



MINUTES

Monthly MVG Meeting Thursday – February 11, 2010 8:00 AM – 9:30 AM TBG - Terrace Room

- 2010 - Board of Directors

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

Jeff Creque
(Business)
2011

Bill Dearing
(*Marketing)
2010

Bob Dennis
(Business)
2010

Beth Fausey
(*Education)
(Membership)
2011

Diane Hill
(Treasurer)
(*Finance)
2009

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

Walt Krueger
(President Elect)
(Programs)
2011

Kirk Mizerek
(Finance)
(Programs)
2010

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

Mike Shank
(Marketing)
2012

Wade Smith
(*Membership)
(Marketing)
2012

Tom Wardell
(*Marketing)
2009

**Terms Expire End of
Year Indicated**

Walt Krueger called the meeting to order at 8:09 am

Attendance: (26)

- o Bill Dearing, Bob Hoen, Theresa Hoen, George Debrunz, Any Keil, Tony Keil, Robin Hawkins, Mike Schenk, Tom Wardell, Serenity Carr, Deb Bettinger, Cheryl Rice, Diane Hill, Beth Fausey, Jim Locke, Jonathan Frantz, Walt Krueger Jr., Nick Guthrie, Josh Miller, Paula Ross, Eric Stalkamp, Josue Altidor, Mathew Ross, Jonathan Milbrodt, Dave Wichman & Jim Altland (via conference call)

Committee Reports:

Business – Walt Krueger

- Energy
 - o Natural Gas: Walt reported that gas prices have continued to hover in the low range. Approximately 65% has been hedged for this winter. Kirk Mizerek has been asked to work on a presentation to address questions that growers have concerning costs, charges, and interpretation of them on gas bills.

Education – Beth Fausey

- o Annual Retail Program @ Black Diamond – Tuesday, February 16, 2010
- o March Educational Session – Josh Miller TBG
- o April – Website Development Program
- o Future – Social Media – Facebook, Twitter, etc.; Transitioning your business to the next generation.
- o Fall – Bus trip to Canada

Finance – Diane Hill

- o MVGA checkbook balance: \$25,053.88

Government/Public Relations – Dick Bostdorff, Neil Reid

- o Walt mentioned that the committee is presently trying to schedule a meeting with Senator Marcy Kaptur
- o Greenhouse Grower Committee of ONLA will be meeting February 16 in Columbus. Grower groups around the state will have the opportunity to participate in a SWOT analysis.

Marketing – Tom Wardell

- Spring Advertising Campaign
 - Blade Ad - \$5.00 off \$25.00 coupon in April and May
 - Buckeye Cable – 10 week program
 - Val Pak Coupon – The first mailing will be on April 2nd and be valid until May 2nd. The second mailing will be on May 10th and be valid until June 6th.
 - 2011 Calendar – Committee continues to plan and research all possible opportunities.

Membership – Bill Dearing

- Wade reported that Catalog and Marketing Kit is nearing completion.

Presentations

- A panel of local media experts including Jim Locke, USDA-ARS; Dave Wichman, North Branch Nursery and Eric Stalkamp, Berger Peat shared their expertise and experience in selecting and customizing media for use in floriculture and ornamental production.

Meeting adjourned at 9:33 am

Respectfully Submitted,

Theresa Hoen - Secretary, MVGA

The next meeting is March 11, 2010
8:00 am
Toledo Botanical Gardens