



## BOARD OF DIRECTORS MINUTES

December 3, 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 (13)

Joe Perlaky, Dick Bostdorff, Mike Schenk, Beth Fausey, Tom Wardell, Serenity Carr, Kirk Mizerek, Charles Krause, Wade Smith, Diane Hill, Neil Reid, Paula Ross & Bill Dearing.

Committee Reports:

President –

- Monrovia- Joe reported a mailer was sent last week detailing the program. Serenity made numerous calls to growers and landscapers answering questions they may have had. Monrovia's season ends in September but electronic MVG account access allows for sales inquiries throughout the year. It is hoped MVG can earn up to \$10,000 in commissions during this upcoming season. Rusty Storrer from Monrovia will be contacting growers this week detailing the program.
- Recycling- There has been little feedback from growers recently. MVGA continues to review several programs regionally. (1) Purpose Green in Fremont (2) Findley Foam in Toledo, and (3) The Botanical Gardens in St. Louis, Missouri. Beth reported that Purpose Green is a proactive company that will recycle all plastics and cardboard. They have trucks to pick up recyclables, however, they would prefer a centralized location. They will also assist in taking plastics off of greenhouses. There will be no financial reimbursement for growers. Purpose Green does supply containers for growers to fill up with recyclables and have a staff of 8-10 for sorting. Mike Schenk reported that Scott Dusseau of Dusseau's Greenhouse will pick up flats 517-206-6253. Dick offered another option using Pinnacle Plastics. A final decision is needed by the end of January for the 2010 season.

Paula stated that Gregg Rice needs verification as to which growers recycle for the MVGA website. Serenity will re-contact those growers who committed in the past. Joe stated that the recycling section needs to be moved to a more prominent section on the MVGA website.

Joe reported that the Bylaws Committee meeting needs to be rescheduled.

- Business- No report.

- Education- Beth stated there will be an Education Committee meeting on Monday morning discussing future collaborations between TAFVGA and MVGA. Beth made a motion for TAFVGA and MVGA to combine educational programs in NW OH. This will allow for greater participation and financial support to upgrade programs. Tom seconded the motion. Unanimous acceptance.

The Education Committee has requested a budget of \$5,000 for the 2010 year. Budget determinations involving the Business and the Marketing Committee are anticipated next week.

- Finance- Two checks totaling \$419 were deposited in November bringing the checkbook balance to \$25,943.71.
- Membership- Wade reported a final round of phone calls was made to growers to purchase ad space in the new MVGA Membership catalog. Wade asked if we should proceed if advertising revenue doesn't cover production costs. Kirk made a motion that the balance of expenses be paid though the membership budget. Diane seconded the motion. Unanimous acceptance. A preliminary layout is expected by February, so that production can start in early spring.
- Native Plants- No report.
- Government/Public Relations- Neil reported he received a call from Frank Calzonetti who is in the process of organizing a trip to Belgium to tour their greenhouse systems. Frank would like to have a couple of growers participate in this trip to evaluate the systems and assess possible installations here in NW Ohio. Dates are undetermined at this time but the visit should occur no later than the end of February 2010. There may be funding available to sponsor 3-4 growers. Total cost per grower will be <\$2,000. Joe stated this will be a working trip for the growers who participate. Neil will report to Frank Calzonetti regarding grower participation interest.

Dick reiterated there are advantages to looking at food initiatives and urban agriculture. It is important for MVGA to provide alternatives to losses in floriculture. Beth proposed there could possibly be a bus tour scheduled to Canada for a larger NW Ohio group. Dick also reported of meetings held between CIFT, ARS, and Hirzel regarding produced production and distribution opportunities. Hirzel's already has equipment to provide packaging.

Dick reported that Joe has been working with ONLA. There will be a luncheon meeting in March or April promoting ONLA as an organization and to provide information to the growers.

- Marketing- Tom reported that Toledo Blade coupon is running from November 15<sup>th</sup> until December 26<sup>th</sup>. There will be a Marketing Committee meeting immediately following the Regular Grower meeting next Thursday.

Joe reported that returns from the Toledo Blade ad will be known around the first of the year.

The first MVGA Wholesaler meeting will be January 14<sup>th</sup>, after the Regular Grower meeting to address interest in potential national marketing campaign including an area SWOT analysis.

Meeting Adjourned: 9:17 am

Minutes submitted by Serenity Carr