhaps one location per day for a week? Imagine the potential electronic press coverage. (See pic) All in good fun but it makes a point about what constitutes good public space in a city.



- Joe and Beth discussed the idea of planning an evening social event celebrating our 05-06 year of activities and accomplishments sometime in November before thanksgiving. Congress goes back to session on November 13th until Christmas so Rep. Kaptur would not be available and the week before are elections. The group acknowledged the value gained by building camaraderie within the grower community but felt an occasion such as this might be better suited if scheduled next spring. Some suggested linking this event to a theme or an announcement of planned programs made more sense. Many felt a 3 week lead time was too aggressive.
- Tom Moser, *Ag Credit Association's* Manager of Operations presented an overview of their ag credit and financing programs. He can be reached at tmoser@agcredit.net
- Eric and Kerry Senders from 6062 Holdings Company licenses a soiless hydroponics media (PLA pellets) that acts as a growth accelerator will discuss potential uses at our next meeting November.

- The meeting adjourned at 9:36 a.m. Minutes submitted by Joe Perlaky

ALL MEETINGS ARE THE 2ND. THURSDAY OF EACH MONTH, 8 AM TBG
 The next meeting is December 14
 8:00 a.m. – 9:30 a.m.
 Toledo Botanical Gardens