



MINUTES

Monthly MVG Meeting Thursday – December 10, 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

Joe Perlaky called the meeting to order at 8:10 am

Attendance: (25)

- Joe Perlaky, Bill Dearing, Serenity Carr, Anne Schenk, Theresa Hoen, Bob Hoen, Tom Wardell, Beth Fausey, George Dabrunz, Wade Smith, Cheryl Rice, Deb Bettinger, Jeff Creque, Sam Moawad, Dick Hanson, Andy Keil, Tony Keil, Dave Beck, Sandy Knitz, Neil Reid, Scott Leisner, Charles Krause, Tim Dabrunz, Mike Schenk, & Jim Locke

Committee Reports:

Business – Joe Perlaky

- Energy- Anne
 - Joe will be traveling in January to visit new growers interested in joining our Natural Gas program
 - Prices are favorable and locked in for January
 - Electricity- There has been some response. Some growers were in residential categories and need to be reclassified into the NOAC Government Aggregation Program to be eligible to participate. Those needing information can contact Anne directly.
 - There are 85 growers in the gas program and 20 in the electric program.
 - Anne will be attending the regular grower meetings. Kirk will be attending the Board of Director meeting.
- Recycling
 - Findley Foams is the company presently used by MVGA. Decision will be made soon regarding who MVGA will continue to use for their recycling needs. Serenity made a round of calls confirming there are 19 grower participants presently in the recycling program. There will be another round of calls made in the spring. Information regarding the recycling program is available on the MVGA website. Consumers have been utilizing the recycling section of the MVGA website as a resource.
- Monrovia
 - Joe reported that the Monrovia program is underway. Serenity made calls last week to answer questions that the growers might have. Rusty Storrer from Monrovia will contact interested growers. Due to the collaborative arrangement that MVGA has with Monrovia, growers will receive a 15% discount on all purchases. MVGA will receive an additional 5% discount.

Education – Beth Fausey

- There was an Education Committee meeting this past week in which the budget was discussed.
- The budget will cover educational programs and speakers between January and June. Growers will receive a mailer with more information next week.
- There will be a meeting at Schmidlin's Greenhouse on January 7th from 8:30 am-3:30 pm. There is a \$15 charge. The meeting will provide 3 hours of recertification credit for pesticide licensure.
- Annie's project classes will be held for 6 weeks (January 12, 19, 26, and February 2, 9, and 16th). The purpose of this project is to empower green industry and farm women to be better business partners. This is accomplished through networks and through managing and organizing critical information.
- Paula asked Beth to pass out Toledo Choose Local Directories.

Finance – Joe Perlaky

- MVGA checkbook balance is \$25,413.71. In approximately 30 days, deposits from the natural gas program will begin again.
- Joe reported he attended meetings with both the Columbus and Cleveland grower organizations. MVGA and the gas program are well established with these organizations.

Government/Public Relations

- Neil reported that Frank Calzonetti is trying to coordinate a trip to Belgium and possibly the UK in February to look at their food systems. The objective is to have local growers participate in the trip to bring both technology and logistical systems back to NW Ohio for implementation.
- Frank Calzonetti has been working with Matthew Krause in Belgium to schedule visits with the growers. Wade is making the trip. There is space for 2-3 more growers to attend. Contact Joe if interested. Frank's office will cover the cost of airfare for the growers (approximately \$800 each). Soon it will be known if some additional costs may be covered by the grant.
- Scott reported it to be very valuable and time well spent by visiting European growers and researchers. There are several money-making opportunities. Information learned can potentially help growers replace idle production time with food production.

Marketing - Tom Wardell

- Tom reported that the Marketing Committee meeting will be held immediately following this meeting. Discussions will center around the 2010 budget and theme. The Blade ad will be running through December 24th. Results will not be known until the first of the year.
- January 14th is the date for the Wholesaler's meeting. Neil will present a SWOT analysis. This meeting is for Wholesalers as well as Retailer/Wholesalers. It is hoped these conversations will generate ideas and opportunities for Wholesalers. The meeting will also help in re-assessing our goals of where we are, where we want to go, and how to best get there.
- The Wholesaler's meeting will held at 9:30 am immediately following our Regular monthly meeting, and will last for 2 hours. It is very important all wholesale growers attend this meeting. Calls will be made to confirm attendance on Monday January 11th. Lunch will also be served.

Membership- Wade Smith

- There has been good grower response to MVGA Membership catalog advertising opportunities. If anyone is still interested, contact Wade. There will be a preliminary presentation to the Board of Directors in February. MVGA extends their thanks to Wade for getting the catalog under way.

- Membership dues discussions will be postponed to a later date.

Bylaws- Joe Perlaky

- The bylaws are in review with a future meeting yet to be determined.

Native Plants- Wade Smith

- Josh Miller of TBG is looking for space to rent for a 2-3 month period. If anyone has extra space, contact Wade or Josh.
- Cheryl reported that there is a 20 page full color pamphlet showing how to install rain gardens, and provides connections for local producers. Contact Cheryl for more information at (419) 396-2855.
- A ½ page ad is being designed that can be used for bag stuffers, tags, posters, etc.
- Cheryl stated that there are 40+ events with approximately 5,000 attendees that these ads can be used for

Announcements- Joe Perlaky

- Cleveland Flower & Vegetable Growers are coming to visit 4 area retail shops on March 16th. A box lunch will be provided at one of the locations. The visits are promoted by Cleveland Flower & Vegetable Growers and Dean Palm. Anyone that wants to participate can contact Joe.
- An email has been sent to growers regarding flower donations for a New Year's Eve event featuring Johnny Knorr's band playing at the Masonic. There are 100 poinsettia's needed, 60 have already been donated. Growers providing donations will receive up to 4 free tickets to the event. They will also be recognized in 3 newspaper ads and radio spots. The first went out yesterday, there are a few left.
- Sandy reported that her alternative energy wind turbine application process has stalled. Unfortunately, she may have to pay an additional \$2,500. There are new state interpretations of prior rules and regulations that are hurting these smaller turbine projects. Congresswoman Marcy Kaptur has been asked to help move this process along more smoothly.

Presentations

- Dave Beck from CIFT provided a general overview of CIFT, listed some of their past and current projects, and discussed potential opportunities involving MVGA. www.eisc.org

Meeting Adjourned: 9:28

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

The next meeting is at Toledo Botanical Gardens
January 14th, 2009
8:00 am