



MINUTES

Monthly MVG Meeting Thursday – January 8, 2009 8:00 AM – 9:30 AM TBG - Terrace Room

Dick Bostdorff called the meeting to order at 8:05 am

Attendance: (32)

- Joe Perlaky, Tony Keil, Andy Keil, Bill Dearing, Dick Bostdorff, Kirk Mizerek, Charles Krause, Scott Leisner, Theresa Hoen, Serenity Carr, Tom Wardell, Jonathan Frantz, Tim Dabrunz, George Dabrunz, Deb Bettinger, Beth Fausey, Josh Miller, Bob Hornak, Mike Schenk, Walt Krueger, Gene Klotz, Tom Creque, Loren Gibson, Bill Zemnicki, Lynn Biltz, Kelli Paige, Wade Smith, Jim Locke, Neil Reid, Paula Ross, Bob Wistinghausen, and Kim Wistinghausen.

Joe Perlaky gave overview of handouts presented at today's meeting. The minutes from the Marketing Committee will be presented at a later date.

USDA Grant Update

- Phase 1: Visits to 23 grower locations have been completed.
- Phase 2: Re-contact the growers with findings and recommendations
- Phase 3: Begin the application process for interested & qualified growers.

Congresswoman Kaptur contacted the USDA's Undersecretary on our behalf stressing the need to delete or modify the rural designation language in the REAP grant. A new Undersecretary will be appointed after the inaugural.

Old Business: Reports

- Gas Program – Kirk Mizerek

Kirk suggested that we consider sending out a survey to determine if members of gas program would be interested in choice of two gas pools:

- Fixed Pricing Pool – Winter portion of purchased gas @ locked in price
- Floating Pool – Gas price would float with market

Walt commented that Business Committee has not fully come to an agreement on the matter yet, although he agreed that survey should go out. All those present agreed.

- Budget Update

Dick mentioned the proposed budget may need adjustments. Additional review of the organizations operating needs was recommended.

**- 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**

Committee Chair Updates

Dick gave brief overview of our committee structure and encouraged committee involvement. He also stressed the importance of each committee actively pursuing alternative income sources.

- Marketing – Tom Wardell
 - Met with WTOL 11 to discuss Eco-Trak. Committee is investigating different Rollout options that might be available.
 - Goal: Public awareness and exposure of MVGA and mission of organization.
 - Paula reminded growers of MVGA Website opportunities

- Business – Walt Krueger
 - Business Committee meeting will be held monthly after Board of Directors Meeting
 - Committee is working on drafting a mission statement.
 - Committee recommendation: MVGA should not duplicate programs that are already in place by other organizations, i.e. Farm Bureau, Propane Program etc.
 - Goal: Develop programs that strengthen and promote more business and profitability.

- Education – Beth Fausey
 - Upcoming Meetings
 - January 9, 2009 TAFVGA Meeting @ Schmidt’s Greenhouse
 - January 26, 2009 ONLA Cents Show, Greenhouse Mgmt track in Columbus
 - February 17, 2009 Bedding Plants Clinic @ Brodbeck Greenhouse

- Membership – Bill Dearing
 - Bill asked for recommendations his committee should take in order to better present MVGA to member prospects.
 - Gene Klotz suggested an informational handout
 - Goal: Marketing should drive Membership. Need to work collaboratively.

Other Business

- Joe and Beth have had discussions with the Cincinnati and Cleveland Flower Growers organizations regarding Cluster development.
- Paula mentioned an upcoming opportunity to discuss with government officials support of broadband expansion in the rural agriculture industry.

Presentation - Native Plant Program: Kelli Paige (Nature Conservancy), Josh Miller (TBG)

- Goal: Promote Native plants and help create community awareness. Possible opportunity to augmented product line: Wholesale – fill houses in off season; Retail – Extend sales season.
- Presented idea of modifying and using MVGA logo for “Maumee Valley Native” program
- Proposed Native Program Timeline:
 - March – present complete “Maumee Valley Natives” program design to MVGA
 - June – Roll out pilot program in participating retail outlets and hold educational workshops for customers.
 - Possible Fall Program
 - Evaluate success of Program and make necessary adjustments.

Meeting adjourned at 9:33 am.

Respectfully Submitted,

Theresa Hoen - Secretary, MVGA

The next meeting is February 19, 2009
8:00 am
Toledo Botanical Gardens