

WEDNESDAY, JANUARY 11th, 2012
**ANNUAL BOARD OF DIRECTORS
BUSINESS MEETING MINUTES**

Mike Duffy's Pub & Grill
124 West Jefferson Avenue
Kirkwood, MO 63122
314-821-2025

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

a. Members in attendance:

Jennifer Schamber, *Greenscape Gardens*, President & Horticulture Co-op Committee Representative
Pete Laufersweiler, *Kirkwood Parks & Recreation*, President Elect
Tonya O'Connell, *T & T Gardens*, Vice-President & Board Member
Lance Dauw, *Tomasovic Greenhouses & Nursery*, Secretary
Bill Ruppert, *National Nursery Products – St. Louis*, Treasurer
Craig Pizarkiewicz, *MPR Supply Company*, Past President & Horticulture Co-op Committee Delegate
Barry Ritter, *Ritter Perennials*, Board Member
Don Field, *Hummert International, Inc.*, Board Member
Susan Ehlenbeck, *Missouri Department of Agriculture*, Board Member
Adam Linnemann, *Linneman Lawn Care & Landscaping*, Board Member
Roy Gross, *St. Louis Composting, Inc.*, Horticulture Co-op Committee Delegate
Tim Boeddeker, *T & T Gardens*, Horticulture Co-op Committee Delegate (Term: 07/01/12-06/30/14)

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 (Pete Laufersweiler)

- a. Discussion of Current and Potential Future Honorary Members
 1. Existing member North County Tech. Hort School is closed.
 2. Recommend making the Shaw Nature Reserve an honorary member
- b. Suggestion of making business cards for Officers/Board Members and members—Bill volunteered to work up a draft. (Craig)
- c. Suggestion of creating an online survey of what members would like to see at meetings/programs (Lance)
- d. More Hort Co-op joint programs are suggested. (Jennifer)
- e. Suggestion of keeping the day of the week as Monday for all programs to cut down on confusion and keep attendance higher

5) Scholarship and Education Committee (Tonya O'Connell)

- a. Tonya and Don presented the 2011 John L. Masek Ornamental Horticulture Scholarship to Barbara Wilkat, a St. Louis Community College – Meramec student.
- b. Suggestion for members to talk to students in the classrooms about the scholarship (Tonya)

- c. Suggestion to provide nice permanent signage for marketing the scholarship at the various colleges (Bill)
- d. Jamie Granger will need to be contacted regarding the status of the St. Louis Community College Continuing Education "The Complete Do-It-Yourself Guide to Landscaping for Homeowners" Adult Education class, taught by members in the Fall. (Tonya)

6) Public Relations and Marketing Committee (Bill Ruppert)

- a. Requesting ideas for marketing the Association. The only current marketing facet to the public is our ads through The Gateway Gardener. (Bill)
- b. Recommendation of marketing through the St. Louis County Department of Parks & Recreation (Jennifer)
- c. Suggestion of promoting the Association during the Inside Out program on Big 550 KTRS radio station (Barry)
- d. Suggestion of promoting the Association through the St. Louis County Department of Parks & Recreation Children's Garden Club (Tonya)
- e. Recommendation of using Constant Contact Marketplace for Ez Texting, an advertising tool to keep customers constantly updated easily through texts (Adam)
- f. Suggestion of developing a Q-code for the back of members' business cards, promoting the Association. Bill mentioned that our website host, Clarity Connect, could develop this. (Pete)
- g. We are in need of a new graphic design service. Don suggested his company has an in-house company that is available to provide this service. (Bill)

7) Community Enhancement Committee (Jennifer Schamber) – No Report.

8) History Committee (Bill Ruppert) – No Report.

9) Bylaws Committee (Lance Dauw)

- a. Biennial review of Constitution and Bylaws occurs this year.

10) Nomination Committee (Craig Pisarkiewicz) – No Report.

11) Horticulture Co-op Representation (Jennifer Schamber/Craig Pisarkiewicz/Roy Gross)

- a. Spring 2012 St. Louis Garden Blitz: "Solve – Grow – Enjoy!" will be held on Saturday, March 3rd, at the Missouri Botanical Garden. (Jennifer)
- b. Fall 2012 Hort Co-op Professional Landscape Short Course is in the planning phase. Date and program will be announced later. (Bill)

12) Treasurer Report (Bill Ruppert)

- a. 2011 Budget and Financial Summary
 - 1. Only received \$500.00 honorarium for teaching the Adult Education class last Fall. There was not a Spring class, so there was only one honorarium for 2011.
 - 2. Bank Card Processing Revenue was slightly above budgeted amount.
 - 3. Ads in The Gateway Gardener cost us more than budgeted for.
 - 4. Copy expense is way down, due to emailing notices.

5. There was a discussion on Student Nights. We only spent about half the amount budgeted for on student meals last year. National Green Centre sponsored student meals at their event last year. Pete suggested we directly invite student horticulture clubs at colleges too. "Trivia Night", held a couple years ago, attracted some students to the program/meeting. One of the biggest challenges is to not intimidate the students from coming.

b. Discussion of 2012 budget

1. Suggestion of having a business consultant. (Jennifer)
2. There was discussion on the effects of non-certified competition and the current status of the economy on arborists. In respect to this discussion, there was a suggestion to jointly run an ad with the St. Louis Arborists Association in The Gateway Gardener. There were recommendations to promote arborists by having a member write an article pertaining to the benefits of having a certified arborist. Also, there was a suggestion to promote them on the radio.
3. Discussion of creating and emailing out a member certificate in PDF form, so members could print these out at their leisure.

13) Finance and Audit Committee (Jennifer Schamber)

- a. Approval of 2012 budget recommendations for submittal to the membership for vote at the February meeting
- b. Audit Committee will be lead by Lance. The annual internal audit of the Association's finances will be held before a meeting in the next couple months.

14) Program Committee (Pete Laufersweiler)

- a. Tentative 2012 Program Schedule was outlined.
 1. February program & meeting, Monday, 02/13/12, at Mike Duffy's Pub and Grill, Kirkwood, MO: "Made In America", by Kim Young of Forrest Keeling Nursery. Forrest Keeling exports its products to China. Kim recently traveled to China as part of the Governor's business delegation. The program would be on her experience, as well as their role in exporting to China. (Organizer: Bill)
 2. March program & meeting, date to be determined, at Powder Valley Conservation Nature Center, Kirkwood, MO: Panel including an entomologist and a plant pathologist, discussing insect and plant disease problems from 2011. This is a joint program with the St. Louis Arborists Association. In addition, Bill suggested Mike Leahy with the Missouri Department of Conservation, to do a presentation on pests and invasive plants. (Organizer: Susan)
 3. June program, Monday, 06/11/12, 5:30PM, at Kirkwood Park, Kirkwood, MO. This would be the family picnic. Possible presentation regarding the Park's horticulture interests. SWT Design could do a presentation. Roy volunteered providing meat. Members could bring potluck side dishes. (Organizer: Pete)
 4. July program, possible date ranges: 07/13-07/18; 07/27-08/02, at Busch Stadium, St. Louis, MO. This would be a grounds tour of the stadium, catered towards the grounds maintenance/sports turf areas of interest. Possibly inviting companies involved with sports turf, including Rich Moffitt & Missouri Turfgrass & Ornamental Council members. A possible tour of the Citygarden and Kiener Plaza downtown and dinner at Mike Shannon's Steaks and Seafood restaurant could be included. (Organizers: Barry and Bill)

5. August program & meeting, on a Thursday, date to be determined, 2012 Green Industry Day, at the Missouri Botanical Garden. Typically starts 9AM. (Organizer: Bill)
6. September program & meeting, Wednesday, 09/12/12, Hummert's Grand Expo & Midwest Buying Show, at St. Charles Convention Center, St. Charles, MO. Show would run approximately 4-6:30PM, with a meeting starting at 6:30PM. Horticulture college students would be invited to this program/meeting. (Organizer: Don)
7. October program & meeting, Monday, 10/08/12, at The Schlafly Tap Room, St. Louis, MO, Morgan Street Brewery, St. Louis, MO or Mike Duffy's Pub and Grill, Kirkwood, MO. The program would consist of a panel of miscellaneous professionals discussing social media websites/communication and their effects and next generation marketing. Horticulture college students would be invited to this program/meeting. (Organizers: Jennifer, Tonya & Adam)
8. November program & meeting, Monday, 11/12/12, at Pietro's Restaurant, St. Louis, MO. Dinner at 6:30PM with Meeting at 7:30PM. This is our Election Night & Annual Member Meeting. Program will be "Hot Topics Roundtable & Open Forum". (Organizer: Jennifer)
9. December Holiday Gathering, Monday, 12/03/12. Possible venue suggestion: The Falls Reception and Conference Center, Columbia, IL. Approximate times are 6-9PM, with dinner at 7PM and a program at 8PM. Organized by the Hort Co-op.
- b. Back-up Program Idea (for possibly February or March): "What's New in Annuals" by Ball Horticultural (Derek Schrof). This could be a joint meeting with GPHA and/or GSLFGA. (Lance)
- c. St. Louis Green Drinks is a possible organization we should network and/or do a joint meeting with. They are interested in sustainability at the local level. This could be at the October meeting at Schlafly Tap Room. (Bill)

15) Formation of Committees (Tonya O'Connell)

- a. Program
 1. Committee Chair: Pete
 2. Committee Member: Tonya
 3. Entire Board
- b. Finance and Audit
 1. Committee Chair: Jennifer
 2. Committee Member: Bill (advisory)
 3. Audit Committee Chair: Lance
- c. Membership
 1. Committee Chair: Pete
 2. Committee Member: Roy
- d. Scholarship and Education
 1. Committee Chair: Tonya
- e. Public Relations and Marketing
 1. Committee Chair: Bill
- f. Community Enhancement
 1. Committee Chair: Jennifer

- g. History
 - 1. Committee Co-Chair: Bill
 - 2. Committee Co-Chair: Robert Weaver
- h. Bylaws
 - 1. Committee Chair: Lance
 - 2. Committee Member: Tim
- i. Nomination
 - 1. Committee Chair: Craig
 - 2. Committee Chair: Sandi McDonald

16) New Business

- a. Discussion of Missouri Turf and Ornamental Steering Committee's proposal to establish a single statewide green industry organization in Missouri (Bill)
 - 1. The Committee will meet in early February to discuss this.
 - 2. Proposed scenario is that a member of Hort Co-op (or any of the proposed alliance organizations) will also be a member of the unified Missouri green industry organization.
- b. Bill updated the LNAGSL member profile with additional categories and subcategories. These additions will help better profile the growing diversity of our membership and their business' interests/descriptions.
- c. Name tag format for officers/board members discussed (Tim)
- d. Update on Boxwood Blight (Susan)
- e. Chris Starbuck is retiring from the University of Missouri.
- f. Thad Simons, President and CEO of Novus International, will be speaking on native landscaping and the importance to their mission. (Bill)

17) Industry Events

- a. **MPR Supply Conference & Trade Show**, Jan. 25th, Graphics Communications Ctr, Maryland Heights, MO
- b. **2012 St. Louis Earth Day Symposium**, April 5th-6th, Missouri Botanical Gardens, St. Louis, MO. Hort Co-op is on the Symposium Planning Committee.
- c. **Seminar on BMP's (Best Management Practices) of Rain Gardens**, April 20th, The Engineers' Club of St. Louis, St. Louis, MO

18) Meeting Adjourned at 9:15 PM (Jennifer Schamber)