



## ADVISORY GROUP MINUTES

### Members of Advisory Group

Dick Bostdorff

Michael Carroll

Bill Dearing

Beth Fausey

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Tom Wardell

**Nov 02, 2006**  
**8:00 AM – 9:30 AM**  
(Thread)

- Meeting called to order: 8:10 am
- Attendance:
  - Joe Perlaky, Tony Keil, Beth Fausey, Neil Reid, Michael Carroll, Dick Bostdorff, Bill Dearing, Judy McFarland, Tom Wardell and Tim Ault.
- New Business
  - Old Projects, Status
    - Calendar – Distribution has begun and will be completed within 2 weeks. Grower cost \$2, wholesale \$7.75, suggest retail \$12.95. It was suggested that Anderson's & Kroger's be contacted as possible local distributors. Our grower connections are Schmidt, Krueger, Wentz & Linnenkugel.
    - LOGO – It was recommended to file the more detailed registration status. Upon completion, a membership package and suggestive uses will be assembled.
  - New Projects, Discussion
    - MVG Celebration, Nov. 13<sup>th</sup> –
      - Invitations have been sent along with reminder e-mails & faxes.
    - Winter Program, Poinsettia's –
      - Ch. 11 (CBS) - Jen Kaiser manages Viviano's holiday poinsettia program. They will be teaming up again by providing plants to the station as in the past. They have no plans to expand the program to other TV stations. Their supplier is Schmidt Brothers Greenhouse. Continued success to their program.
      - Ch. 13 (ABC), Ch. 24 (NBC), CH. 12 (FOX) – All three of the remaining local news affiliates are planning on using poinsettias for their holiday broadcasts. Those growers interested in pursuing this opportunity should contact each news directors directly.
    - Advisory Group Members –
      - Several candidates were mentioned. Tom will contact and determine interest level.
    - Purple Petunia 07 –
      - A separate fax/e-mail will be sent on 10-31-06 to the grower's announcing this effort. Joe will notify city of Toledo and other communities, county, zoo, and other organizational parks and community personnel.
      - Joe removed the two signs from the Greek Hill and will store them for reuse next spring.
      - A "City Flower" program strategy needs to be designed for each the retail and wholesale markets. Suggestions such as a letter from Rep. Kaptur endorsing the program, including a list of participating growers, phone calls to those stakeholders mentioned above etc. NOMMA was also suggested as a possible venue to announce the program. (offer poinsettia's?)
    - Pot Manufacture – Per Dick's suggestion, Joe will contact both ITML and Waldo representative to speak at our regular monthly meeting.
- Meeting adjourned at 9:50 am
- Minutes submitted by Joe Perlaky