



## BOARD OF DIRECTORS MINUTES

**April 2, 2009  
8:00 AM – 9:30 AM**

***Toledo Botanical Garden  
Stables Room***

**- 2009 -  
Board of Directors**

Dick Bostdorff  
2010

Jeff Creque  
2011

Bill Dearing  
2010

Bob Dennis  
2010

Beth Fausey  
2011

Diane Hill  
2009

Theresa Hoen  
2011

Tony Keil  
2009

Walt Krueger  
2011

Kirk Mizerek  
2010

Neil Reid  
2011

Tom Wardell  
2009

Kathy Wenz  
2009

**Terms Expire End of  
Year Indicated**

Meeting called order at 8:03 am

Attendance (11)

Neil Reid, Joe Perlaky, Dick Bostdorff, Tom Wardell, Serenity Carr, Kirk Mizerek, Theresa Hoen, Bill Dearing, Jeff Creque, Tony Keil & Wade Smith.

Motion to approve the Board of Directors minutes from March 2009 was made by Jeff Creque and seconded by Tony Keil.

Committee Reports:

- Secretary- Theresa requested permission from the Board for Serenity Carr to write the Regular Grower meeting minutes for April 9, 2009. Permission granted.
- Treasury- Joe reported a net check book balance of \$8,731. Kirk stated that he will be receiving a check from the supplier. He also stated that the checking account balance will increase substantially within the next six months.
- Energy Audits- There will be a more thorough report coming next week, after talking with Somik Ghose. North Coast Wind and Power is working with 7 grower applications for possibly submittal by June 15<sup>th</sup>. The Energy Audit Initiative is going very well.
- Finance & Energy-  
Kirk stated that grower's February gas usage was 30-40% less than usual due to warmer weather and the later Easter Holiday. There will be an Advisory Board meeting Friday to discuss the issue. Kirk stated to growers that when their usage will be dramatically different, he needs to be notified. There will be a letter going out to the growers in the next week or 2 regarding electricity opportunities for later this year. Toledo Edison prices are relatively flat. Dale Arnold, Director of Energy Services with the Farm Bureau, will meet with Congresswoman Marcy Kaptur regarding a Columbia Gas proposal forcing growers to choose between two program classifications: Choice < 2000 mcf & Transport > 15,000 mcf scheduled for April 08, 2010. The category many growers fall in to (2,000-15,000 mcf) will be eliminated. Dale has been a strong advocate for MVGA. Joe stated that with the growers burning 30% less gas, it affects the whole group.
- Budget- Neil stated an account number for this year's current grant has been assigned. This allows for spending for Marketing expenditures, etc. It appears there will be grant money through 2010. Neil also reported he is cautiously optimistic that the UAC will be back in the state budget starting July 1<sup>st</sup>, although this will not be known until the governor signs the budget. Dick reported that 80 positions were cut through ABE extension throughout the state of Ohio. By 2011, another 24% will be cut. Many cuts were to

improve efficiency. Ohio may eventually be down to one extension educator per county. Wade Smith stated he received a call that Barbara Sears will be coming to his farm. The meeting will be on Friday April 17<sup>th</sup> at 9am.

- Marketing- Tom reported that the Blade Ad will soon be available for final approval. There are 12 growers participating. Some growers will be placing double ads. There have been 4 urban papers selected for outlying areas. Labels: The public will be instructed to look for the pot labels to see if the plant is locally grown. Growers will be asked in the future to provide information listing their top three advertising opportunities that work best in their area. Joe stated this was the first time that MVGA will pay out of their own pocket to advertise as a group.
- Consumer Committee- This committee will be meeting in June.
- Education – Joe stated that Beth is in Columbus attending a restructuring meeting and will report in her absence. There has been discussion on renting “clickers” which are handheld devices that show focus group participants answers immediately. There are website focus groups being planned. There will be 2-3 groups and will meet between the last 2 wks of April through May. Joe reported there will be an Earth Day & Recycling opportunity with the Andersons. Sue Wolfe is working on the MVGA calendar.
- Earth Day- Joe stated that MVGA will participate. The event will be Saturday April 18<sup>th</sup> from 9-3 at Andersons in Maumee. This will help to promote recycling and Earth Day activities. The common interest is recycling. More information to follow. There will be follow-up calls made by Serenity to growers that have shown interest in bringing recyclables in. If there is enough participation, the press may be called to cover the event.
- Joe stated that Jonathan Franz said the deadline for the Ohio Sustainability Grant is approaching. He is requesting a formalized letter of support from MVGA
- Joe reported MVGA continues to broaden its outreach those groups involved with food, hydroponics, native plants, etc. Joe stated that the Native Group has been meeting for approximately a year. They now have 3 different subcommittees. Native plants make up 3-7% of the market. Wade Smith will be the representative for the Native Group at MVGA Executive Board meetings. The Midwest Native Plant Conference will be held July 24-26 in Dayton. Their local flyer will continue to be updated.
- Jeff reported he and his son have been building their own recycling bins and store walls to store mulch.
- Dick stated there is a need for the Membership Committee to develop a list of items for their agenda. It needs to be ready to implement by June and to give to the public.
- Motion to adjourn was made by Theresa Hoen and seconded by Tony Keil

Meeting Adjourned: 9:24 am

Minutes submitted by Serenity Carr