

WEDNESDAY, JANUARY 12th, 2011
**ANNUAL BOARD OF DIRECTORS
BUSINESS MEETING MINUTES**

One 19 North Tapas and Wine Bar
119 North Kirkwood Road
Kirkwood, MO 63122
314-821-4119

1) Meeting called to order at 5:35PM (Jennifer Schamber)

a. Board members in attendance:

Jennifer Schamber, Greenscape Gardens, President
Josh Hetley, Greenleaf Nursery, President Elect & Board Member
Barry Ritter, Ritter Perennials, Vice-President & Board Member
Lance Dauw, Tomasovic Greenhouses & Nursery, Secretary
Bill Ruppert, National Nursery Products – St. Louis, Treasurer
Craig Pisarkiewicz, MPR Supply Company, Past President
Chris Becker, GardenWorks!, Board Member
Don Field, Hummert International, Board Member

2) Welcome/Opening Comments (Jennifer Schamber)

3) The Board voted to suspend the “Robert’s Rules of Order” requirement for this meeting. (Jennifer Schamber)

4) Membership Committee (Josh Hetley) – no report.

5) Scholarship and Education Committee (Jennifer Schamber)

- a. Discussion of having a contact at the University of Missouri and Southern Illinois University at Carbondale for reconnecting students/faculty with the Association.
- b. Several recommendations were made regarding the uncertainty of the St. Louis Community College Continuing Education “The Complete Do-It-Yourself Guide to Landscaping for Homeowners” class. These included a search for more instructors and a change of the course length from 10 weeks to 6 weeks. These changes could not be incorporated until the Fall semester, considering the timing.

6) Public Relations and Marketing Committee (Bill Ruppert) – no report.

7) Community Enhancement Committee (Jennifer Schamber)

- a. The St. Louis Auto Show has asked Jennifer Schamber and the Hort Co-op to help landscape the “EcoCity” indoor feature. The dates for the show are Jan. 27-30th. The Hort Co-op Scholarship will be announced at the show.
- b. The Spring 2011 St. Louis Garden Blitz: The Edible Revolution, will be held on Feb. 19th at the Missouri Botanical Garden. Organizers are still looking for items for the silent auction and sponsors. Peter Wyse Jackson, the new president of the Missouri Botanical Garden, will be in attendance. This will be the first interaction between Peter and the Hort Co-op.

8) History Committee (Bill Ruppert) – no report.

9) Bylaws Committee (Lance Dauw) – no report.

10) Nomination Committee (Craig Pisarkiewicz) – no report.

- 11) Horticulture Co-op Representation (Jennifer Schamber/Craig Pisarkiewicz)**
a. There will be changes to the Hort Coop bylaws regarding representation.
- 12) Treasurer Report (Bill Ruppert)**
a. 2010 Budget and Financial Summary
1. Referenced several minor budget items of the 2010 budget.
2. Recommended that we look into more profitable options for hosting our Education Endowment Fund CD.
b. Discussion and approval of 2011 budget recommendations for submittal to the membership for vote at the February meeting
- 13) Finance and Audit Committee (Jennifer Schamber)**
a. There was discussion of the Association developing a credit card processing capability on our website. Some profit could be gained from credit card transactions. Online use of credit cards could make it easier than paying by cash/checks. The membership would incur some or all of the cost of the processing fees. RSVP's for events would be handled much easier and more accurately for program scheduling. It was recommended that the Board market this opportunity to the membership and conduct an email poll. Paula Foster, with First National Merchants Solutions, will be asked to talk with the Association regarding this.
- 14) Program Committee (Jennifer Schamber/Josh Hetley)**
a. The 2011 Program Schedule was outlined.
b. The February program will be "Discussion on New Strategies for Networking & Marketing" by Debra Pottinger of 3 Degrees, Inc. (Also presenting, will be Paula Foster of First National Merchants Solutions). Location will be at Pietro's Restaurant.
c. The March Meeting & Past President's Night program will be "Panel Discussion: Groupon: The Good, The Bad, The Ugly" by a regional rep. for Groupon and members of Rolling Ridge Nursery, Garden Heights Nursery and Ahner's Greenhouses. Location will be at Pietro's Restaurant.
d. The June Special Event will be Solstice With the Stars by Gateway Greening.
e. The July Tour will be a Native Plant Hike at the Shaw Nature Reserve.
f. The August Special Event will be Nursery Day at the Missouri Botanical Garden.
g. The September Special Event will be "Opportunities For Making The Holidays Profitable" by Baisch & Skinner and MPR Supply. Location will be at Baisch & Skinner.
h. The October Special Event & Student Night program will be "New Plant Introductions" by Robert Kerns of Greenleaf Nursery and Barry Ritter of Ritter Perennials. Location will be at Hummert International.
i. The November Meeting/Election Night program will be "Hot Topics Roundtable & Open Forum" by the membership. Location will be at Pietro's Restaurant.
j. The December Hort Co-op Holiday Gathering will be at a location yet to be determined.
- 15) Formation of Committees (Jennifer Schamber) - no report.**

16) New Business

- a. Bill Ruppert announced he will be the honorary chair for the U City in Bloom this year.

- b. Bill is in his 7th Year designing and planning the seasonal color/planting beds downtown. He contacted The Munny recently about collaborating with them on themed displays for the plantings, in relation to the current selection of musical theatre. This year, "Little Shop of Horrors" will be the musical selection and proposed landscaping theme.

17) Industry Events

- a. The Midwest Grape & Wine Conference will be held at the St. Charles Convention Center on Feb. 4th-7th, in St. Charles, MO.

18) Meeting Adjourned at 8:15PM (Jennifer Schamber)