

2020 Leadership
(terms):

President (2020) and Board Member (2018-2020):

Rhonda Shoemaker
Glorious Gardens Inc.

President Elect (2020)

Douglas Wolter
Horticultural Services

Vice President (2020):

Rebecca Eisele
Irreco

Secretary (2020):

Lance Dauw
Tomasovic Greenhouses & Nursery, Inc.

Treasurer (2020)

Rita Diekemper
Gardens of Grace LLC

Immediate Past President (2020):

Brooke Renberg
Hummert International Inc.

Board Member (2018-20):

Sue Ortinau
WallflowerDesign

Board Member (2019-21):

Cody Hayo
Pretty City Gardens & Landscapes LLC

Board Member (2019-21):

Ashley Ritter
Ritter Perennials LLC

Board Member (2020-22):

Ann Lakin
Gardens of Grace LLC

Board Member (2020-22):

Steve Hogenmiller
Tower Grove Park

Honorary (Student) Board Member (2020):

Seat Vacant
St. Louis Community College Meramec Horticulture
Meramec Botanical Society at St. Louis Community College Meramec

LNAGSL VIRTUAL December Board of Directors Meeting **Monday, December 14th, 2020** **7PM-8:30PM**

ZOOM INFO:

Meeting ID: 837 0232 2113

Passcode: 986280

One tap mobile +13126266799,, 83702322113#,,,,,0 #,,986280# US (Chicago)

MEMBERS IN ATTENDANCE:

Rhonda Shoemaker, President and Board Member
Douglas Wolter, President Elect
Rebecca Eisele, Vice President
Lance Dauw, Secretary
Rita Diekemper, Treasurer
Brooke Renberg, Immediate Past President
Sue Ortinau, WallflowerDesign
Cody Hayo, Board Member
Ashley Ritter, Board Member
Ann Lakin, Board Member
Steve Hogenmiller, Board Member
Brandie Buttermore
Chloe Smith

BUSINESS MEETING MINUTES

- 1) Call to order (Rhonda Shoemaker)** Meeting called to order at 7:08PM
- 2) Vote to suspend the "Robert's Rules of Order" requirement for this meeting (Rhonda Shoemaker)** Vote Passed.
- 3) Vote to waive the "Order of Business" outlined in Bylaws (Rhonda Shoemaker)** Vote Passed.
- 4) President's opening comments (Rhonda Shoemaker)**
- 5) Introduction of Guests (Rhonda Shoemaker)**
- 6) Treasurer's Report (summary of financial activity since previous meeting) (Rita Diekemper)**
 - A. There was a deficit of around \$600.00 for revenue at the current date for 2020.
 - B. Expenses are very low for the current date for 2020 (with few program/meeting expenses, this saved us about \$2600.00).
 - C. Marketing expenses were lower because of budgeting, as we planned on saving for website design, etc.
 - D. We are financially ahead for this time of the year. Finalized reports for 12/31/20 will be available later. The Association is financially in good standing.
 - E. Between the meal expense overage and scholarship contributions, we have reached our goal for the Scholarship Fund (\$1,000.00). Any meal expense overages were previously agreed to be contributed to the Scholarship Fund.
 - F. Budget for membership dues was about \$1600.00. New memberships were only a total of three so far for this year.
- 7) Finance and Audit Committee Report (Rhonda Shoemaker)**
 - A. Marketing/Administrative Position Proposal - Description of Duties
 - i. Marketing
 - a. Social media coordination of content from members
 - b. Coordinate and implement development of new web site
 - c. Communication with web site provider for upgrading web site.
 - d. Develop member development strategies
 - e. Including marketing for new members
 - ii. Administrative
 - a. Bill membership for dues
 - b. Maintain membership roster
 1. Including the use and incorporation of our membership list into a listserv for both Association emails used.
 - iii. Events
 - a. Obtain meeting details from assigned Board members, as well as postcards and emails for meeting notices
 - b. Facilitate the meeting coordination as may be requested
 - B. Marketing/Administrative Position Proposal – Salary and Hours
 - i. The hired person could receive a bonus if certain goals were reached, but this would not be discussed or offered in either the interviewing process or when the candidate is hired.
 - ii. Proposed hourly rate of \$20.00. It was noted that in 2019 we budgeted \$1000.00 for a position, which we did not end up utilizing.
 - iii. Expected work hours would be 3-5 hours per month. Hours for special, extensive programs/festivals could be negotiated as needed. More hours may be needed initially, to help the person get organized and up to speed.
 - C. Marketing/Administrative Position Proposal - Interview Process
 - i. Members of the Board could supply names of potential candidates, including personal referrals, with a possible focus on people within the green industry.

- ii. Websites like "Indeed" have not produced the best results for members of the Board, based on past shared experience.
 - iii. Suggested to look outside the industry for possible applicants, including non green industry people (from industries that took a financial hit due to the current economy, such as the travel industry). Also recommended are non-green industry people that are qualified to do this type of work for other companies outside of the industry. It would be beneficial to have experience/skills in the above proposed duties, including social media.
 - iv. Members of the Board are requested to submit possible names to Rita in one week. Rita will combine the list of names received, send them out to the board, and the committee can subdivide the list and start the interview process.
 - v. Steve will help with the interviewing process.
 - vi. Requests for specific, details duties required/desired by members of the Board should be submitted when any candidates are submitted within the next week.
 - vii. All candidates and specific requests for duties should be emailed directly to Steve.
- D. Proposed Zoom Account purchase
- i. Business Account cost is \$14.99 per month, or \$149 per year. It might be beneficial to pay monthly as needed, as we don't have programs/meetings every month.
 - ii. The Zoom account can also be used to live feed to members who choose or are unable to attend in person at future programs/meetings.
 - iii. The Board agreed to purchase a Zoom account.
- E. Proposed Email Service Provider
- i. Proposed companies that members use or have used, include Mailchimp, Constant Contact, and Hostingmetro.
 - ii. Purpose would be for us to have a 3rd party server that could easily send out emails/newsletters and handle our listserv database.
 - iii. The provided analytics from a 3rd party server would also be a great feature, providing information on how effective our emails are in reaching our members and what they do with them. \$20 a month was a quoted cost for this service.
 - iv. We are capable of downloading a list in Excel of our member emails from our website.
 - v. Rebecca stated that the email list provided by Bill is about 150 members long. The email list generated from our website is about 300. She is still not sure why the two lists are not in sync. Ashley stated that the list she's compiled and updated, ever since she started sending all email correspondence to the membership this past Fall, is comprised of about 100 email addresses. Rebecca can compare the three lists to update the website and send updates to Bill.
 - vi. Ashley mentioned that emails generated from "free web based" servers, such as gmail, are potentially more likely to be sent to a member's email "spam" folder, versus website based/attached emails. It was recommended if we get a web site, we get an email provided through the web site provider.
 - vii. On we website, the "contact us" page links responses to our gmail account.
 - viii. Event registration is a possible option on our website, but has been unused.
 - ix. Member registration confirmations are sent to Bill Ruppert's email, as he manages the database. Everything else goes to the gmail account from the website. There is not a form on the website for a member to register for new membership

- x. The LNAGSL email account is only listed, not connected to any web links.
 - xi. A new email service provider was proposed to be included in our 2021 budget.
This is especially desired for enabling a registration link on our website and for email analytics.
- F. Proposed online payment system, such as Paypal or Venmo.
- i. Reasoning behind proposal is most people in general do not carry cash or checks.
This would make it easier for people to pay for their membership dues, program/dinner dues, scholarship, raffle donations, etc.
 - ii. Ashley sent Rita some information for setting up a PayPal account for businesses.
2.5-3% fee per transaction is the average fee for all these similar types of accounts. It was recommended that members be charged the additional (convenience) fee for this account. There is also a minimum spending fee per transaction to be accounted for.
 - iii. Another suggestion/recommendation was setting up a Square account instead (a mobile payment company), for use with credit cards
 - iv. We would need to find out the cost of a "Square Reader" for use with credit cards. Ashley offered to lend the Association one of her readers.
 - v. Ashley and Rita will get together to check into setting up an account. It was recommended to increase our fees for everyone, regardless of whether an individual member uses a credit card transaction through Square. This would cover any convenience fees and cut down on the confusion of whom to charge the extra amount.
 - vi. Proposed budget was suggested to be sent before the January board meeting.
The budget will be worked on and approved by the Board at this meeting.
The final proposed budget will be presented to the general membership at the next business meeting (February).
- G. We were encouraged to renew our Grow Native! contributing sponsorship.
- i. We eliminated our \$250 Grow Native! sponsorship for 2020 due to budgetary concerns and lack of advertisement/marketing through Grow Native! Cody responded to the representative for Grow Native! through email. He stated our past reasoning and his intent to bring this back up for discussion/consideration at our next Board meeting.
 - ii. It was noted that organizations/individuals that donate and become sponsors of Grow Native! have to supply information so they can be promoted through their social media. Grow Native! will supply the sponsor's listing in their printed guide. The representative noted this was a good financial deal for the \$250.00 amount.
 - iii. Other comparisons of marketing/sponsorships we dropped for 2020 included The Gateway Gardener and UCity in Bloom. It was noted that part of the reason we dropped those expenditures was so we could concentrate on growing our own membership with the paid administrative position.
 - iv. A concern was of how much interaction our organizations have had since we have been a sponsor, as well as the fact that members of our Association are individual members of Grow Native! as well.
 - v. There might be an option that we can sponsor at the \$100 level.
 - vi. A strong incentive would be the element of good will in creating good partnerships/alliances with Grow Native!. Perhaps both organizations can reevaluate their relationship and improve communication and interactions in events.
 - vii. The decision was to reevaluate doing a sponsorship after we create a proposed budget in January.

8) Program Committee Report (Doug Wolter)

- A. Status of Tower Grove Park video recorded over summer for August program.
 - i. Steve is waiting on a tech person with Tower Grove Park to work on and include the audio portion of the video recorded for this past August program. There was a problem with the audio, and the tech person has been delayed in helping, due to other work commitments. There was a suggestion to post the video without audio and include music on the Tower Grove Park web site. The link can then be shared on our website.

9) Membership Committee Report (Rhonda Shoemaker)

- A. Review/Discussion of non-renewing members (list was provided via email).
 - i. The Board will wait to divide up names of non-renewing members (recommended time frame for the end of January or early February). We felt that calling members last year received good responses for renewals and feedback.
 - ii. Addresses and names need to be checked. The proposed paid administrative person will be able to do this.
- B. Review of Current Honorary Members
 - i. The purpose of the annual review was explained (referenced to a similar discussion from a board meeting last year). The current purpose of the review is to check with honorary members that are possibly no longer interested (or possibly no longer involved). Another point was if the honorary member is a business or organization, and the contact listed has changed (and needs to be updated), or if the contact is no longer interested.
 - ii. The Membership Committee will review the list and give their recommendations before the next Board meeting in January. Rhonda, Doug and Cody have volunteered to be on the Membership Committee for 2021.
- C. Cody has offered to be a New Board Member Mentor of Brandie.

10) Scholarship and Education Committee Report (Rebecca Eisele)

- A. Rebecca contacted St. Louis Community College – Meramec for scholarship applicants.

11) Public Relations and Marketing Committee Report (Doug Wolter)

- A. Updated profile pics of the Board are requested for the web site.

12) Nomination Committee (Brooke Renberg/Cody Hayo)

- A. Requested nominations for the following open positions (terms in parenthesis):
 - i. Board Member (2021-2023)
 - ii. Honorary (Student) Board Member (2021)
- B. Suggestion of possibly increasing number of board members and/or student board members. We will hold off on doing this for 2021 unless needed.

13) New Business (Rhonda Shoemaker)

- A. Great Rivers Greenway celebrates their 20th anniversary in 2020. They are requesting feedback from the public on their website by mid-January.
- B. Rhonda shared an email with the Board that was received last week after an initial phone call, from Tina Casagrand, the contract coordinator for MoIP. The following is a summary of the email:
 - i. Tina wanted to assure us that MoIP does not want to rush their process of their efforts to invite stakeholder feedback on the idea to cease the sale of some invasive plants in Missouri. The cease-to-sale initiative had been spoken about in person at events prior to this year, including green industry events. A planned in-person gathering of stakeholders was originally set for April 2020, but had to be cancelled due to pandemic restrictions. As a result, their timeline had to be changed. False information, given to our association and other horticulture groups, had regrettably created a sense of urgency

for feedback from members of the Green Industry. Tina shared a link to “emphasize a flexible, collaborative timeline” for stakeholders, entitled: “Idea to Cease the Sale of Some Invasive Plants in Missouri” (found at: <https://moinvasives.org/cts/>). MoIP has agreed to the LNAGSL’s request for extended time to share feedback, until the end of March. The LNAGSL’s help is requested to help narrow down the list of plants, before more research by MoIP is done for the next steps. MoIP also welcomed Cody Hayo as the LNAGSL Representative for the Stakeholder Groups.

- C. The new extended timeline for requested feedback to MoIP allows for one more Board meeting and two full membership meetings.
- D. Carol Davit, MoIP Member, emailed Rhonda the link in November to LNAGSL’s unique login for commenting on the 142 proposed plants, via their created assessment tool. The LNAGSL, as a stakeholder, will only have one vote per plant. The survey for each plant, as clicked on through the web link, reads as the following: “Please indicate your organization's position regarding inclusion of this species in the Cease-the-Sale initiative. If available, include an estimate of the percent financial impact to your industry if this plant were to be included, or not included, on the final Cease-the-Sale list.” At this stage, for using the MoIP tool, only the stakeholders are allowed to submit an evaluation of the plants. We currently have our own customized invasive comment worksheet, designed to be a tool to request information from our members.
- E. A workshop via Zoom for all interested members, was proposed for January, to collect responses. As the stakeholder board member for LNAGSL, Cody was informed about a MoIP quarterly meeting on January 7th. The proposed general member workshop regarding a discussion of MoIP’s list of proposed cease-to-sale plants will be January 18th . This later date will allow Cody to share any information/updates from the MoIP quarterly meeting that he attends.
- F. It was recommended that an email be sent out to the membership updating them about the status of the MoIP initiative and the timing of the proposed workshop. A follow up email will be sent at the beginning of January with more detail and include our membership tool. Any discussion and results from the workshop will be presented at the February meeting. Ashley will send out the notice this week once received.
- G. The LNAGSL Cease The Sale Workshop Committee will be Steve, Cody, Ashley, Lance and Rita. The committee will set up the framework for how members can contribute comments. The committee needs to decide on the voting system and identify the most concerned plants on this list. There was a proposal that members could email the Workshop Committee privately the amount of money they would stand to lose for each individual plant if they were banned from sale in Missouri. It would be important to let the members know that any disclosed dollar amount would not be shared with anyone beyond the Workshop committee, except for a generalization, combined from all members, when submitting our final feedback for LNAGSL using the MoIP Tool. Members would be classified under different categories (Grower, Landscaper, etc.). Their submitted dollar amount would then

be combined with others in their category, and an average amount would be calculated.

- H. Ann will follow up with Barb Laferney, President of the GPHA, to find out what they have been discussing as an organization regarding MoIP.
- I. Rhonda suggested we send the preliminary email about the Workshop to non-renewing members, inviting them to be a part of the discussion and able to submit their opinions about the MoIP plants, but only if they renew for 2021.
- J. In regards to other similar associations, Steve will contact a representative for the St. Louis Region of MCFC (Missouri Community Forestry Council), who is also involved with other arborist organizations. There has not been any feedback from MoGIA to our Association yet. Lance will contact a representative with IGIA to see how they are proceeding with their invasive efforts.
- K. Steve was appointed the chairperson of the new legislative committee. Steve, with help of the committee and Board, will look into finding legal representation to handle future issues that might intersect with legislation, including topics such as MoIP, cannabis, and H2B.
- L. Various legal representatives were discussed. Rebecca and Rita will be contacting some people they know personally or know of.
- M. Lance will contact horticulture businesses in Indiana and Ohio, to see how they were affected by their cease of sale laws passed and what possible legislation they might be using to reverse or change their respective bans.
- N. Rita is on the City of Frontenac Architectural Review Board. They have established that only certified arborists can propose on tree removal/tree work in the City of Frontenac. This will encourage residents to hire legitimate help and the practicing of good tree care.

14) Announcement of Industry Events (Rhonda Shoemaker)

- A. **MPF Master Class: Invasive Plant Management on Grasslands with Jerod Huebner**, Dec. 16th, Virtual.
- B. **MANTS (Mid-Atlantic Nursery Trade Show)**, Jan. 6th-8th, 2021, Virtual. Trade Show Only.
- C. **Green & Growin' 21**, Jan. 11th-13th, Virtual. Education Only.
- D. **Indiana Green Expo**, Jan. 19th-Feb. 4th, Virtual. Education and Trade Show.
- E. **GLTE (Great Lakes Trade Expo)** Jan. 25th-27th, Virtual. Education Only.
- F. **Missouri Natural Resources Conference**, Feb. 2nd-4th, Virtual.
- G. **iLandscape : The Illinois + Wisconsin Landscape Show 2021**, Feb. 3rd-4th, 2021. Virtual. Education and Trade Show. Discounted registration on or before Jan. 5th.
- H. **Perennial Plant Association Winter Virtual Symposium**, Feb. 12th, 2021, Virtual.
- I. **2021 Tri-State Green Industry Conference (GIC)** Virtual. Education only.
- J. **65th Annual Iowa State University Shade Tree Short Course**, Feb. 22nd-26th, 2021. Virtual. Education only.
- K. **SAF (Society of American Florists) Congressional Action Days**, April 13th-14th, 2021. Virtual.

15) Next Program/Meeting Announcement (Rhonda Shoemaker)

- A. January 11th 7PM Board of Directors Meeting
- B. January 18th 7PM Workshop for Discussion and Evaluating the Proposed MoIP Cease-The-Sale Idea of 142 Invasive Plants.

16) Meeting Adjourned (Rhonda Shoemaker) Meeting adjourned at 9:17PM.

On a very special note, we wish to sincerely thank Rhonda for her service as President of our Association! You have put lots of work and sacrificed much time to make this past year a strong year for our Board and organization. Your dedication to the Association and industry is very much appreciated!

Thank you, Rhonda!!!

---The Board of the Landscape and Nursery Association of Greater St. Louis