



MINUTES

Monthly MVG Meeting Thursday – November 12, 2009 8:00 AM TBG

- 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

Beth Fausey called the meeting to order at 8:08 am

Attendance: (22)

Joe Perlaky, Bill Dearing, Theresa Hoen, Tom Wardell, Beth Fausey, Walt Krueger, Wade Smith, Sandy Knitz, Don Schmidlin, Neil Reid, Andy Keil, Tony Keil, Sandy Fall, Deb Bettinger, Jonathan Frantz, Scott Leisner, Robin Hawkins, Ann Schenk, Mike Schenk, Serenity Carr, Josh Miller and Jim Locke.

Presidents Report:

Walt reported in Dick's absence: Business Committee approved to move forward with the Monrovia opportunity. Details were presented to members present. Discussion followed. The vote was unanimous to participate in the program. Monrovia is a supplier of nursery stock. Monrovia has offered MVGA members a 15% discount for any level of purchasing. MVGA will receive an additional 5% of the total purchase price (20% total).

Walt reported that ONLA group is off to a slow start and another mailer will be sent out. Plans will be made with Joe to visit with potential growers.

Committee Reports:

Business – Walt Krueger

- Energy - Gas Program

Anne Schenk of Palmer reported that the Natural Gas Board met Friday, November 6th. December hedges were placed. Target pricing for December were established. Decision was made to hold off hedges for next year.

The Electric Program is up and running. There is still an opportunity for growers to join. Some growers that are signed up with the government aggregate may be charged a \$50 fee to leave.

- Recycling - No report

- Education – Beth Fausey

- Beth reported that TAFVGA has agreed to work together with MVGA in the planning and presentation of educational programs which will benefit both organizations. MVGA members will receive same discounted rates for educational programs that TAFVGA members receive. TAFVGA has also agreed to accept monies from MVGA to help fund and share costs in putting on educational seminars.
- Toledo Area Flower Vegetable Grower Annual Meeting – November 18, 2009
- January 7, 2010 – TAFVGA/MVGA Winter Conference @ Black Diamond
- Anne’s Project, which is a program for women in the greenhouse industry. The meetings will be evening sessions held in Bowling Green. More information will be given in the next few weeks.
- Newsletter has been resurrected to provide information

Finance – Diane Hill

- No additional deposits or expenditures in the month of November.

Government/Public Relations

- Dick and Walt have met twice with University of Toledo’s Frank Calzonetti.
- They also met with Midwest Director of ARS Research Development. ARS is asking for help in identifying our needs in Northwest Ohio.

Marketing - Tom Wardell

- Tom reported that Blade Ad for Christmas will run beginning November 7, 2009. A total of six growers have agreed to participate.
- Committee continues to work on setting up meeting for wholesale growers. Date has not been determined. The purpose of the meeting is to reach out to wholesale growers exclusively.

Membership

- Wade Smith presented copies of Media Kit to those present for distribution to potential sponsors. There are 2 ½ weeks before the deadline expires to purchase advertising space.

Other Business

- Native Program: Meeting scheduled for November 19, 2009 @ TBG. This meeting will include finalizing thoughts and plans for the 2010 growing season.

Presentations

- Jonathon Franz presented USDA ARS research updates on Silicone influence, Viola Genetics, Growing in cool environments, Building a Better Pesticide and Nutrient stress detection. He informed those present of upcoming Media Water and Crop Nutrition Workshop which will be held December 10, 2009 in Grand Rapids, Michigan.
- Neil Reid presented results of the Residential Telephone Survey which suggests strong local market interests. Quality, selection, and supporting local businesses were the top three consumer responses. Complete results can be viewed at ohiogreenhouse.com
- Calendars were presented to all growers present.

Meeting Adjourned: 9:39

Respectfully Submitted, Theresa M. Hoen

The next meeting is December 10, 2009
8:00 am
Toledo Botanical Gardens