MAUMEE VALLEY GROWERS

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MINUTES

- 2011 -

Board of Directors

Dick Bostdorff
(Past President)
(*Gov. Relations)
2012

Jeff Creque
(Business)
2011

Bill Dearing
(Membership)
2013

Beth Scheckelhoff
(*Education)
(Membership)
2011

Diane Hill
(Treasurer)
(*Finance)
2012

Theresa Hoen
(Secretary)
(Marketing)
(Membership)
2011

Walt Krueger
(President)
(Business)
2011

Kirk Mizerek
(Finance)
(Business)
2013

John Gray
(Education)
2011

Mike Schenk
(Marketing)
2012

Wade Smith
(Vice President)
(*Business)
(Bylaws)
2012

Tom Wardell
(*Marketing)
2012

Open Board Position
(???)
2013

Monthly MVG Meeting
Thursday – January 13, 2011
8:00 – 9:30 AM
TBG

Walt Krueger called the meeting to order at 8:10 am

Attendance: (20)

Mike Hopkins, Joe Perlaky, Serenity Carr, Walt Krueger, Bill Dearing, Dick Bostdorff, Anne Schenk, Sandy Knitz, Charles Krause, Bob Hornak, Jeff Creque, Tom Wardell, Tony Keil, George Dabrunz, Josh Miller, Paula Ross, Wade Smith, David Ron, Tom Monagan, & Bill Wersell

Committee Reports:

President – Walt Krueger

Walt reported a letter was sent out to the general membership regarding current USDA funding through August of 2011. UT will be winding down participation. MVG will be collaborating with the USDA on projects that will benefit research and business programming for the growers.

The first stage of strategic planning has been completed. There will be a review of "next steps" at the Board meeting following this meeting. MVG will be analyzing how to handle transitioning from being grant funded to being self-sustainable.

Business – Walt Krueger

- Energy – Anne Schenk
  - Anne reported there was a meeting with Michigan flower growers yesterday. The meeting had a two-fold purpose: (1) Grow the SE Michigan membership; and (2) Gain support to expand the gas program to SW Michigan. There was unanimous approval.
  - During the meeting Anne presented a gas commission check from Palmer Energy to their board in the amount of $1158. MVGA's commission check was $1158 as well.
  - OH gas prices remain steady. Twenty percent is purchased through May 2012. Prices are in the $5 range.
  - Our Electric program now has 22 growers participating. Any business can join. If anyone has any questions, contact Anne.

- Recycling-Jeff Creque

  Jeff stated that Joe received a call from Norwalk Master Gardeners who shared ideas and best practices regarding our recycling program with Purpose Green.

Marketing – Tom Wardell

Tom reported that the Marketing Committee meeting was held Tuesday.

Kelly Kinney has asked for the participation of MVGA growers in the "Plant Purple - Grow Hope" campaign in which a % of the sales of purple flowers would be donated to pancreatic Cancer research.

MVG has chosen the Denim Shockwave Petunia as the flower of choice. Pots, plugs and tags will be donated to offset grower costs. Retailers will be contacted with a detailed explanation of the program. If any wholesalers would like to grow the product, contact Tom. Growers will donate $.50 for each pot sold.

The 2011 spring advertising theme is ***"Can you dig it, plant flowers, feel good"***. The Toledo Blade, Val-Pak, Buckeye Cable system and Radio will be the advertising venues of choice. Growers will be contacted to see if they want to participate.

Presentation:

- Bill Wersell, Director, Small Business Development Center at Toledo's Chamber of Commerce spoke on the business owners need to look forward at the next quarter's projected expenses and revenues. The SBDC can help you see how easy this process is and how beneficial it will be for your decision making. Bill can be reached at 419- 243-8191 #224 bill.wersell@toledochamber.com

Meeting Adjourned: 9:20 am

Minutes submitted by Serenity Carr
Secretary
Maumee Valley Growers

The next regular meeting is at Toledo Botanical Gardens
February 10, 2011
8:00 am