

THURSDAY, JANUARY 17th, 2013
**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 6:05PM (Pete Laufersweiler)

a. Members in attendance:

Pete Laufersweiler, *Kirkwood Parks & Recreation*, President & Horticulture Co-op Committee Representative
Tonya O'Connell, *T & T Gardens*, President Elect
Lance Dauw, *Tomasovic Greenhouses & Nursery*, Secretary
Bill Ruppert, *National Nursery Products – St. Louis*, Treasurer
Jennifer Schamber, *Greenscape Gardens*, Past President
Susan Ehlenbeck, *Missouri Department of Agriculture*, Board Member
Adam Linnemann, *Linneman Lawn Care & Landscaping*, Board Member
Brian Pfothenauer, *Timberline Landscapes LLC*, Board Member
Chris Siewing, *Nature's Re-Creations LLC*, Board Member
Craig Pizarkiewicz, *MPR Supply Company*, Horticulture Co-op Committee Delegate
Tim Boeddeker, *T & T Gardens*, Horticulture Co-op Committee Delegate

2) Welcome/Opening Comments (Pete Laufersweiler)

3) Voted to suspend the "Robert's Rules of Order" requirement for this meeting (Pete Laufersweiler)

4) Membership Committee (Tonya O'Connell)

- a. Discussion of Current and Potential Future Honorary Members
- b. Membership due totals are about the same as last year.
- c. In general, if a new member applies before or during June of that year, their dues pay for that year. If a new member applies after June of that year, their dues pay for the rest of that year and the following year

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

- a. There were no applicants for the Hort Co-op Professional Advancement Grant

6) Public Relations and Marketing Committee (Bill Ruppert)

- a. Discussion of how we want to market the organization.
- b. More of a budgeting concern of how we approach future marketing.
- c. Suggestion of promoting the Association during the Inside Out program on Big 550 KTRS radio station. Association will not be involved with the radio program this year, due to time constraints.
- d. Suggestions of using more social media, such as twitter & texting announcements, to market the association.
- e. There will be a workshop on learning about social media on 01/22/13 that members are invited to attend, through the GPHA. Contact Tim if interested.
- f. Pete will look into promoting the group through social media outlets.

- g. The Association should look into promoting themselves to students as well.
- h. A marketing idea of buying "Google Ad Words" was suggested.

7) Community Enhancement Committee (Jennifer Schamber)

- a. Proposed doing a service project instead of a traditional meeting.
- b. Suggestion: There is a prairie restoration project in March at Queen Park that the Association could involve its members in
- c. Suggestion of investigating other possible avenues.

8) History Committee (Bill Ruppert/Robert Weaver)

- a. There is a lot of work to do for this committee.
- b. Possibly look into doing a documentary on the Association.

9) Bylaws Committee (Lance Dauw) – No Report.

10) Nomination Committee (Jennifer Schamber/Craig Pisarkiewicz) – No Report.

11) Horticulture Co-op Representation (Pete Laufersweiler/Craig Pisarkiewicz/Tim Boeddeker) – No Report.

12) Treasurer Report (Bill Ruppert)

- a. 2012 Budget and Financial Summary
- b. There was \$1,368.97 in net income. We budget to break even, as we are a non-profit organization.
- c. Association switched checking accounts to eliminate monthly checking fees.
- d. Proposed to eliminate \$500.00 budgeted revenue amount for the honorarium for teaching for the 2013 budget. This was unused in 2012 because there was not an adult education class taught by the membership. We have not been contacted in 2013 to teach it either.
- e. Proposed to eliminate \$500.00 budgeted expense amount for sponsorship of Green Industry Day (Plants of Merit). Future of Green Industry unknown for 2013.
- f. We budgeted \$900.00 for the student guest meals for our student night and Short Course in 2012, but only \$350.00 was used.
- g. Add "Social Media" to the Marketing: Advertising/Promotion budgeted expense.

13) Finance and Audit Committee (Pete Laufersweiler)

- a. Discussion and approval of 2013 budget recommendations for submittal to the membership for vote at the February meeting
- b. Audit (Lance Dauw)
 - 1. Audit of 2012 finances will be taken care of at the March meeting.

14) Program Committee (Tonya O'Connell)

- a. 2013 Tentative Program Schedule
 - 1. Monday, February 4th: Hort Co-op Special Member Event. "Green Initiatives Update". Presenters: Karla Wilson of the Deer Creek Watershed Alliance; Mitch Leachman of the St. Louis Audubon Society; Craig Jung of St. Louis Green, Inc. Location: Kirkwood Brewing Station, Kirkwood, MO. Organizer: Bill.
 - 2. Monday, March 11th: Student Night & Tour of St. Louis Composting. Location: St. Louis Composting, Valley Park, MO. Organizers: Adam & Brian
 - 3. Friday, June 14th: Family Picnic (Solstice) (Pot Luck Dinner). Location: Home of Chris Siewing, Nature's Re-Creations, St. Louis, MO. Organizers: Jennifer & Chris
 - 4. Tuesday, July 16th: Joint meeting with the STLAA. Presenters: Bill Ruppert; Bill Spradley, Organizer: Brian Davidson.

5. Late July/Early August: Field Trip to Chicago: Ball Seed Tour and Aqualand.
Organizers: Bill/Craig/Derek Schrof
6. August: Busch Stadium Tour. Organizer: Pete
7. September: Hort Coop Special Member Event. "Health Care Reform and the Green Industry" Presenter: Thomas McAulifee of the Missouri Foundation for Health; others Location: Mercy Hospital in Creve Coeur, MO. Organizer: Bill
8. October: Possible service project. Watershed Alliance. Organizer: Jennifer
9. Monday, November 11th. "Hot Topics Roundtable & Open Forum". Discussion by membership. Location: Pietro's Restaurant. Organizer: Pete
10. Tuesday, December 3rd. Hort Co-op Holiday Gathering. Organizer: Hort Co-op

15) Formation of Committees (Pete Laufersweiler)

- a. Program
 1. Tonya (Chair)
 2. Don
- b. Finance and Audit
 1. Pete (Chair)
 2. Bill
 3. Lance (Audit Chair)
 4. Tonya
 5. Jennifer
- c. Membership
 1. Tonya (Chair)
 2. Jennifer
- d. Scholarship and Education
 1. Tonya (Chair)
 2. Don
 3. Mike Garrett
- e. Public Relations and Marketing
 1. Bill (Chair)
 2. Pete
 3. Jennifer
- f. Community Enhancement
 1. Jennifer (Chair)
 2. Susan
 3. Chris
 4. Mike Garrett
- g. History
 1. Bill (Chair)
 2. Robert (Chair)
- h. Bylaws
 1. Lance (Chair)
 2. Tim
- i. Nomination
 1. Jennifer (Chair)
 2. Craig (Chair)

16) New Business

- a. Gateway Institute of Technology St. Louis STEM College Prep. High School has a new Horticulture program, let by Ashley Weinrich. The Association might want to pursue a relationship with them.

17) Industry Events

- a. **2013 Shaw Professional Landscape Series, "Greener Stormwater Solutions"**, Jan. 22nd-23rd, Overland, MO
- b. **2013 Missouri Natural Resources Conference, "Conservation Pays: Exploring the Social and Economic Impact"**, Jan. 30th-Feb. 1st, Osage Beach, MO
- c. **2013 Next Level, "You' You're Team' Your Business'"**, presented by the ANLA and OFA, Jan. 31st-Feb. 2nd, Nashville, TN
- d. **2013 Hort Co-op Special Winter Member Event**, Feb. 4th, Kirkwood Station Brewing Company, Kirkwood, MO
- e. **2013 Midwest ISA Annual Conference Trade Show**, Feb. 6th-Feb. 8th, St. Louis, MO
- f. **2013 MLNA Nuts & Bolts Green Industry Continuing Education Conference and MSFA Growers School**, Feb. 7th, Columbia, MO
- g. **Missouri Organic Association Annual Conference 2013**, Feb. 7-9th, Springfield, MO
- h. **The Midwest Grape & Wine Conference**, Feb. 7-9th, St. Charles, MO
- i. **2013 Grow Native! Workshop**, Feb. 8th, Lawrence, KS
- j. **4th Annual St. Louis Community Garden Summit**, Feb. 16th, St. Louis, MO
- k. **2013 Gateway Green Industry Conference & Trade Show**, Feb. 18th-20th, Collinsville, IL
- l. **St. Louis 36th Annual Builders Home & Garden Show**, Feb. 21st-24th, St. Louis, MO
- m. **2013 Grow Native! Workshop**, Feb. 22nd, Joplin, MO
- n. **2013 MPRA Annual Conference and Expo**, Feb. 26th-Mar.1st, Osage Beach, MO
- o. **2013 Earth Day Symposium "Climate Trends: Impacts & Adaption"**, Mar. 19-20th, Kirkwood, MO
- p. **2013 Magnolia Society International Annual Meeting**, April 19-21st, St. Louis, MO

18) Meeting Adjourned at 8:30PM