



## BOARD OF DIRECTORS MINUTES

**January 14, 2010**  
**1:00 PM – 2:30 PM**  
*Toledo Botanical Garden*  
*Stables Room*

**- 2010 -**  
**Board of Directors**

**Dick Bostdorff**  
 (President)  
 (\*Gov. Relations)  
 2010

**Jeff Creque**  
 (Business)  
 2011

**Bill Dearing**  
 (\*Membership)  
 2010

**Bob Dennis**  
 (Business)  
 2010

**Beth Fausey**  
 (\*Education)  
 (Membership)  
 2011

**Diane Hill**  
 (Treasurer)  
 (\*Finance)  
 2012

**Theresa Hoen**  
 (Secretary)  
 (Marketing)  
 (Membership)  
 2011

**Walt Krueger**  
 (President Elect)  
 (Programs)  
 2011

**Kirk Mizerek**  
 (Finance)  
 (Programs)  
 2010

**Neil Reid**  
 (\*Gov. Relations)  
 (Finance)  
 2011

**Mike Schenk**  
 (Marketing)  
 2012

**Wade Smith**  
 (Business)  
 2012

**Tom Wardell**  
 (\*Marketing)  
 2012

Terms Expire at Annual Meeting of Year Indicated

(\* Denotes Chairman)

Meeting called order at 1:03 pm

Attendance (14)

Joe Perlaky, Dick Bostdorff, Mike Schenk, Beth Fausey, Tom Wardell, Serenity Carr, Walt Krueger, Wade Smith, Diane Hill, Neil Reid, Paula Ross, Theresa Hoen, Jeff Creque, & Bill Dearing.

Tom moved to approve the past Board of Director's minutes. Wade seconded the motion.

Committee Reports:

President –

- Finance- Diane Hill reported there is a checking account balance of \$22,255.87. Jeff made a motion to approve the Finance report. Theresa seconded the motion.
- Secretary- Serenity Carr will continue to take the minutes for the Board of Director's meetings and Theresa will continue to take minutes for the Regular Grower meetings.
- Champion- Beth Fausey reported that calendar deliveries were made to growers in November and December. Those growers that wish to provide feedback, please forward your comments to Sue Wolfe for next year's calendar.
- Business- Neil stated he received a phone call from Marcom, UT's Marketing Department, who will no longer be able to provide free time and photography for MVG's calendar production. MVG will get an price estimates for 2010-11. MVG will also have access to all previous photos taken from past calendars. This year's calendar cost was \$1.32.

There have been additional efforts to assist MVG communications with growers who are unable to attend our monthly meetings. Beth has been scheduling visits with growers that have not been attending meetings to assess their needs.

There has been confusion over calendar year 2010 membership fees as well as MVG's collaboration with TAFVGA. These issues will be clarified soon through recommendations by our Bylaws & Marketing meetings in February-March.

Paula Ross is addressing increased grower interest in food production and safety issues.

### Old Business

- Budget- Diane Hill recommends all committees review their individual budgets which extend from Oct. 1 - Sept. 30. By June 1, any unused committee dollars will be redistributed for use where needed.

MVG has a verbal arrangement with Betty Anzaldua, a grant writer from UT. She will search for opportunities for both UAC and MVG. If an application is pursued, then MVG will pay \$50/hr to have the grant written.

Mike Schenk made a motion to accept Diane's report on the budget as proposed by the Finance Committee. Bill Dearing seconded the motion.

Tom Wardell made a motion to approve June 1 as the date for all committees to present expenses, if not then the money must be given back for redistribution. The motion was seconded by Jeff Creque.

- Membership- Wade Smith stated the MVG Membership catalog preliminary layout will be presented at the February meeting. There will be a meeting scheduled to discuss what will be included in the Membership Welcome Kit.

Phone calls were made to members regarding the charging of dues. There was a consensus not to charge dues in 2010.

Wade moved to forgo the charging of membership dues for 2010. Growers will be invoiced for 2011 at the annual meeting in September. Jeff Creque seconded the motion. A mailing and email to all members will reflect this motion.

- Education- Beth Fausey reported there will be an Education Committee meeting on Monday discussing recent advancements with collaborations between TAFVGA and MVGA for the benefit of both groups. Decisions need to be made on how to structure the education component. There will be discussions about educational programming opportunities for collaboration between MVGA and TAFVGA for the benefit of both groups. Beth made a motion for TAFVGA and MVGA to combine educational programs, which is the first step to streamlining educational programs in NW OH. This will allow educational committees to have greater participation and financial support to upgrade programs. Tom Wardell seconded the motion.

The budget for the Education Committee is \$5,000. Business and Marketing Committee budget discussions are on-going.

- Finance- There is a checking account balance of \$25,524.71. Two checks have been deposited totaling \$419 bringing the final balance to \$25,943.71.

Membership- Theresa Hoen made a motion to send a gift card in the mail that the customers will send back to indicate interest and to remain on mail list. Jeff Creque seconded that motion.

- Committee Structure- Dick  
Dick made a motion that the Bylaws Committee be a standing committee and that all standing committees must be chaired by a member of the Board of Director's. Jeff Creque seconded the motion. The vote had one opposed, Wade Smith. Wade volunteered to be the Chair of the Bylaws committee.
- Recycling - Tom Wardell made a motion to make Jeff Creque Chair of the Recycling Committee. Beth Fausey seconded the motion.
- Marketing- Tom Wardell reported that the Marketing Committee is reviewing their efforts from last year. The Committee will try to get the calendar 25% funded for next year progressing to 100% funded in

future years. Recipients will be contacted to assess to what degree they would be willing to pay for it next year.

Results from the Wholesaler meeting will be assessed next Thursday at the next Marketing Committee meeting at the Holiday Inn in Perrysburg. The spring program will be discussed and planned out. There are two parts to MVG's marketing promotions: retail promotion and MVG promotion.

- Business- Walt reported that the Business Committee has not met. The Committee will discuss pooling opportunities when they meet.
- Education- Beth reported there was a joint TAFGA/MVG meeting last Thursday. There was not much MVG representation, but plenty of TAFGA representation. There are some committee members working with TAFGA. The \$5,000 set aside for the Educational Committee will be designated as follows: \$1,500 donated to TAFGA for educational programs, \$1,500 MVG meetings, and the remaining \$2,000 for special events such as the bus tour to Canada and food production. The next six months of meetings are mapped out, with one committee member being responsible for one month. One of the meetings will highlight the results of the Wholesaler's meeting.
- Government/Public Relations- Neil reported 9 individuals are participating in our Belgium trip. The list of participants includes: Neil Reid, Joe Perlaky, Paula Ross, Beth Fausey, Frank Calzoneti, Diane Miller, Jessica McClure of Brinker's Greenhouse, Wade Smith owner of The Whitehouse Daylily Farm and Eric Timm from Bostdorff's Greenhouse.

Wade made a motion to adjourn. Motion was seconded by Jeff Creque.

Meeting Adjourned: 2:45 pm

Minutes submitted by Serenity Carr