

MONDAY, JANUARY 19th, 2015
ANNUAL BOARD OF DIRECTORS
BUSINESS MEETING MINUTES

Pi Pizzeria
10935 Manchester Road
Kirkwood, MO 63122
(314) 966-8080

- 1) Meeting called to order at 6:50PM (Michael O'Brien)**
- 2) Board Members Present:**

Michael O'Brien, *Hummert International, Inc.*, President (Term: 2015) & Horticulture Co-op Committee Representative (Term: 2015)

Abby Lapidis, *Sugar Creek Gardens*, Vice-President (Term: 2015)

Lance Dauw, *Tomasovic Greenhouses & Nursery, Inc.*, Secretary (Term: 2015)

Bill Ruppert, *National Nursery Products - St. Louis*, Treasurer (Term: 2015)

Cody Hayo, *Pretty City Gardens & Landscapes*, Board Member (Term: 2015-2017)

Susan Van de Riet, *Forest Park Forever*, Board Member (Term: 2015-2017)

Jennifer Schamber, *Greenscape Gardens*, Board Member (Term: 2014-2016)

Pete Laufersweiler, *Kirkwood Parks & Recreation*, Horticulture Co-Op Committee Delegate (Term: 07/01/13-06/30/15)

Rebecca Eisele, *Quiet Village Landscaping*, Horticulture Co-Op Committee Delegate (Term: 07/01/15-06/30/17)

- 3) Welcome/Opening Comments (Michael O'Brien)**
- 4) Voted to suspend the "Robert's Rules of Order" requirement for this meeting (Michael O'Brien)**
- 5) Membership Committee (Michael O'Brien)**

- a. There was discussion of real time job postings and management of potential employers recruiting via the LNAGSL. A recommendation was made to send a notice to the membership that members could email the Hort Co-op with job advertisements, which will be posted on the website. Another recommendation was to have a representative of the LNAGSL speak at colleges to advertise our website as a possible job source.
- c. There was discussion of the LNAGSL encompassing the membership of the Greater St. Louis Flower Growers Association. Their association is disbanding due to inactivity and falling membership levels. There were questions of how to advertise to their remaining members of how to invite them to our association. Also the question was asked of how to incorporate their remaining funds into our association. A suggestion was made to use the funds to pay for the former members' first year LNAGSL membership dues.
- d. Recommendation of Paul Roberts as an honorary member

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

- a. Recipients of the 2014 John L. Masek Ornamental Horticulture Scholarships, awarded at the Hort Co-op December Holiday Gathering: Joseph McKee and Tiffany Watson, both attending St. Louis Community College at Meramec
- b. Recommendation of Jerry Pence serving as the Educational/Scholarship committee chair

7) Public Relations and Marketing Committee (Bill Ruppert)

- a. Bill is retiring as committee chair.
- b. Discussion of managing our social media at the Hort Co-op level and not as a LNAGSL activity.

8) Community Enhancement Committee (Jennifer Schamber)

- a. There is a possible community service project for plant recommendations at the Sheldon gallery building. This is still under development.
- b. The joint LNAGSL/MCFC task force developed recommendations for trees at the landscape redevelopment of Kiener (Old Courthouse) Plaza. They are still awaiting a response from the architect involved in the project.

9) History Committee (Bill Ruppert/Robert Weaver) – No Report.

10) Bylaws Committee (Lance Dauw)

- a. Discussion of allowing non-profit members to serve and be elected to a board position. A proposed amendment to the bylaws will be sent to the membership regarding this recommendation.

11) Nomination Committee (Pete Laufersweiler/Tonya O'Connell)

- a. Search for candidates for vacant President-Elect office

12) Horticulture Co-op Representation (Michael O'Brien /Pete Laufersweiler/ Doug Wolter)

- a. Fall 2015 Hort Co-op Professional Green Industry Field Day will be held in September at the Powder Valley Conservation Nature Center. Next year, the event will return to the St. Louis Community College at Meramec. Starting this year, the Field Day will take place annually, and alternate venues yearly between the college and another location.
- b. The Hort Co-op business plan is still a work in progress.
- c. Josi Nielsen is the new Executive Secretary of the Horticulture Co-op of Metro St. Louis.

13) Treasurer Report (Bill Ruppert)

- a. 2014 Budget and Financial Summary
 1. The entire amount of \$900.00 for the budgeted item "Student Guest Evening; Meal" was unused.
 2. Funds in the amount of \$3,098.71 were unused and carried over to 2015.

14) Finance and Audit Committee (Michael O'Brien)

- a. Discussion and approval of 2015 budget recommendations for submittal to the membership for vote at the February meeting
 1. Contribution of \$1,000.00 to Cindy Gilberg Book Project (recommended and approved by the Board in December last year). Funds from the Community Enhancement Grant budgeted item (\$1,000) were switched with the Tribute Memorial budgeted item (\$100) to balance the budget.
 2. Minor adjustments were made to budget for Revenue and Administrative Expenses.
 3. Funds from the budget for the December Hort Co-op Holiday Gathering were split between the Holiday Gathering and Summer Tour this year.
 4. Student cost discounts were proposed to be split by the MNLA and the Hort Co-op for the summer tour.
- b. Audit (Lance Dauw)
 1. Audit will be performed soon for 2014 tax purposes.

15) Program Committee (Michael O'Brien)

- a. TENTATIVE 2015 Program Schedule (Organizer in parenthesis)

FEBRUARY PROGRAM (JENNIFER):

1. Wednesday, Feb. 18th: "Gardening in the Bayou of Beer" at Urban Chestnut Brewing Company - Grove Brewery & Bierhall. 6:30-7:30PM program. Members are encouraged to eat at the brewery beforehand. Business meeting afterward.
2. For Feb. 2016: recommend a student career day

MARCH PROGRAM (CODY/MICHAEL):

1. "Botany Beer" gathering at the Missouri Botanical Garden.

JUNE PROGRAM (DOUG/MICHAEL):

1. Tasting the Garden at Queeny Park.

JULY PROGRAM (HORT CO-OP/MNLA):

1. "The Emerging New Norm" Joint Hort Co-op/MNLA Professional Tour and Conference. July 8th-9th

Day One will be at St. Louis Community College at Meramec. Speakers and topics will include:

Ed Spevak, St. Louis Zoo, Project Manager for "Center for Native Pollinator Conservation"

Ray Cloyde, Kansas State University, "Horticultural impacts on bees"

Ryan McClure, Communications Director, CityArchRiver 2015: St. Louis Gateway Arch Grounds Project, "Preview of Arch Grounds"

Evening will be a reception/dinner/social at Greenscape Gardens, a 2014 Revolutionary 100 Garden Center.

Day Two will be consists of five stops:

- St. Louis Zoo Pollinator Exhibit
- The Arch: Tour of the new development. Roger Feit of Tree Wise: The Organic Experts, will be presenting
- EarthDance Farms will host lunch
- Bellefontaine Cemetery and Arboretum
- Audubon Center at Riverlands

AUGUST PROGRAM (MICHAEL):

1. Focus on Turf: Tour of Grounds at Busch Stadium or other sports stadium
2. What is going on in the real estate market and how it could affect our membership.

SEPTEMBER PROGRAM (PETE):

1. Fall 2015 Hort Co-op Professional Green Industry Field Day at Powder Valley Conservation Nature Center.

OCTOBER PROGRAM (JENNIFER/MICHAEL):

1. Wine Tour – Frisella Nursery, Defiance, MO.
2. Member spotlight—destination garden center

NOVEMBER PROGRAM (BILL):

1. An evening of leadership. Invite two state legislators, including Missouri House Representative Marsha Haefner, to speak in a bi-partisan seminar. Invite Student leaders from the STLCC-Meramec Horticulture Club. A change of venue from Pietro's: possibly Pi Pizzeria in Kirkwood

DECEMBER PROGRAM (HORT CO-OP):

1. Hort Co-op Holiday Gathering

ADDITIONAL ALTERNATE PROGRAM (BILL):

1. St. Louis Science Center Agricultural Exhibit Preview. Bill is on the planning board for this exhibit.

16) Formation of Committees (Michael O'Brien)

a. Program

- Committee Chair: Michael (filling in for President-Elect)
- Committee Member: Abby (Vice-President)
- Committee Members: Entire Board

b. Finance and Audit

- Committee Chair: Michael (President)
- Committee Member: Bill (Treasurer (advisory))
- Audit Committee Chair: Lance
- Audit Committee Members: Jennifer & Cody

c. Membership

Committee Co-Chair: Michael & Bill (filling in for President-Elect)

d. Scholarship and Education

Committee Chair: Jerry Pence

Committee Member: Rebecca

e. Public Relations and Marketing

Committee Co-Chair: Jennifer & Abby

f. Community Enhancement

Committee Chair: Cody

Committee Member: Susan

g. History

Committee Co-Chair: Bill & Robert Weaver

h. Bylaws

Committee Chair: Lance

i. Nomination

Committee Co-Chair: Tonya & Pete

17) New Business

- a. Rebecca is attending the *Digital Design 2015* Google SketchUp Workshop with Author Daniel Tal. She will be contacting the executive director in an effort to attract members of the ICLA to attend horticultural events in the Gateway Region.
- b. Bill will attempt to work out a budget plan with Robert Weaver on promoting our membership and association in his monthly column "Know the Pros" in The Gateway Gardener.
- c. There was a recommendation to advertise the association for the U City in Bloom Garden Tour, by placing an ad in the official tour guide book. We could also look into advertising with other St. Louis garden tours.

18) Industry Events

- a. **InvigorateU 2015 "Blueprint for Success"**, Jan. 20th, Normal, IL
- b. **TPIE (Tropical Plant Industry Exhibition)** Jan. 21-23rd, Fort Lauderdale, FL
- c. **Gateway Green Industry Conference & Trade Show**, Jan. 27-28th, Gateway Convention Center, Collinsville, IL
- d. **2015 MW-ISA (Midwestern Chapter International Society of Arboriculture Conference & Trade Show)** Jan. 28th-30th, Council Bluffs, IA
- e. **Next Level – An AmericanHort Experience**, Feb. 3-5th, Fort Lauderdale, FL
- f. **Missouri Natural Resources Conference**, Feb. 4th-6th, Osage Beach, MO
- g. **MNLA Nuts & Bolts Green Industry Continuing Education Conference**, Feb. 5th, Bradford Research Center, Columbia, MO
- h. **MOA (Missouri Organic Association) Annual Conference 2015**, Feb. 5th-7th, Springfield, MO

19) Meeting Adjourned at 8:30PM