

**Minutes-Board Meeting
Horticulture Co-op of Metro St. Louis
Wednesday, June 1, 2011
Powder Valley Nature Center
11715 Cragwold Road
Kirkwood, MO 63122**

Members Present:

Cindy Gilberg (President)	Bill Ruppert (Executive Director)
Jennifer Schamber (1 st Vice President)	Karen Koehneman (Executive Secretary)
Tammy Behm (2 nd Vice President)	Paul Roberts (Executive Treasurer)

GPHA:

Karen Nickel	Maggie Jackson
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LNAGSL:

Simon Barker	Craig Pisarkiewicz
Rich Moffitt	

STLAA:

Kevin Gallagher	Bill Spradley
Carolyn Drapp	

Opening Business/Announcements

President- Cindy Gilberg opened the meeting and thanked board members for their participation.

Robert's Rules waived.

Minutes from March 2, 2011 board meeting reviewed and approved

Executive Committee

Executive Treasurer-Paul Roberts gave update regarding QuickBooks 2010 installation and online banking through Commerce Bank to Karen's computer. Paul also reported on the Profit and Loss and Balance Sheets generated from QuickBooks regarding the income from Fall Short Course 2010, Evening at Shaw Nature Reserve, Garden Blitz 2011 and Welcome Reception for PWJ. (See attached Profit and Loss Sheet and Balance Sheet)

Discussion followed regarding the cost of website and merchant service fees (about 5%) for accepting online registration.

Bill Spradley suggested adding the 5% to the cost of registration.

Rich Moffitt suggested modifying reports from accrual basis to cash.

Cindy would like to see a financial year-to-year comparison.

Bill Spradley stated that attendees of Garden Blitz had little time to visit sponsor booths, which were located upstairs in Ridgeway Center. If not for the public walking through to enter Garden, sponsors would have had little activity. A social event will be considered for next year so that vendors, organizers and Blitz participants would have to time to visit after the classes were finished for the day.

Jennifer reported that a possible theme for 2012 is 'Plants with Purpose', which will be relevant to a larger group of the public.

Cindy would like to see a Meramec style, hands-on Short Course event for the public to help keep costs down.

Bill Ruppert suggests using 'home-grown' speakers as a cost control measure.

Discussion returned to the Garden Blitz and Cindy offered to the Board that Jennifer Smith and Tammy Palmier of MBG were given the task of producing a symposium type and Cindy, Jennifer Schamber and Tammy Behm of Hort Co-op offered to co-produce the event. MBG has great marketing experience, Hort Co-op has ability to pull together topics and speakers, and as a team, the co-produced event was successful.

Craig ask if anyone was against doing the Garden Blitz in 2012. It was agreed by Cindy, Jennifer, Tammy and Karen that the co-produced event was worth the time and effort as the duties were split between MBG and Hort Co-op. Paul and Karen will meet with Jennifer Smith and Tammy Palmier of MBG to solve the first year accounting details in the next two weeks. (Garden Blitz registration revenue has not been disbursed and MBG holds that money).

Bill Ruppert stated that Karen has not been paid by her choice and he would like to see her paid to hold her accountable to Hort Co-op tasks such as entering meeting minutes to Hort Co-op's website.

Simon ask about an independent symposium and Cindy suggested again a Field Day at Meramec for the public.

Tammy polled her Garden Club for potential event dates and their first choice was March, second choice June and third choice fall.

Bill Ruppert suggested a spring DIY or service fair.

Rich states that service oriented businesses are busiest when the public wants to hear them speak.

Cindy reminded the board about Evening at Shaw Nature Reserve on Tuesday, June 14. Scott Woodbury will introduce his list of top performing natives; Andrew Wyatt will have a presentation. Registration will be through Hort Co-op, caterer will be paid with registration revenue and Hort Co-op will retain the remaining money for the scholarship fund. Shaw Nature Reserve will provide the drinks. Cost is \$28 per person and the deadline for registering is June 8.

Bill Spradley ask who paid for the new pavilions at SNR. Cindy shared that the money came from Federal Highway money that was in escrow during road construction on highway 100. Construction on a permanent restroom will begin soon.

Executive Director Report-Bill Ruppert

Bill reported on Green Industry Day at MBG, which will be held on Thursday, August 11, 2011 beginning at 8:30 with introductions and announcements. Speakers include Dr. Richard Olsen *Great Trees for the Midwest* and Marshal Dirks *Plants of Merit and Your Business: Selling Plants of Merit by Green Industry Professionals* followed by a Plants of Merit update.

Tammy stated that during the announcements at Green Industry Day to mention the Hort Co-op scholarship applications will be online and scholarships for 2011 will be awarded at the Holiday Party.

President/Vice President Report-Cindy Gilberg, Jennifer Schamber, Tammy Behm

Jennifer ask about hosting the Holiday Party once again at Highlands Brewing Company in Kirkwood, (same venue as 2010). Suggestions for improvement included acoustic music or background music as the band was too loud. Move tables to dance floor for more space to move. The queue for food should be moved to the rear, as it was awkward to return to table with plate. Parking was also difficult. It was decided to schedule the Holiday Party for 2011 at Highlands.

Old Business

Cindy would like to have a Hort Co-op business plan written on a suggestion from Paul. **Cindy** ask if a separate account was needed for scholarship money and **Tammy** suggested adding a line item on the budget for scholarships. It was agreed to add a class to QuickBooks designated for scholarship funds.

Bill spoke about the recent changes to the bylaws and that we are in violation because member organizations need to vote on delegates for the board. New board members should be reported by March 31.

Rich and Bill spoke about a Steering Committee organized at University of Missouri-Columbia CAFNR (College of Agriculture Food and Nature Resource). The goal of the steering committee is to assess the need for a state group of green industry professionals for better collaboration and coordination. Kansas City has different philosophy than Columbia based on history. Kansas City horticulture is powered by Kansas State University, who invested money in Extension and people and University of Missouri invested in research. Columbia is an ideal area because of its central location in the state.

Rich talked briefly about Missouri Green Industry Conference to be held on December 6, 2011 at the St. Charles Convention Center. Ornamental tracts of conference historically fill quickly.

Bill pointed out that the executive committee will meet in July and the board does not meet until October but a decision on co-producing a 2012 Garden Blitz will need to be made before the next board meeting. **Cindy** suggested that when the 2011 Garden Blitz summary is completed a decision could be made by e-mail vote.

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06/03/11
Cash Basis

Hort Co-op of Metro St. Louis
Balance Sheet
As of June 3, 2011

	<u>Jun 3, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash Box	300.00
Commerce Checking	4,671.98
Commerce Money Market	34,949.53
Total Checking/Savings	<u>39,921.51</u>
Total Current Assets	39,921.51
TOTAL ASSETS	<u>39,921.51</u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	13,134.16
Retained Earnings	23,211.67
Net Income	3,575.68
Total Equity	<u>39,921.51</u>
TOTAL LIABILITIES & EQUITY	<u>39,921.51</u>

1:18 PM

06/03/11

Cash Basis

**Hort Co-op of Metro St. Louis
Profit & Loss by Class**

July 1, 2010 through June 3, 2011

	Fall Short Course	Garden Blitz	General Office	Holiday Gathering	Shaw Nature	Welcome Reception	TOTAL
Income							
Investment Income Money Market	0.00	0.00	86.93	0.00	0.00	0.00	86.93
Member Organization Dues							
Arborist	0.00	0.00	230.00	0.00	0.00	0.00	230.00
GPHA	0.00	0.00	360.00	0.00	0.00	0.00	360.00
Landscape & Nursery	0.00	0.00	1,310.00	0.00	0.00	0.00	1,310.00
Member Organization Dues - Other	0.00	0.00	250.00	0.00	0.00	0.00	250.00
Total Member Organization Dues	0.00	0.00	2,150.00	0.00	0.00	0.00	2,150.00
Registration	5,995.00	0.00	0.00	2,970.00	1,465.00	1,800.00	12,230.00
Silent Auction	2,443.76	1,602.50	0.00	0.00	0.00	0.00	4,046.26
Sponsorships	1,600.00	7,000.00	0.00	0.00	0.00	0.00	8,600.00
TBD	0.00	675.50	0.00	0.00	0.00	0.00	675.50
Total Income	10,038.76	9,278.00	2,236.93	2,970.00	1,465.00	1,800.00	27,788.69
Expense							
Administrative							
Bank Charges	0.00	0.00	109.26	0.00	0.00	0.00	109.26
Campus Landscape - Max \$9000	0.00	0.00	583.00	0.00	0.00	0.00	583.00
Insurance	0.00	0.00	750.00	0.00	0.00	0.00	750.00
Meals & Ent	0.00	0.00	281.74	0.00	0.00	0.00	281.74
Merchant Service Fees	0.00	0.00	466.48	78.97	0.00	0.00	545.45
Office Supplies	171.84	0.00	63.19	0.00	0.00	0.00	235.03
Postage	0.00	0.00	92.20	0.00	0.00	0.00	92.20
Prof Service Accounting	0.00	0.00	789.57	0.00	0.00	0.00	789.57
Prof Service Bookkeeping	0.00	0.00	375.50	0.00	0.00	0.00	375.50
Prof Service Legal	0.00	0.00	30.00	0.00	0.00	0.00	30.00
Total Administrative	171.84	0.00	3,540.94	78.97	0.00	0.00	3,791.75
Education Support							
Scholarships/Prof Grants	0.00	0.00	1,000.00	0.00	0.00	0.00	1,000.00
Total Education Support	0.00	0.00	1,000.00	0.00	0.00	0.00	1,000.00
Marketing							
Development Services Web Site	0.00	0.00	834.00	0.00	0.00	0.00	834.00
E-mail Service	0.00	0.00	36.00	0.00	0.00	0.00	36.00
Licenses Web Site	0.00	0.00	312.00	0.00	0.00	0.00	312.00
Web Hosting	0.00	0.00	385.55	0.00	0.00	0.00	385.55
Total Marketing	0.00	0.00	1,567.55	0.00	0.00	0.00	1,567.55
Primary Event							
Advertising	465.00	0.00	0.00	0.00	0.00	0.00	465.00
Event Supplies	210.40	188.80	0.00	0.00	0.00	0.00	399.20
Food and Beverage Service	2,884.81	0.00	0.00	2,493.14	883.00	4,270.00	10,530.95
Merchant Service Fees	404.31	0.00	0.00	215.03	120.73	158.98	899.05
Postage/Mailing Expense	155.81	6.32	0.00	0.00	0.00	0.00	162.13
Presenter Honorarium	0.00	2,784.95	0.00	0.00	0.00	0.00	2,784.95
Presenter Travel Expenses	0.00	380.00	0.00	0.00	0.00	0.00	380.00
Printing	2,157.72	74.71	0.00	0.00	0.00	0.00	2,232.43
Total Primary Event	6,278.05	3,434.78	0.00	2,708.17	1,003.73	4,428.98	17,853.71
Total Expense	6,449.89	3,434.78	6,108.49	2,787.14	1,003.73	4,428.98	24,213.01
Net Income	3,588.87	5,843.22	-3,871.56	182.86	461.27	-2,628.98	3,575.68