



BOARD OF DIRECTORS MINUTES

February 4, 2010
 8:00 AM – 9:30 AM
*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 8:05 am

Attendance (14)

Joe Perlaky, Walt Krueger, Kirk Mizerek, Mike Schenk, Beth Fausey, Tom Wardell, Serenity Carr, Charles Krause, Wade Smith, Diane Hill, Paula Ross, Theresa Hoen, Jeff Creque, & Bill Dearing.

Jeff moved to approve the January 2010 Board of Director's minutes. Kirk seconded the motion.

Committee Reports:

President –

- Finance- Diane Hill reported there is a checking account balance of \$25,053.88.
- Secretary- No report.
- Old Business- No old business report.

New Business:

- Bylaws – Wade reported there will be a meeting scheduled soon. Anyone interested is welcome to join. He has been looking at the bylaws of similar organizations to help frame MVG goals and to ensure that something important is not omitted.
- Finance – No report.
- Government/Public Relations – Paula Ross stated there is a request from Frank Calzonetti for 2 growers to sign 2 letters of support. One letter is in support of the Greenhouse and Hydroponics Research Complex on the UT campus. The other letter is in support of research activities.

Neil received notice that the 2011-2012 grant request is due in 2 weeks. The funds will not go through OSU, just UT.

The Belgium trip has been organized. There are 3 growers in addition to administrative staff going. For the exception of one day, there will be two meetings per day. Scotts is having a worldwide meeting at the same time as the Belgium trip. People from around the world will be coming to their headquarters in Marysville, Ohio.

- Marketing – Tom Wardell reported that the Toledo Blade ad will have the same terms and conditions as last year.

Joe Perlaky will be meeting with Buckeye Cablesystem today to discuss the 10 week advertising program. A new commercial will be filmed to reflect this year's theme.

The Val Pak mailing will be sent to 190,000 households each on April 12th and May 10th. Val Pak has also encourages growers to consider their own personal ads.

Garden Show coupons will be passed out at the House and Home Show in February and the Home & Garden Show in March. Last year there were 16 grower participants, this year there are 39.

Sue Wolf is getting quotes and pictures for next year's calendar.

Joe stated as a follow-up to last month's Wholesaler meeting, Neil Reid will be preparing the SWOT analysis report. The follow-up presentation will be given in March, after our Regular Grower's meeting. Lunch will again be provided.

Dick Bostdorff asked Neil Reid to attend the Greenhouse Grower committee meeting February 16th at ONLA. A similar discussion and SWOT analysis will be given by Neil only with a broader, statewide focus. ONLA members in attendance will be provided a report based on those discussions. Cincinnati grower Roger Feist encourages growers from NW OH to attend.

Paula Ross mentioned Tom Wardell made a request for research funds to better determine how "younger" consumers make purchasing decisions.

- Native- Joe reported he talked with Jan Hunter and Josh Miller. Jan will be the only source for native plants this year. TBG can help her out as needed. Nine growers signed up for the Native program... up from four last year. Arrangements for Native plant purchases should be made directly between retailers and Jan. MVG will help promote the effort. Each participating grower will receive a store banner and bag stuffers. Additional "stuffers" will be available for download at www.maumeevalleygrowers.com later in March. Each location will also get updated brochures listing all participating retail locations in addition to other POS items. The program will officially rollout the first of April.
- Membership- Wade stated that a membership letter will be mailed soon. The membership kit is in the process of being put together. A 32-page proof of the membership catalog was passed around for comment and recommendations.

Wade expressed thanks for all those that participated in MVG's first catalog.

- Education and Champion Report- Beth Fausey reported that MVG representatives attended the CENT Show. Unfortunately, the Monday morning meetings (Greenhouse Tract) were not well attended. However, from the vendor's standpoint, it appeared to be one of the best shows in years.

Garden Centers reported that 2009 was generally a good year for sales.

Our regular grower meeting next week will feature A panel discussion of Horticultural Medias including Jim Locke and Jonathon Frantz, USDA-ARS; Jim Altland, USDA-ARS; Dave Wichman, North Branch Nursery; and Eric Stalkamp, Berger Peat Moss; Josh Miller and Matt Ross will also report on new plant ideas being worked on at TBG. Also, during the April regular meeting, there will be a report on websites and growers that have successful website ideas.

TAFVGA's Annual Meeting on February 16th will feature Sid Rouch at Black Diamond Nursery in Perrysburg.

A small hydroponics greenhouse operation in Fulton County purchased part of Gedert's houses to be used to expand their production.

Several growers have an interest in learning more about popular social network sites such as Facebook, MySpace, Twitter, etc.

There was also interest in organizing a Fall presentation highlighting generational transition planning. Walt Kruger suggested the UT Family Center may be able to assist in this effort.

Charles Krause reported there is an Educational ARS Emerging Technological Showcase with CIFT at the Hilton in Toledo on March 12th. Various new technological innovations will be featured. Congresswoman Marcy Kaptur will be there. Two or more growers are needed to represent MVG. There will be a poster session and a few talks. More information will be available soon.

- Other- Joe stated everyone present is invited to the Franciscan Center with Sister Jeremias at 10 am immediately following our meeting today. Sister will provide information about harvesting vegetables using geothermal energy within her hoop house. Also, an opportunity to begin assessing whether it is economically feasible to adapt the demonstration project for larger, for-profit operations.

Wade Smith made a motion to adjourn. Motion was seconded by Bill Dearing.

Meeting Adjourned: 9:17 am

Minutes submitted by Serenity Carr

BOARD OF DIRECTORS MEETINGS IS SCHEDULED FOR THE 1ST THURSDAY OF EACH MONTH AT 8 AM AT TBG.
OUR NEXT MEETING IS March 4.