



## MINUTES

Thursday November 09, 2006  
8:00 am  
TBG Terrace Room

### Members of Advisory Group

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

- Joe Perlaky called the meeting to order at 8:02 am
- Attendance: (27)
  - Joe Perlaky, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, Gene Klotz, Mike Beroske, Kirk Mizerek, Scott Leisner, Jonathon Frantz, Jim Locke, Charles Krause, Sandy Knitz, Somik Ghose, Chris Boggs, Paula Ross, Neil Reid, Mary Donnell, Eric Senders, Kerry Senders, Bill Dearing, John Snider, Michael Driehorst, Don Schmidlin, Rick Mazur, Lara Burkett and Jeff Creque.
- Report: Champion
  - Regular Meeting Minutes (10-12-06)
  - Advisory Group Meeting Minutes (10-05-06)
  - Advisory Group Meeting Minutes (11-02-06)
- Reports: Projects
  - Branding:
    - Ongoing Projects, Status Reports
      - Calendar – Distributed to all attendees
      - Poinsettia Program – As in past years, Bartz Viviano will partner with Channel 11 by featuring poinsettias on-air during the news broadcasts. They will not be expanding their program to other stations. Growers wishing to make similar proposals to the other stations are encouraged to do so by contacting the news directors. MVG will not be making those contacts.
- Other Business:
  - Brooks Insurance – Scott continues to meet with individual growers as their current insurance coverage expires. Please contact him at (419) 254-7319 to make an appointment to evaluate umbrella insurance opportunities for your business.
  - Brooks Insurance - Everyone will soon be receiving a letter from the MVG Ambassadors regarding application procedures for inclusion in one of Ohio's largest Workers Comp pooling groups. All growers applying are evaluated on an individual basis. Both Scott Lodge and Shannon Dillon will meet with those interested during the next 60 days to assist in the application process. The submission deadline is February.

- UT Family Business Center – Attending the Nov.12 celebration of 100 years in business at the Dana Center (Hilton) were the Ohlman's (awardee), Creque's, Dearing's and Bob Feldstein.
- ABE Center - Beth Fausey says the "computer" survey is nearing completion. All information will be shared and evaluated to determine an appropriate training program and course outline most suitable for beginning users. The first set of classes will begin in January. Stay tuned for dates and details.
- Farmer's Market- Paula Ross reports the season is coming to a close. The additional Wednesday event held at Westgate in the Elder Beerman parking lot was very successful. It's likely the regular weekend event held at the market downtown and this midweek event will be continued next year. Congratulations to the Farmer's Market staff and participants.
- TBG - Chris Boggs is accepting bids for the 2007 Spring Plant Sale through November 30, 2006. A variety of plant material is needed. Please contact her at 419-936-3012 for the details.
- Corn Burner Installation - Somik Ghose reports that Jeff Creque from Creque's Greenhouse recently purchased and installed a new corn burner at his facility. The unit's operational cost and performance will be monitored throughout the 06-07 winter heating season. An overall program assessment including data collection, equipment and system study will be conducted by *CIFT*. Published results are anticipated after one year of operation. Others interested in this grant assistance and program participation should contact him or Rick Mazur at 419-535-6000.
- City Beautification - Joe contacted and complemented Doug Trueman, Chief Horticulturalist from the City of Toledo for his work and that of his team members for the planning, purchasing, planting and care of the city's beatification program. This was the best year ever. Kudos Carty! Buying local, Doug used 5 area growers in 06.
  - Most agree the Greek Hill project should be replanted in 07. Using the city flower of the purple training petunia and more planting creativity, Doug suggests we consider having the words TOLEDO written in the garden.
  - Joe suggests a lower 18" sign design be considered and built. (TBD)
  - @ \$90,000 remains available for the Reynolds Rd. project. Perhaps in 07?
  - The corner of Reynolds/Dorr offers a bedding island in front of Rite Aid to plant flowers. A sign offering directions to TBG might also be considered.
  - Library Village (Sylvania/Willis Pky.) has 3 islands available for plantings.
- Joe reports that Lyman F. Spitzer from Shumaker, Loop & Kendrick, LLP is finalizing the registration of both the logo **service mark** and **trademark**. He is also preparing a simple license agreement which allows the MVG growers to use the logo. UT's Urban Affairs Center is the owner of the logo but can easily transfer it to the MVG organization if a C-3 or C-6 profit or non-profit status is filed.
- Everyone is reminded to attend our evening social event celebrating our 2005-2006 year of activities and accomplishments on November 13<sup>th</sup> at Wardell's Greenhouse.
- Theresa Hoen and Tom Creque volunteered to participate on the Advisory Group committee. Thank you...Theresa and Tom.

- Business Presentations:

- Eric and Kerry Senders from 6062 Holdings Company gave a very interesting presentation regarding the soilless hydroponics media that acts as a growth accelerator. Several of the growers were anxious to test the product "in-house."
- The meeting adjourned at 9:50.
- Minutes submitted by Joe Perlaky.

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