



## MINUTES

### Monthly MVG Meeting Thursday – June 10, 2010 8:00-9:30 AM TBG

- 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)  
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

(\* Denotes Chairman)

Walt Krueger called the meeting to order at 8:07 am

Attendance: (21)

Joe Perlaky, Bill Dearing, Serenity Carr, Walt Krueger, Anne Schenk, Matt Brown, Beth Fausey, Josh Miller, Wade Smith, Jeff Creque, Jonathan Franz, Neil Reid, Jim Locke, George Dabunz, Sandy Knitz, Scott Leisner, Diane Hill, Theresa Hoen, Kevin Taberner, Deanna Bobak, & Jan Knappe

#### Committee Reports:

Walt reported there is a Bylaw Committee meeting directly following this meeting. Anyone interested in helping is welcome to attend.

#### Business – Walt

- Recycling- Jeff  
Jeff reported that Purpose Green would prefer to have a central location for pickups. Joe will send out an email reminder.
- Energy- Anne Schenk
  - Anne stated there was a natural gas conference call Friday. Although there was a slight price increase this week probably due to the Gulf Crisis, it is expected to only be temporary. Gas purchases are 20% hedged through May 2011. Price perimeters are set with the Advisory Group. Michigan has 14 growers signed for the gas program. Ohio has 85 growers signed including some residences.
  - Anne warned there are many companies trying to solicit business at this time of the year. Walt Krueger concurred.
  - Electricity- Things remain the same. Many companies are already participating in government aggregation programs and have to balance fees to change over with savings potential. Palmer can assist in that assessment.
  - ONLA- There are 7 growers signed in the gas program. Nursery usage is typically lower annually.
  - Joe reported a \$379.87 commission check for one year of ONLA participation was sent last week. New promotions are expected to double this amount over the next year.

#### Education – Beth Fausey

- Food safety meeting next Tuesday evening 6-8 pm. The cost is \$60 per person, which includes dinner.
- Mud Hens Game & Dinner is June 28<sup>th</sup>. Registrations are due in approximately one week. The price is \$15. Family and friends are encouraged to attend.
- TAFGA 50<sup>th</sup> Anniversary is approaching. Photos will be taken.

- OFA Short Course is being held again in July. Open Board Meeting & Retail Roundtable for grower organizations around the state will be held on Friday July 9<sup>th</sup> starting at 6pm, location TBA.
- MVG Annual meeting will be in September. Details to follow.

Finance – Diane Hill

- Finance Committee will meet during the second week of June.
- Growers finished several advertising efforts. These include: The Toledo Blade (2), Val Pak (2), 2 ½ months for Buckeye CableSystem, The BG Sentinel (2), and Swanton Expositor.
- MVGA checkbook balance is \$21,017.48. Accounts receivable is \$16,380.95 due to the invoices recently sent for advertising collectively creating a total balance of \$37,398.43.

Government/Public Relations- Neil Reid

- There was a tour of local greenhouses last Friday at Congresswoman Marcy Kaptur's request. The Deans of The UT College of Business and College of Engineering were introduced to the industry and its challenges. The aim is to see where the colleges can better interface with the industry. Locations visited include: UT Plant Science & Research Center, TBG, Ben Sell Greenhouse, Brodbeck Greenhouse, and Hoen's Garden Center.

Marketing - Tom Wardell (Joe reported)

- All spring advertising coupons have now expired.
- Result data is being collected, and will be available for the July meetings.
- Joe, Serenity, and Tom are working on an advertising release for growers to verify their contact information for future collaborative advertising.

Membership- Wade Smith

- Information for next year's catalog is also being updated.

Bylaws- Wade Smith

- Bylaw Committee meeting immediately following this meeting.

Native Plants- Joe Perlaky

- Tags for the Native Plants are finally in, and will be distributed to the 13 participants.
- A total budget of \$2,000 allotted for the program. \$1,700 spent.

Presentations-

- Scott Meyer, VP of Sales for Spooner, Inc., spoke about the possibility of offering MVG members an integrated disability management program (worker's compensation). An informational application form to growers is being considered. The Business Committee will further investigate this opportunity.
- Kevin Taberner, Sales/Equity Partner for Flip & Clip, passed out coupon booklets for possible MVG future participation consideration. These booklets are placed in The Toledo Blade once a month. The cost is \$600 per full page ad.
- Jan Knape, Kennedy Printing Company, discussed possible collaboration with Sue Wolf for the MVG calendars. She will provide printing quotes next week for consideration.

Other-

- Joe wished to thank all who helped with donations for the Lucas County Courthouse. Growers who provided donations include: C.J. Brick Greenhouse, Inc., The Whitehouse Daylily Farm, Lakewood Greenhouse, Inc., Hoen's Greenhouse & Garden Center, Dearing Greenhouse, and Creque Greenhouse.

Meeting Adjourned: 9:20

Minutes submitted by Serenity Carr, Assistant Program Manager - Maumee Valley Growers

The next meeting is at Toledo Botanical Gardens  
July 8th, 2010  
8:00 am