

**Hort Co-op of Metro St. Louis
Committees and Leadership
Fiscal Years 2010-11
DRAFT**

Last Update: 02/21/10

GENERAL ADMINISTRATIVE AND MANAGEMENT

• **Executive and Finance Committee**

- **Responsibility (Administrative):** Manages routine administrative and business affairs of the Hort Co-op. Delegates tasks and issues requiring the review and analysis of appropriate Hort Co-op committee(s) who subsequently provide advisement and recommendations to the Board.
- **Responsibility (Financial):** Develops a revenue strategy based on the financial needs of the organization. Develops and reviews budget, income and expense statements submitted by the Treasurer for all Hort Co-op administrative affairs and event activities. Reviews revenue goals and budgeted expenditures recommended by the Budget Committee and forwards to the Board for approval.
- **Committee Chair:** **Cindy Gilberg** **President**
- **Committee Members:** Tammy Behm **1st Vice President**
Jennifer Schamber **2nd Vice President**
Karen Koehneman **Executive Secretary**
Paul Roberts **Treasurer**
Bill Ruppert **Executive Director**

EVENT PLANNING AND MANAGEMENT

• **Event PRESENTERS Committee**

- **Responsibility:** Develops themes for planned events. Establishes a list of topics and corresponding presenters to support the event theme. Secures the presenter finalists, confirm presenter fee requirements and obtain presenter contact, photo and biographical information. Provide “key” media contact list to the presenters for their advance use. Secures transportation and lodging accommodations for the presenters. Prepares information/welcome packets for the presenters including Presenter Agreement and literature relating to St. Louis metro history, sites of interest and industry/gardening related organizations. Coordinates the preparation of welcome gift baskets for the presenters. Identifies and prepares hosts (guides) for each of the presenters.
- **Committee Chair:** _____
- **Committee Members:** Karen Koehneman **Executive Secretary**

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• **Event FACILITY Committee**

- **Responsibility:** Secures venues for planned events. Coordinates food service accommodations for event break periods and meal time(s). Coordinates venue and setups for book sales, plant sales, silent auctions, etc associated with events. Coordinates AV equipment availability to meet the needs of the program and presenters. Coordinates arrangements for music entertainment for break periods. Coordinates the design, layout, fabrication, delivery and placement of event signs. Coordinates on-site registration area setup including cash box and credit card equipment. Manages receipt of event pre-registrations (provides Executive Secretary with registrant information for data entry). Coordinates the development and preparation of the SLCC-M Horticultural Gardens for outdoor events.
- **Committee Chair:** **Paul Roberts**
- **Committee Members:** Susan Mintun
Janie Bedwell
Karen Koehneman **Executive Secretary**

• **Event MARKETING Committee**

- **Responsibility:** Reviews and recommends promotional materials and methods (including, but not limited to: brochures, membership applications, press release and web site) for marketing and promoting the role and events of the Hort Co-op. Creates and implements a marketing plan for promoting events. Identifies appropriate avenues for broadcasting (via direct mail, newsletters, media calendars, email, etc) information regarding upcoming events.
- **Committee Chair:** **Bill Ruppert** **Executive Director**
- **Committee Members:** _____ (marketing consultant)
Jan Hermann (master gardener contacts)
Steffie Littlefield (Mid-town media/garden clubs)
Bill Ruppert (Mid-Co media/garden clubs)
Bill Spradley (Ladue media/garden clubs)
Susan Mintun (Town & Country contacts)
Ellen Barredo (West Co media/garden clubs)
Lee Mueller (South Co media)
_____ (North Co media/garden clubs)
Karen Koehneman (garden clubs)

• **Event PROGRAM Committee**

- **Responsibility:** Creates and manages event schedules. Coordinates the content, design and printing of event printed programs. Coordinates acquisition and printing of presenter handouts (coordinate with Presenters Committee/presenter hosts). Determines and coordinates event participants beyond the featured presenters (i.e. master of ceremonies, featured dignitaries). Coordinates assemblage of registration packets and name badges. Creates, coordinates distribution, compiles and summarizes event evaluations.
- **Committee Co-chairs:** _____
- **Committee Members:** _____ (printed material production)

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• **Event ACTIVITIES Committee**

- **Responsibility:** Coordinates pre and post non-presenter event activities (i.e. evening reception for presenters/sponsors/advertisers/event managers and volunteers) and con-current non-presenter event activities (i.e. book sales, plant sales, silent auction and community service exhibits). Coordinates materials for and delivery of stage and dining area decorations. Prospects creators of and coordinate the logistics of combination planter displays for planned events.

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| ○ Committee Chair: | Tammy Behm | 1st Vice President |
| ○ Committee Members: | Paul Roberts | (fall professional field day chair) |
| | | (fall gardener's event chair) |
| | | (spring event chair) |
| | John Marino | (event commerce coord/cash registers) |
| | Janie Bedwell | (volunteer coordinator/fall and spring) |
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| | Jan Hermann | (community service displays/fall and spring events) |
| | | (professional assn exhibits/fall events) |
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| | | |
| | | (demonstrations/fall Greentree event) |
| | | |
| | | (plant sale/Fall Field Day) |
| | | |
| | | (plant sale/Gardeners' Village) |
| | | (plant sale/Gardeners' Village) |
| | | (silent auction/fall event) |
| | | (table decorations/spring event) |
| | | |
| | | |
| | | (stage & hallway decorations/spring) |
| | | (plant sale/spring event) |
| | | |
| | | (book sale/spring event) |
| | | (container garden coordination/spring) |
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| | | |
| | | (Janis & Dave Murray judge coord) |
| | | (container garden logistics/spring) |
| | | (Friday night reception/spring event) |
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• **COMMUNITY ENHANCEMENT Committee (future)**

- **Responsibility:** Pursues, reviews and recommends opportunities for the Hort Co-op to provide service intended to enhance the physical and social aspects of the community.
- **Committee Chair:** **unassigned**
- **Committee Members:** _____

• **NEWSLETTER Committee (future)**

- **Responsibility:** Manages the format, design and frequency of the Hort Co-op newsletter. Solicits and encumbers content from each of the member organizations for publication inclusion. Coordinates the production and distribution of the publication.
- **Committee Chair(Editor):** **unassigned**
- **Committee Members:** _____

• **MEDIA ADVISEMENT Committee**

- **Responsibility:** Provides advisement to the St. Louis-metro media regarding industry events and issues and timely horticultural topics.
- **Committee Chair:** **Bill Ruppert** Executive Director
- **Committee Members:** _____ Woody Ornamentals
_____ Tree Care
_____ Perennials
_____ Annuals
_____ Turfgrass
_____ Holiday Plants
_____ Retail
_____ Landscape
_____ Hort Education
_____ Public Horticulture

• **SCHOLARSHIP Committee**

- **Responsibility:** Develops the scholarship program and recommends the fiscal year scholarship budget for Board approval, reviews and updates scholarship criteria, solicits student scholarship applications, reviews scholarship application submissions and recommends the selection of scholarship recipient(s).
- **Committee Chair:** _____
- **Committee Members:** _____ GPHA
_____ GSLFGA
_____ SLAA
_____ LNAGSL
_____ SLCC-M