



BOARD OF DIRECTORS - MINUTES -

January 6, 2009
8:00 AM – 9:30 AM
Toledo Botanical Garden
Stables Room

<p>- 2009 - Board of Directors</p>
<p>Dick Bostdorff 2010</p>
<p>Jeff Creque 2011</p>
<p>Bill Dearing 2010</p>
<p>Bob Dennis 2010</p>
<p>Beth Fausey 2011</p>
<p>Diane Hill 2009</p>
<p>Theresa Hoen 2011</p>
<p>Tony Keil 2009</p>
<p>Walt Krueger 2011</p>
<p>Kirk Mizerek 2010</p>
<p>Neil Reid 2011</p>
<p>Tom Wardell 2009</p>
<p>Kathy Wenz 2009</p>
<p>Terms Expire End of Year Indicated</p>

Meeting called order at 8:04 am

Attendance – (14) Dick Bostdorff, Walt Krueger, Neil Reid, Paula Ross, Bob Dennis, Joe Perlaky, Beth Fausey, Serenity Carr, Kirk Mizerek, Diane Hill, Jeff Creque, Theresa Hoen, Charles Krause, Tony Keil

Budget Update - Dick Bostdorff reported:

- MVGA Income – Generated thru Business programs.
- MVGA Budget Expenses (Projected) – Approximately \$75,000 for the 2009 year
 Note: Amount does not include 2008 year end checking account balance of \$5,200.00
 - Marketing.....\$ 40,000
 - Business.....\$ 5,000
 - Education.....\$ 4,000
 - -Operating cost for programs i.e. Computer Class
 - Joe Perlaky.....\$ 6,000
 - -Expenses for OFA, ONLA Meetings, Travel, etc.
 - Government.....\$ 2,000
 - -Expenses for Legislative Meetings etc.
 - Finance.....\$ 3,000
 - Miscellaneous.....\$ 15,000
 - -Buffer this first Year for needed Budget Adjustments

Discussion: Dick suggested that MVGA pursue partnership opportunities that would enhance advertizing outreach for both the organization and individual growers. It was also recommended to pursue collaborations where all participants could contribute financially to some degree on either a project or promotional campaign. The Grand Rapids Michigan co-op had a similar arrangement with 10-12 growers within their region.

Marketing Update

- Paula commented: Whenever possible, purchased advertising should drive consumers to MVGA Website where they will have more time to view specific information.
- First Priority: Eco-Track. After some discussion, Kirk Mizerek made a motion for MVGA to purchase the minimum (4) month Eco-Track promotional program contingent upon release of our grant funding. If possible and at the discretion of the marketing Committee, a (6) month commitment is recommended if additional funding is available. It was seconded by Jeff Creque. The vote was unanimous.
- Marketing Action Item – Organize team to meet with the Andersons concerning co-op advertising Chairs: Joe, Walt, Neil and Tom and those involve those on Business and Marketing Committees.
- Joe will also investigate potential interest our local Nursery and Landscape growers might have in collaborating on an Eco-Track commercial.

D & O Board Insurance Update

- Cost: \$1,200.00 per year – 1 million in coverage per incident.

Motion (Walt Krueger): Authorize purchase of D & O insurance thru Philadelphia Insurance Companies (Brooks Insurance). He also recommended raising coverage to 2 million if costs would be less than \$250 per year. It was seconded by Kirk Mizerek with a unanimous vote of support.

Grant Update

- The funds have now been transferred from DC to OSU. Neil believes we should receive them by the end of January and will call to confirm.

Committee Meetings:

- The Marketing Committee held their first official meeting last week while the Program Committee meets after today's board meeting. The Education Committee is being scheduled while the Finance, Government Liaison and Membership committees will meet as needed.

Committee Books and MVGA Annual Agenda/Minutes Binders

- Serenity Carr completed and passed out the committee binders to the board members. All monthly documentation and correspondences can be kept in the books and everyone is asked to bring them to the meetings when possible. The annual agenda/minutes binders will be kept at UT in the Urban Affairs Center. Dick also reminds everyone to read the committee handbook section by our next meeting.

Government Liaison Committee - State Capital Legislative Meeting on February 24, 2009

- Joe, Dick, Walt will attend – others showed interest and may also attend. Joe will send out a flyer explaining this opportunity and associated logistics. Joe will also prepare a brief bulleted lead sheet outlining grower concerns for our legislators to be aware of with action items recommended. The registration deadline is February 13th
- Paula also mentioned there may be an opportunity soon to discuss with government officials support of broadband opportunities in the agriculture industry. (wireless etc.) More on this later.

February Board Meeting

- Dick suggested an Executive Board meeting only as he will be out of town.

Meeting Adjourned: 9:37 am

Respectfully Submitted, Theresa Hoen
Secretary, MVGA