

**LNAGSL February**  
**Board of Directors Meeting**  
**5:00PM, Monday, February 3<sup>rd</sup>, 2020**

**2020 Leadership**  
(terms):

**President (2020) and Board Member (2018-2020):**  
**Rhonda Shoemaker**  
*Glorious Gardens Inc.*

**President Elect (2020)**  
**Douglas Wolter**  
*St. Louis County Department of Parks & Recreation*

**Vice President (2020):**  
**Rebecca Eisele**  
*Quiet Village Landscaping Co.*

**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 (2019-21):**  
**Cody Hayo**  
*Pretty City Gardens & Landscapes LLC*

**Board Member (2018-20):**  
**Sue Ortinau**  
*WallflowerDesign*

**Board Member (2019-21):**  
**Ashley Ritter**  
*Ritter Perennials LLC*

**Board Member (2020-22):**  
**Ann Lakin**  
*Greenscape Gardens*

**Board Member (2020-22):**  
**Seat Vacant**

**Honorary (Student) Board Member (2020):**  
**Seat Vacant**  
*St. Louis Community College Meramec Horticulture*  
*Meramec Botanical Society at St. Louis Community College Meramec*

**LOCATION:**  
**Home of Rita Diekemper**  
41 Portland Drive  
St. Louis, MO 63131

# **BUSINESS MEETING AGENDA**

- 1) Call to order (Rhonda Shoemaker)**
- 2) Vote to suspend the "Robert's Rules of Order" requirement for this meeting (Rhonda Shoemaker)**
- 3) Vote to waive the "Order of Business" outlined in Bylaws (Rhonda Shoemaker)**
- 4) President's opening comments (Rhonda Shoemaker)**
- 5) Introduction of Board of Directors and Guests in attendance (Rhonda Shoemaker)**
- 6) Membership Committee (Doug Wolter)**
  - a. Discussion of Current and Potential Future Honorary Members
    1. Review feedback of contacting current honorary members.
  - b. Review of Questionnaire feedback received from Board member phone calls since last Board meeting.
  - c. Status of cross referencing lists provided by Sally and Bill to check on accuracy of emails and addresses, between the membership list and list serve.
  - d. Update of process discussed between Rebecca, Bill, and Rhonda, to prevent future issues and streamline the email list updates. Also discuss eliminating multiple email addresses for members.
  - e. Update of contacting new organization of turf care professionals, called "St. Louis Lawn Care Professionals Association", with 200+ members.
  - f. Status of re-wording the descriptions of the three professional member classifications for accuracy, found under the new membership application, "Become a Member" section of website and membership renewal applications. We also need to review what we say the mission of the organization is on the invoice, on the website, and facebook page because we need to clarify that to market clearly to members how we are different from the other hort. orgs in town and what programs to select.
  - g. Status of contacting non-members that attended the November program to offer membership.
  - h. Discussion of emailing industry events to the membership.
  - i. Suggestion of emailing membership dues receipts/notices as PDF's instead of paper mailing.
- 7) Scholarship and Education Committee (Rebecca Eisele)**
  - a. STLCC Horticulture Career Day status (We normally budget an amount to donate for the food at this event (\$832 for 2019). Discussion of reducing this amount.
  - b. **Identifying Plant Problems in the Landscape**

**Dates:** Monday, February 10th through Monday, March 23rd

**Time:** 6:00 to 8:00 p.m.

**Location:** MU Extension office, 132 E. Monroe Avenue 63122

This crash course in identifying and diagnosing plant problems in the landscape is designed to offer green industry professionals and staff the tools and information they need as the first line of defense in plant health care.

This class will provide the framework that will enable and empower you to distinguish between the many potential sources of a problem and determine the real cause. By the end of the course you will learn a systematic process to evaluate patterns of damage on the plant and what symptoms and signs are present. Specifically, you'll learn:

    - A systematic process for diagnosing plant problems
    - Cultural and environmental causes of plant problems

- Soil quality and nutritional problems
- Symptoms and signs of disease and pest problems and other biotic causes of plant problems

Register online <https://extension2.missouri.edu/events/identifying-plant-problems-in-the-landscape>

**Cost:** \$120

Contact Holly Records at [recordsh@missouri.edu](mailto:recordsh@missouri.edu) for questions about the course.

### **8) Public Relations and Marketing Committee (Doug Wolter)**

- Discussion of Ashley's hand out: "LNAGSL Social Media Discussion Points"
- Discussion of the progress of a social media strategy along with a possible leadership position tasked to handle it. Someone possibly that could be integrated as an event coordinator and marketing person (including social media). It was also suggested that a person be hired/paid to coordinate/drive events to make them successful and create better success for our organization. They could also be integrated as an event coordinator and marketing person (including social media). The importance of the analytics of social media for our Association must also be investigated, which might require outside assistance. Identifying the target audience for our Facebook page (or any social media) is important to consider. The consensus in this discussion identified all three of the following: 1) new members, 2) existing members, and 3) the general public. Discussion of the progress of a list of defined responsibilities for a new leadership position (not just for a specific person, in case they only decide to commit for a year, for example). This would also help determine the salary of this position.
- Name/link of Facebook page discussion

### **9) Community Enhancement Committee (Cody Hayo)**

- Grant opportunities for Brightside St. Louis
- Angie Weber's information will be shared at the February meeting.

### **10) History Committee (Bill Ruppert/Robert Weaver)**

### **11) Bylaws Committee (Lance Dauw)**

- Discussion and approval of draft of ballot for proposed Constitution and Bylaws amendments for vote at the March business meeting.
- Future proposed changes are recommended by Rhonda to be done at the committee level and not involved the Board unless needed.

### **12) Nomination Committee (Brooke Renberg/Cody Hayo)**

- Status of appointing a Honorary (Student) Board Member
- The value of coming and being involved in our Association as a student was suggested as a good topic at the February program. We can also advertise our scholarship then.
- Status of creating an executive summary for each board position.
- New Board Member mentoring pair-up's: Ann with Cody; Steve with Lance

### **13) Treasurer Report (Rita Diekemper)**

- Prepare presentation to membership of proposed rate structure increase. Propose vote in ballot form with notice? Both Active and Associate membership increases by \$15 each for 2021? (Rhonda and Rita Present)
  - last rate increase was before anyone on Board was a member
  - Inflation rate was different at pervious set dues rates
  - Working with budget deficit forced us to cut important goals, such as scholarship fund, etc.

4. We operate on a shoestring budget! We do not have an administrative employee, as most organizations do. The work of the organization is done exclusively by the members (and mostly the Board). This type of structure is good for saving money, but it may not be the best way to promote the organization, whose goal it is to educate and advocate. A coordination of effort by an administrator would allow us to make an even (from year to year) effort in recruitment of members and production of programs.
5. Our website needs an upgrade, which costs... and will be needed by .....
6. Postage ~\$300 increase since 1999.
7. Help with wording—article “How Do You Gracefully Raise Member Dues Prices?”

#### **14) Finance and Audit Committee (Rhonda Shoemaker)**

- a. Discussion of meeting notice wording and presentation of the proposed change in membership rates.
- b. Discussion of future fund raisers/raffles for scholarship(s) and deficit in budget, including a timeline for each program/meeting. Each member of the Board was suggested to bring a raffle ticket item to the upcoming February event.
- c. Proposal of marketing materials for future trade shows (MoGIC next year). Suggestions include a tablecloth, easel, pens or something to give out.
- d. Deadline to renew organization DBA has passed; there will possibly be a fee to renew it. Is this something Rita does as Treasurer or Rhonda as President?
- e. Discussion of charging non-members to attend events.
- f. Audit (Lance Dauw)
  1. 2018 audit will be completed with 2019 audit.

#### **15) Program Committee (Doug Wolter)**

- a. A program chair or assistant to the secretary was recommended to make sure deadlines for program/meeting notices are met and the notices are sent out in a timely manner. Additionally, Rhonda has volunteered to serve as a back up to Rebecca for taking care of the post card design/mailing.
- b. Review of proposed event marketing timeline. March program/meeting notice and postcard must be finished and sent out by Monday, Feb. 10<sup>th</sup>. March program/meeting notice will be marketed specifically at students again.
- c. Proposal of three board meetings a year and one to two general member business meetings a year. Recommended not to have business meetings after a program.
- d. Bill recommended using the “Membership Analysis by Category” information as a tool for deciding on future programs.
- e. Program Suggestions from previous years. We only have 6 months of programs to determine this year because Feb. is already planned and we don’t have a program in Sept. in years when the Fall Field Day is held.
  1. Program on St. Louis Zoo’s plan for the 425 acres purchased in 2018 in Spanish Lake area. (Rita will investigate with Kyle)
  2. Program/Tour of therapeutic garden areas at Missouri Botanical Gardens (and elsewhere?) by Jennifer Smith, who spoke at The Western last year. She is the Public Programs Manager and registered horticultural therapist at the Missouri Botanical Garden.
  3. Program on CBD oils/ hemp/ medical marijuana at East St. Louis Dispensary.
  4. Monday, February 10<sup>th</sup>: Winter Social at the Ruppert Gardens and Chicken Ranch
  5. SCORE: Free Small Business Advice (Make-up of program cancelled in 2018) Still interest to make this happen. Good testimonials/experience from member(s).
  6. University of Missouri Extension St. Charles County in St. Peter’s was also suggested

- as a program/meeting venue back in August 2018.
7. There has been significant advancement in the curriculum at St. Louis Community College – Meramec. The format for Career Day is being changed as well. Program ideas related to all these changes could be entertained this upcoming year.
  8. Suggestion: Urban Harvest STL, Tour of Food Farm Roof downtown. Suggested to invite students to.
  9. Suggestion: Program on the riverfront development on Bangert Island in St. Charles
  10. Suggestion: Ball Seed Field and Landscape Day is normally in July. Derek with Ball Seed will likely be organizing a coach bus(es) for anyone interested in coming from the St. Louis area. Suggestion of stopping at Illinois State University on Thursday for a few hours tour/program of horticulture interests, as presented by Horticulture staff, then attending the Field Day. Another possible suggestion would be a stop at Pizzo Native Plant Nursery, west of Chicago.
  11. Suggestion: Invasive plant seminar, presented by the Missouri Prairie Foundation. Could present information about the Missouri Invasive Plant Task Force (MoIP). Could also talk about the honeysuckle removal project by the MU Extension.
  12. Suggestion: Forrest Keeling Nursery Visit
  13. "Honorary Member Spotlight: St. Louis Community College – The Outdoor Classroom at Meramec" – UPDATE and Picnic
    - WHAT: project update along with a program update involving Horticulture Program faculty and staff, adjunct instructors from the green industry community, Horticulture Program Advisory Board members
    - WHEN: June/July/August
    - WHERE: Meramec campus/Kirkwood with picnic possibly occurring at nearby Robinson School (Lesli Moylan, with Missouri Environmental Education Association, can check with the Kirkwood School District regarding picnic accommodations)
    - NOTE: during the picnic, Lesli can brief the group regarding current elementary school garden and USGBC green challenge programs within the Kirkwood School District
    - Lesli and I also talked briefly over email, that she would be interested in talking about MEEA and Missouri Green Schools at a future program.
  14. "Designer Showcase – an evening social at the offices of SWT Design": bridging the gaps between design – landscape installation – landscape care
 

WHAT: an evening educational social, hosted by SWT Design and Wallflowerdesign, to learn about upcoming projects currently in design and experience the care plan for a recently updated commercial landscape.

WHEN: summer/fall

    - WHERE: SWT Design, Shrewsbury/Webster Groves
    - ACCOMODATIONS: SWT Design offices and landscape – catered heavy hors duerves
    - NOTE: LNAGSL member Wallflowerdesign manages the SWT Design landscape
  15. "Garden Center Retailer Spotlight – Rolling Ridge Nursery"
    - WHAT: an evening educational social event to learn about an innovative new direction for this long established retail garden center and LNAGSL member
    - WHEN: summer/fall
    - WHERE: Rolling Ridge Nursery, downtown Webster Groves
    - ACCOMMODATIONS: the Rolling Ridge Nursery facility – catered heavy hors d'oeuvres

- NOTE: opportunity to recruit new retail garden center members for the LNAGSL – send special invites to non-member retailers, particularly those who are members of the United Garden Center purchasing group between design – landscape installation – landscape care
16. Other Honorary Member Spotlights
  17. A program on BiodiverseCity St. Louis and a forum on how our industry directly benefits from being involved
  18. Grant's Farm (behind the scenes tour or something?)
  19. Attorney/Insurance/Business Round/HR table discussion with representatives from these fields. Still interest in doing this.
  20. "Six Flags Tour" @ Six Flags St. Louis, Eureka, MO
  21. "Honorary Member Spotlight: Beyond Housing", Doug Seely as a presenter
  22. "Pest and Disease Update" by Susan Ehlenbeck, Plant Protection Specialist with the Missouri Department of Agriculture.
  23. "Tour and Summer Picnic at Bohn's Farm & Greenhouses" Maryville, IL
  24. "Service Project and Tour at International Institute Global Farms" this program helps new Americans/immigrants provide fresh food for themselves & families, as well as helping to gain more financial independence through the same process. There are four individual, community type farms that we could volunteer with. We could alternately do a fall cleanup, preferably in October/November on another year.
  25. Sherwood's Forest has held music concerts/trivia that the Association could have a joint event tied in with at their nursery.
  26. "St. Louis Zoo / Forest Park Botanical Tour", a repeat of the Association tour done in 2010.
  27. "Raintree School Service Project/Tour" St. Louis, MO
  28. Member Spotlight: "Green Gate Farms"
  29. Axe Throwing at Amp Up Action Park in Town and Country or Top Notch Axe Throwing (reference to an event forwarded to us from Bill held by the ASLA-St. Louis and ANOVA in July 2019)
  30. Train trip from Kirkwood, to spend an evening in Washington, MO, to visit with Bryan Haynes, an internationally acclaimed artist, who has opened up a new art studio there. Bryan incorporates lots of native plants in his art.
  31. Join programs/social events with other organizations, such as Forest ReLeaf, MoGIA, Missouri Prairie Foundation, St. Louis Emerging Leaders, etc.
  32. Encompassing program on employee and owner health; ergonomics and the importance of proper techniques for injury prevention (presented by a physical therapist); health fair tailored to the green industry; tips to stay healthy in our industry; first aid; CPR; health insurance and/or yoga (Baptiste Power Yoga St. Louis (in Kirkwood) – contacted through our website in June 2019)
  33. Joint program with Meramec Botanical Society (Horticulture Club). Bill said he would look into this, as a program led by students. (Reference program suggestions #7 and #14 as well). Bill will check with advisory board as well. Also interested in feedback from Alumni and what they are doing.
  34. Steve said they Palm House at Tower Grove Park could be available to hold a program/meeting at.
  35. Bill Spradley has been a steward of the McBaine Oak, 350+ year old burr oak located near McBaine, MO. 2020 is the 30<sup>th</sup> anniversary of the Katy Trail.

Discussion of taking cuttings off the McBaine oak, propagating it, and planting the oak clones up and down Katy Trail. This could be tied into the program #33 (Washington train/painting tour, listed previously). Program could be about Brian presenting how he incorporates Native Plants into his paintings, as well as about the history of the McBaine Tree and Katy Trail

36. Angie Weber is available March 9<sup>th</sup> to discuss the volunteer program that she created with Pretty City on South Grand. Along with other volunteer projects she's been involved with in the St. Louis community. Angie created a volunteer program with Cody and Pretty City Gardens & Landscaping, on South Grand (known as the "South Grand Community Improvement District"). She currently serves as a community resource specialist, and is doing some contracting work with Shaw Nature Reserve/MOBOT related to management of native landscapes in public spaces. She has also worked/partnered with MSD Project Clear and O'Fallon Park in STL City, which neighbors Bellefontaine Cemetery, Great Rivers Greenway and the Missouri Department of Conservation. We will share her info at the next membership meeting. She has a laptop, but not a projector.
37. MEEA (Missouri Environmental Education Association) presentation. Lesli Moylan became the Executive Director this past year. She has been previously involved in various aspects of the industry, including MoGIA.
38. Presentation by "The Green Executive" company started by Adam Linnemann and his wife in 2017 (also owner of Linnemann Lawn Care & Landscaping). They offer landscape industry peer groups and consulting services to businesses in our industry.
39. A gathering/reunion of Meramec horticulture graduates and attendees was suggested for a future program. This type of event had been done years ago with Paul Roberts.

f. 2020 Program Schedule Discussion

g. Final Program Decisions (organizer in parenthesis):

1. February Program and Meeting

- a. Thursday, Feb. 13<sup>th</sup>: 'St. Louis Community College Meramec Horticulture Program – graduating talent-ready professionals' @ STLCC Meramec, Kirkwood, MO (Bill Ruppert)

2. March Program and Meeting

- a. Monday, Mar. 9<sup>th</sup>, 5:30, Ruppert Gardens & Chicken Ranch, Kirkwood, MO

- b. The entire Meramec Botanical Society, as well as the WNLA St. Louis Emerging Leaders Group, is recommended to be invited to the March program, with meals provided free to any horticulture students. It was suggested to include special verbiage on the March program notice aimed at the invitation of horticulture students (which is typically already posted on each program notice). It was also suggested to specifically invite individual employees (in addition to the membership contact(s)) to the March program

3. June

4. July

5. August

6. September

- a. 09/22-09/24: MoGIA Field Day and Tour @ STLCC Meramec and various stops (Bill

Ruppert)

7. October

8. November (Ashley)

## **16) Formation of Committees for 2020 (Rebecca Eisele)**

### a. Finance and Audit

1. Committee Chair: President: Rhonda
2. Committee Member: Treasurer (advisory): Rita
3. Committee Member(s):
4. 2019 Audit Committee Chair: Lance
  - a. Audit Committee Member(s):

### b. Program

1. Committee Chair: President Elect: Doug
2. Committee Member: Vice President: Rebecca
3. Committee Member: Entire Board

### c. Membership

1. Committee Chair: President Elect: Doug
2. Committee Member(s):

### d. Scholarship and Education

1. 2019 Committee Chair: Rebecca
2. Committee Member(s):

### e. Public Relations and Marketing

1. 2019 Committee Chair: Doug
2. Committee Member(s):

### f. Community Enhancement

1. 2019 Committee Chair: Cody
2. Committee Member(s): Ann

### g. History

1. 2019 Committee Co-Chairs: Bill Ruppert and Robert Weaver
2. Committee Member(s):

### h. Bylaws

1. 2019 Committee Chair: Lance
2. Committee Member(s):

### i. Nomination

1. Committee Chair: Immediate Past President (2019): Brooke
2. Committee Chair: Former Past President (2018) : Cody
3. Committee Member(s):

## **17) New Business (Rhonda Shoemaker)**

- a. "Jerry Pence, STLCC Horticulture Program Coordinator, was chosen to receive the 2018 John and Suanne Roueche Excellence Award. The national award was established in 2012 by the League for Innovation in the Community College. It recognizes individuals who exemplify excellence in community college teaching and leadership. Jerry was nominated by Janet Walsh the Dean of STEM programs at STLCC. Her nomination letter noted that Jerry "is an exceptional faculty member, works with community partners, and has updated the [horticulture] program to ensure students get the knowledge and skills needed to be successful. Jerry is a valued member of the STLCC faculty and has been with the College for over 20 years." As part of the award, Jerry was flown to New York City to be recognized at the League's national conference in February."

--Excerpt taken from MoGIA Industry Update Newsletter, 11/20/19. Information submitted by Carrie Coyne, Horticulture Program Facilitator, St. Louis Community College-Meramec.

- b. "**En-Roads Climate Solutions Simulator**" Helps Understand Influences of Climate



Actions Interested in seeing how climate change might affect your business and how certain interventions could alter outcomes in coming years? MoGIA networker Lesli Moylan, Executive Director at Missouri Environmental Education Association (MEEA), shared a new tool you may find useful. Launched by MIT Sloan and the Climate Interactive, the En-Roads simulation tool quickly lets participants see how specific changes could be expected to influence global climate temps over time (i.e. a carbon tax, exploring how different taxation levels would differ the impact). The simulator operates on an ordinary laptop in seconds, and is available at <https://www.climateinteractive.org/tools/en-roads/>. There is a 3-minute video at the site that gives a quick overview." --Excerpt taken from MoGIA Industry Update Newsletter, 01/03/20. Submitted by MoGIA member Bill Ruppert and Lesli Moylan.

- c. After this meeting, please email Rhonda with additional past or current members called and their responses no later than Feb. 10th. If the Board wishes, Rhonda can update the spreadsheet again before the next (Feb.?) Board meeting. Also, if you have contacts with vendors or colleagues who are not past or current LNAGSL members, AND you are willing to call them to request their membership, please email the entire Board those names so that none of us are duplicating efforts. It seems these calls would be a chance to tell them about the Feb. program, and ideally follow-up with an email attaching the Feb., and maybe March, meeting notices.

### **18) Announcement of Industry Events (Rhonda Shoemaker)**

- a. **Kansas State Industrial Hemp Conference**, Feb. 4<sup>th</sup>,
- b. **Missouri Natural Resources Conference**, Feb. 4<sup>th</sup>-6<sup>th</sup>, Osage Beach, MO
- c. **Proven Winners Road Show**, Wed. Feb. 5<sup>th</sup>, Chesterfield, MO
- d. **2020 Tri-State Green Industry Conference**, Feb. 6<sup>th</sup>, Cincinnati, OH
- e. **Winter Walkabout with Dan Billman**, Feb. 8<sup>th</sup>, Tilles Park, St. Louis, MO
- f. **PreSeason Gardening Expo**, Feb. 8<sup>th</sup>, Rolling Ridge Nursery, Webster Groves, MO
- g. **Versa-Lok Training**, Feb. 11<sup>th</sup>, Bridgeton, MO
- h. **Indiana Green Expo**, Feb. 11<sup>th</sup>-13<sup>th</sup>, Indianapolis, IN
- i. **Midwestern Herb and Garden Show**, Feb. 14<sup>th</sup>-16<sup>th</sup>, Mt. Vernon, IL
- j. **Winter Walkabout with Dan Billman**, Feb. 16<sup>th</sup>, Myron & Sonya Glassberg Family Conservation Area, Eureka, MO
- k. **64th Annual ISU Shade Tree Short Course & INLA Trade Show**, Feb. 25-27<sup>th</sup>, Ames, IA
- l. **Water Garden Expo 2020**, Feb. 19<sup>th</sup> -21<sup>st</sup>, Shawnee, OK
- m. **Community Agriculture Conference** (hosted by Gateway Greening), Feb. 23<sup>rd</sup>, International Institute of St. Louis, St. Louis, MO
- n. **WNLA Emerging Leaders St. Louis Meetup**, Feb. 26<sup>th</sup>, Frisella Nursery, Defiance, MO
- o. **ILCA Foremanship Seminar**, Feb. 27<sup>th</sup>-28<sup>th</sup>, Elk Grove Village, IL
- p. **Dig In: A Gardening Seminar**, Feb. 29<sup>th</sup>, St. Charles Community College, Cottleville, MO
- q. **Gateway Green Industry Conference**, Mar. 4<sup>th</sup>, Gateway Convention Center, Collinsville, IL
- r. **Social Justice in Horticulture Conference**, hosted by Meramec Botanical Society and Shaw Series, a program of Missouri Botanical Garden, St. Louis Community College - Meramec, March 5<sup>th</sup>, Kirkwood, MO
- s. **Partners for Native Landscaping**, Mar. 7<sup>th</sup>, Maryland Heights Community Center,

Maryland Heights, MO

t. **SAF Congressional Action Days**, Mar. 9<sup>th</sup> -10<sup>th</sup>, Washington, D.C.

u. **ILCA Field Staff Skills Training**, Mar. 11<sup>th</sup>, Naperville, IL

v. **Grow Native! Native By Design Workshop: "Nature at your Doorstep"**,  
(presented by Grow Native!), Mar. 20<sup>th</sup>, Lewis and Clark Community College-NO Nelson  
Campus, Edwardsville, IL

w. **Missouri DNR - Pesticide Collection Program**, April-October (various sites)

**19) Next Program/Meeting Announcement (Rhonda Shoemaker)**

a. February Program and Meeting: Thursday, Feb. 13<sup>th</sup>, 5:30PM, St. Louis Community  
College Meramec, Kirkwood, MO

**20) Meeting Adjourned (Rhonda Shoemaker)**