



MINUTES

Monthly MVG Meeting Thursday – March 12, 2009 8:00 AM – 9:30 AM TBG - Terrace 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

Dick Bostdorff called the meeting to order at 8:00 am

Attendance: (27)

- A count was taken but names were not noted.

Committee Reports:

Business – Kirk Mizerek

- Energy

- Grower Energy Solutions is expected to expand their natural gas program to include electricity by early summer. Detailed information will be forthcoming. The new offering will be modeled after the gas program.

- Recycling

- Paula reports there is a company located just north of Toledo in Michigan that provides recycling opportunities.

- Toledo Grows is interested in used recycled 288 trays. Joe will notify the growers to contact them direct with their available trays.

- Energy Grants

- Energy Grant Applications: Deadline to apply for Geo Thermo is June 15. All are encouraged to investigate opportunities.

Education – Beth Fausey

- Their committee met to discuss goals and objectives for the year. Potential projects:

- Identify educational programs for MVGA

- Consider other partnering opportunities

- Provide a workshop later this year geared toward employees.

- Conduct an April Focus Group with Master Gardener's to gather feedback concerning the MVGA Website

Finance – Diane Hill

- Joe reported we have ~ \$7,900 deposited in our checking account.

Marketing – Tom Wardell

- The Eco-Track 11 contract has been signed for the months of April/May; Mid November through Mid December. Our advertising theme for 09 will be "Staycation"

- Website:
 - We will be posting a coupon offering \$5.00 off a \$25.00 purchase or greater.
 - A goal to reach the 20-30 year age group was discussed.
 - Those retail outlets honoring MVGA Coupons are encouraged to save coupons and report results to the Marketing Team. It is important to track sales generated from advertising dollars.
- Print Media:
 - Investigating opportunities with various newspapers to see if group rates are applicable.
 - Joe will be contacting growers to see who will commit to a co-advertising opportunity with the Blade. He will also ask growers what other print media they are interested in.
- TV/Buckeye Cable:
 - 7 week Advertising Schedule – HGTV, Bucknet, Fox News. Individual growers advertising with Buckeye Cable will receive same rates as MVGA.
- Calendars:
 - Gathering final information for 2010
- Trade Shows:
 - We will partner with the Master Gardeners at the Home and Garden Show this weekend at Seagate Center.
- Greek Hill:
 - Bids were solicited and returned. Brodbeck Greenhouse was awarded the contract for providing the flowers. The city of Toledo will plant and maintain through out the season.

Membership – Bill Dearing

- Bill requested some assistance in gathering ideas for our welcome kit to be used for new members.

New Business

- MVG will be featured on Plugged –In, a PBS program produced by WGTE and will air April 19th
- A hand-out recapping our recent two meetings on Wind Turbines was prepared for distribution.

Other Business:

- Dick Bostdorff reported he, Wade Smith, Robin Hawkins attended Legislative Day in Columbus. They stressed important contributions OSU Extension has made in NWO and that the program needs to continue to be funded.
- Letters were written in support and continuation of the Urban Affairs. A copy of letter was distributed to those at the meeting.

Presentations:

- Kelli Paige and Josh Miller from TBG reported there are ~10 growers interested in carrying native products at their retail location. They will continue to develop educational material such as brochures and fliers promoting Natives. During this first year, only 8 species of perennials, 1 shrub will be introduced with a goal of full scale roll-out in 2010.
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- Pat Dutched of Bookkeeping in a Box presented valuable information to help companies manage their financial and business records

Meeting adjourned at 9:25 am

Respectfully Submitted, Theresa Hoen - Secretary, MVGA

The next meeting is March 12, 2009
8:00 am
Toledo Botanical Gardens