

**Minutes-Executive Board Meeting  
Horticulture Co-op of Metro St. Louis  
June 29, 2011  
17253 New College Avenue  
Wildwood, MO 63040**

**Members Present:**

Cindy Gilberg (President)

Jennifer Schamber (1<sup>st</sup> Vice President)

Bill Ruppert (Executive Director)

Karen Koehneman (Executive Secretary)

Paul Roberts (Executive Treasurer)

**Members Absent:**

Tammy Behm (2<sup>nd</sup> Vice President)

**Opening Business/Announcements**

Agenda items prioritized

**Executive Committee**

**Executive Secretary-Karen Koehneman**

Minutes from the Hort Co-op Executive Board Meeting of June 1, 2011 were reviewed and approved.

**Treasurer's Report-Paul Roberts**

Reviewed Events Income Sheet, a worksheet prepared by Paul and Karen to show the income of each event in the 2010-2011 fiscal year. (See attached sheet)

Garden Blitz 2012 was discussed with the focus of simplifying the accounting. It was suggested that MBG handle registration online as in 2011 and that they would then pay all expenses.

A smaller percentage of the registration fee (20% was suggested) would be paid to Hort Co-op. Sponsorship donations and Silent Auction would be organized and retained by Hort Co-op.

Levels of sponsorship were discussed and it was suggested that a catalog/business card table be set-up for a smaller sponsorship donation.

The 2011 Garden Blitz Agreement was reviewed. The agreement is attached below for executive members to review and suggest changes for 2012 Garden Blitz before the meeting with Jennifer Smith and Tammy Palmier of MBG at the end of July.

Bill tentatively has Doug Tallamy scheduled as a possible keynote speaker for Garden Blitz 2012 awaiting approval from Jennifer and Tammy of MBG. Doug's honorarium is \$1000 for one presentation or \$1500 for two presentations and he will be hosted by Bill. [www.PlantANative.com](http://www.PlantANative.com)

The theme for 2012 Garden Blitz is Plants with a Purpose with the intention of helping solve landscape issues. Possible topics include bio-retention, natives, rain gardens, trees, habitats, turf alternatives, conservation and outdoor spaces etc.

Suggestions of groups to include in Garden Blitz are Earth Ways, Show Me Rain Gardens, Gateway Greening, St. Louis Audubon Society, Webster Groves Nature Study Society, North American Butterfly Association St. Louis Chapter, Missouri Native Plant Society, and Trail Net.

Scholarship Application updates were reviewed and approved and will be added to Hort Co-op's website.

Election and appointment of new officers was discussed. Bill clarified the terms for president and vice-president begins in October and that officers should be appointed from the pool of board delegates.

Jen suggested an announcement of new delegates at Green Industry Day as well as an invitation to actively pursue possible new delegates.

Each member organization provides three leaders which include the president of the member organization and two delegates.

Member organizations have submitted their president and delegates expect GSLFGA, one more delegate needed.

Cindy suggested an announcement at Green Industry Day explaining that Hort Co-op board will be voted on at the October board meeting and that a slate of contenders be assembled. Jen added that Hort Co-op is building a team for next year.

Budget templates depicting the specific administrative costs and of each event were reviewed and discussed.

PCI Compliance has been an issue for the 2010-11 fiscal year. Hort Co-op has passed the scan only in the month of February, costing \$20 each failed month. Paul explained that if found non-compliant, and [www.hortco-op.org](http://www.hortco-op.org) is compromised by a hacker, the Executive Board members would be held accountable.

Karen will call Paula Foster of First Merchant Solution for guidance.

Jen suggested contacting Anne McKinstry as a possible partner of online credit card/registration.

PayPal was also suggested.

Paul suggested that an amount of money be established that Hort Co-op retains as reserve in the bank account.

Paul also reported that Karen bought a laptop for Hort Co-op use, QuickBooks has been installed on the computer. The computer is the property of Hort Co-op.

A line item on the QuickBooks budget and possibly a bank account will be set-up scholarship.

It was suggested that an addition be made on the Holiday Party Invitation requesting a donation for the scholarship fund.

Paul suggested an additional charge be added Holiday Party guests who pay at the door.

Sponsors need more attention and Jen suggested and volunteered to be a sponsor relationship person. Sponsors could be added to the What's New section of the website.

Cindy suggested a public seminar in odd years and professional in even years (Short Course). Focus on the DIY group.

Paul suggested a morning Short Course, no lunch to help control cost.

Paul also suggested a membership event to help prevent member stagnation with a possible topic 'what is coming around the corner'.

Bill mentioned a meeting held recently in St. Louis for nursery and greenhouse growers with a similar theme of 'future of our businesses and markets'. The event was called The Horticultural Industry Crystal Ball Project and was sponsored by Nursery Management and Greenhouse Management magazines.

Paul inquired about Hort Co-op money set aside for Meramec campus and what amount of detail should be included in his request to spend the money. Cindy suggested adding a Hort Co-op sign to the garden. Jen suggested requesting specific plants from members.

Cindy suggested an award for Robert Weaver at the Holiday Party.

Other suggestions include horticultural pictures in the presentation and a printed bio for guests.