MAUMEE VALLEY GROWERS

Choose the Very Best.

MINUTES

Thursday June 08, 2006
8:00 am
TBG – Stables Room

- Dean Krauskopf called the meeting to order at 8:05 am
- Attendance: (26)
  - Dean Krauskopf, Mike Carroll, Joe Perlaky, Jeff Creque, Bob Feldstein, Tony Keil, Beth Fausey, Tom Wardell, Charles Krause, Paula Ross, John Snider, Judy McFarland, George Dabrunz, Luke Ryan, Chris Boggs, Sandy Knitz, Karen Johnson-Webb, Neil Reid, Jan Hunter, Rick Mazur, Somik Ghose, Bill Dearing, Jim Locke, Jim Plantz, Kirk Mizerek and David McCann.

Members of Advisory Group

Dick Bostdorff

Michael Carroll

Bill Dearing

Beth Fausey

Mark Hecklinger

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Don Schmidlin

Alan Schmidt

Lee Springer

Tom Wardell

- Branding:
  - Maumee Valley Grower (MVG) *Ambassador's* announced
    - Don Bench, Bench's Greenhouse, 419/862-3596
    - Teresa Hoen, Hoen's Greenhouse and Garden Center, 419/865-9276
    - Andy Keil, Keil Greenhouse, 419/825-1727
    - Gene Klotz, Klotz Floral, Gift and Garden Center, 419/353-8381
    - Sandy Knitz, Knitz Greenhouse, 419/836-7323
  - MVG window decal and banners (either horizontal or vertical) are now available free to participating growers. Joe will be contacting the growers for their orders.
  - Kiosk displays will be set up at 4-5 greenhouse test sites around NW Ohio. They will feature locally grown products using the slogan *"From My House To Yours."*
  - Grower *Retail Cards* will soon be ready for distribution.
  - MVG has contracted for the entire back page of the Lawn and Garden insert in the Toledo Blade and will list all the MVG growers who want to participate. This is a great way to get your greenhouse/garden center's name before more customers at no cost to you. Joe will be sending out either a fax or e-mail for your written permission to place the name and location of your greenhouse/garden center in the ad.
  - MVG has bought 15 second spots before and after *P. Allen Smith* (9:00 a.m.) and *The Victory Garden* (Noon) on Saturdays on WBGU beginning April 15 and continuing through the end of August. These spots will feature the MVG logo and list the MVG website where viewers can find participating growers and gardening information.
  - The MVG website www.maumeevalleygrowers.com goes live April 21st
  - MVG will be submitting two how-to-tips type stories to the Herald for its Home & Garden section next week, plus similar gardening editorial content to other local newspapers.
  - MVG is working with Representative Kaptur and Mayor Finkbeiner to declare the purple trailing petunia (Wave type) the official flower of the Toledo Metro area. Joe will also be talking with Melinda Huntley from Coastal Ohio regarding a more regional approach involving Ohio's native plants. He also wondered if this would open an opportunity for a particular flower or native plant to undergo field/site research. He'll contact Jonathan Frantz

at the university. This project may also complement those MVG's more involved in the landscaping business.
- The Toledo Botanic Garden has generously offered to have one of their segments on Channel 13's Sunday morning programming feature the Maumee Valley Growers. We're looking for a MVG grower that would like to talk about the MVG on this segment. There will be short notice before taping so let Dean know ASAP at (517) 231-0112.
- TBS also has 22 flower beds available for adoption. The *"Adopt a Bed"* program in addition to 12-31" planters and 7-46" planters would be a great way to promote your greenhouse. Placards would be posted acknowledging your company. Contact Chris Boggs at (419) 936-2971 or horticulture@toledogarden.org for further information.

- Energy Committee:
  - Ferrell Gas will offer a propane proposal at our next meeting in June.
  - Books Agency continues to meet with interested Maumee Valley Growers privately who would be interested in having their insurance coverage evaluated. The growers are asked to contact Scott Lodge directly at (419) 254-7319 to set up an appointment.
  - Information regarding State of Ohio Workers Compensation Groups has been assembled. It will also be reviewed in June.

- Energy Impact:
  - CIFT is finalizing several greenhouse grant submissions for the upcoming May deadline. It is recommended that growers interested in this process for 2007 including an energy audit contact Rick Mazur at (419) 535-6000 #232. Rick provides more details in April's *RESOURCE.*

- The meeting was adjourned at 9:05 am.

- Minutes submitted by Joe Perlaky

ALL MEETINGS ARE THE 2ND. THURSDAY OF EACH MONTH, 8 AM TBG

PLEASE NOTE: There will be no meeting in May

The next meeting is June 08
8:00 a.m. – 9:30 a.m.
Toledo Botanical Gardens