

AGENDA / MINUTES

NW OHIO GREENHOUSE CLUSTER - ADVISORY GROUP MEETING -

November 3, 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 Krueger
Joe Perlaky
Lindsay Potts
Neil Reid
Don Schmidlin
Allen Schmidt
Lee Springer
Tom Wardell

- Joe Perlaky called the meeting to order at 4:08 pm
- Attendance: (9)
 - Dean Krauskopf, Joe Perlaky, Tony Keil, Mary Donnell, Lee Springer, Bill Dearing, Tom Wardell, John Snider, Dick Bostdorff, Judy McFarland, Walt Krueger & Charles Krause
- Branding:
 - John and Judy (Thread Inc.) presented several examples of logo considerations. After much discussion, the field was narrowed to 2 choices with one slight variation of one of the choices. (See next page)
 - The Group also felt the logo...at least for now, should in some way reflect the greenhouse industry more so than a generic logo.
 - The next task was to view and discuss potential tag lines. Thread submitted about a dozen for evaluation and the team narrowed the choices down to 4 (see next page). Parts of that exercise involved comparing the appearance of 2 logo and 4 tag line selections together and as separate "stand alones."
 - John and Judy presented some interesting ideas of how the various logos and tag lines could be used in the branding campaign.
 - Two logos and 4 taglines will be sent via fax and e-mail to all the growers for their recommendation and feed back.
- Other Business:
 - It was suggested that Joe do a search for the name *Maumee Valley Growers*. If it is available, to proceed and register it.
 - Organizational status such as LLC, not-for-profit C-3 or association designation was postponed for another time and further discussion.
 - Both www.maumeevalleygrowers.com and www.MV.growers.com were registered as website addresses.
- The next Advisory Group Meeting will be scheduled during the regular November 15th meeting.
- Meeting was adjourned at 5:30 pm
- Minutes submitted by Joe Perlaky

Logos



Taglines

- 1 **Come Grow With Us**
- 2 **Choose The Very Best**
- 3 **Grown Just For You**
- 4 **From Our House To Your House**