



BOARD OF DIRECTORS MINUTES

March 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 by Dick Bostdorff at 8:00 am

Attendance (12)

Joe Perlaky, Walt Krueger, Serenity Carr, Kirk Mizerek, Dick Bostdorff, Beth Fausey, Tom Wardell, Wade Smith, Paula Ross, Theresa Hoen, Jeff Creque, & Bill Dearing.

Old Business

1. Wade Smith made a motion to approve the February Board minutes as written, seconded by Kirk Mizerek.
2. Tom Wardell made a motion to accept the Treasurer report as presented by Joe Perlaky on behalf of Diane Hill. Seconded by Mike Schenk.
3. “Wade Smith made a motion to recommend the development of a MVGA strategic plan identifying goals and objectives to be accomplished at the 1, 3, 5 and 10 year thresholds. Seconded by Tom Wardell”

Committee Reports:

Recycling- Jeff Creque

Several companies are being considered for MVG’s recycling needs. This list includes Purpose Green, Findlay Foam, Stansley Brothers, and The Botanical Gardens in St. Louis. More information will be available soon.

Education and Champion’s Report- Beth Fausey

Discussed MVGA and cluster activities with Dave Kuack, editor from GMPro Magazine. Dave would like to feature MVGA in the July issue that is given out at the OFA Short Course along with a cover feature on the group. All board members should be included in the photo.

The OFA Grower Extension Council met in February to identify ways to increase participation

of OH growers in regional groups – as well as identify ways groups can work together. The Extension Council decided to host the following events:

- All grower organization board members in Ohio – including MVGA and TAFVGA - will be invited to attend a discussion/planning session facilitated by OFA to learn about interests/activities and identify potential collaborations.
- All grower organizations will be invited to provide a display with their information and membership forms at the OSU Garden Trails Open House during the OFA Short Course this July. This is an effort of the OFA Grower Extension Council to increase the visibility of grower organizations to greenhouses and green industry businesses in Ohio as well as network grower groups and activities.

Attended study trip to Belgium and networked with MVG growers and Belgium counterparts. Group will provide an overview of our trip and identify possible efforts/collaborations at April MVGA monthly meeting.

Topics of interest in grower visits:

- Nearly all greenhouses visited have some level of interest in vegetable production – on varying scales
- Traceability and food safety certification are issues, esp. for smaller growers
- How do we do this profitably?
- Grants available to growers this year?

TAFVGA/MVG Retail Program

- Light attendance - 22 attendees present
- Positive feedback from attendees despite low participation

April monthly meeting will feature recap from Belgium tour, website presentation will be moved to June

Bus tour to Leamington/Ontario is being planned

- Berger Peat and Matthew Krause have suggested key industry contacts – more to come!

Nearly all participants of Annie's Project are MVGA/TAFVGA members – with interest in continued education on transition planning and the use of technology in marketing. These topics will be explored and programs developed for late summer/fall.

Finance- No report.

Secretary- No report.

New Business:

Membership– Wade reported there will be last minute changes to the grower list on the MVG Membership Catalog.

- Wade made a motion to approve 150 copies of the Membership catalog to be printed and sent. Bill Dearing seconded the motion. Unanimous acceptance.
- Wade made a motion to approve payment of ½ of the total cost as a deposit (\$603, \$1206 total cost)). Bill seconded the motion. Unanimous acceptance.
- Wade made a motion that MVG not participate this year with the City of Toledo in providing flowers for city beautification efforts. Mike seconded the motion. Jeff made a motion to amend the motion to table

the matter for further discussion at the next meeting. Walt seconded the motion. Unanimous acceptance. Motion amended.

- Marketing- Tom requested that he be contacted if anyone is interested in the Blade Ad, suggestions or corrections to the Buckeye Cable ad, and/or participating in the Val Pak ads. Joe stated that coupons were passed out at the House and Home Show in February. Coupons will also be passed out at the Home and Garden Show in March. They will be valid from April 15th-30th.
- Government/Public Relations – Dick reported that the Greenhouse Committee met and was happy with MVG. Neil did an exceptional job presenting a SWOT analysis at the 4 state Grower Group meeting. The purpose was to see how to communicate with the 4 grower groups in Ohio and how to work with ONLA.
- Native- Joe reported on the contents of the Maumee Valley Native Tool kit. He will be meeting with the Native Committee next Thursday at 1pm.

Dick requested that the meeting adjourn and go into Executive Session.

Meeting Adjourned: 9:37 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 April 1.