

**Minutes-Executive Board Meeting
Horticulture Co-op of Metro St. Louis
February 21, 2011
Wildwood Grill
17253 New College Avenue-Wildwood, MO 63040**

Members Present:

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

Opening Business/Announcements

Robert's Rules of Order waived.

Meeting date with Jennifer Smith and Tammy Palmier of MBG to discuss Garden Blitz will be set when Tammy P. returns from vacation.

Executive Committee

Executive Secretary-Karen Koehneman—Minutes from October 26, 2010 Full Board meeting reviewed and approved.

Treasurer's Report-Paul Roberts—New QuickBooks software and past records given to Karen for installation. Silent Auction at Garden Blitz raised \$1,585.50. Online banking at Commerce has been instituted. Tax forms completed and mailed.

Executive Director Report-Bill Ruppert

President's Report

New Business-- Cindy introduced the topic of future collaborations whereby Hort Co-op would share responsibility with another organization like MBG. Suggestions for events include fall short course for the public with demos, Garden Blitz earlier in February with classes at MBG and hands-on event in early March at STLCC-Meramec. Bill suggested having an opening day at the National Green Centre, which would be open to the public and/or build on the success of Auto Show.

Suggestions for improving Garden Blitz were discussed and include:

Master Gardener volunteers on Friday afternoon to stuff bags.

Master Gardeners arrive earlier on day of event.

Add nametag, wristband and schedule to the bag for expedited morning registration.

Divide the registration bags into four alphabetical groups.

Bill Spradley suggested a gathering immediately after for sponsors, speakers, volunteers and hosts to meet and greet.

Tammy Palmier and Jennifer Smith should not be scheduled in presenting rooms.

Extend class time.

Extend break time.

AV help (trouble with advancing programs)

Spink Pavilion needs sound system

Food demonstration in Kemper Classroom
Membership desk should open earlier
The Edible Revolution Part 2 next year?

Bill introduced the theme of this summer's Market Street planting to echo the Munny Production of *Little Shop of Horrors*, which will be performed the week of July 25, 2011. Bill, Denny Reagan, President of Munny, Ted Spaid and Jim Wolterman of SWT are collaborating on a landscape design on the Munny grounds with the same *Little Shop of Horrors* theme.

Paul suggested having a speaker for Hort Co-op members, some suggestions include polling members for speaker ideas, Peter Wyse Jackson or Andrew Wyatt of MBG.

Discussion turned to job description and division of duties between Paul and Karen. Bill presented Executive Secretary Job Description, which was updated in October 2009 and details bookkeeping and financial management of duties of Executive Secretary.

Cindy suggested a Business Plan be established for long range planning per a recommendation made by Paul.

Bill introduced topic of Flower Grower membership declining and should consider a merger with Landscape and Nursery.

Bill suggested a turf organization like MoTOC, (Missouri Turf and Ornamental Council) become a member of Hort Co-op. A proposal from Hort Co-op stating the benefits to their group would be needed, as MoTOC is a statewide organization.

Sports Turf Managers Association is a national group with a St. Louis chapter.

Jen suggested Farmer's Market group could be added to Hort Co-op membership.

Missouri Farmers' Market Association is growing and has new approach and fresh ideas. Missouri Farmers Union and Missouri Extension are also involved with farmers markets. Other suggestions for new members include CSA and ASLA.

Discussion began about changes in higher education because of declining research money due to the economy. University of Missouri-Columbia is consolidating eight horticultural disciplines into four an example is the merger of Plant Science with Design.

Paul suggested adding STLCC-Meramec Horticulture students to the Hort Co-op e-mail database to help encourage students to become active members. Paul would also like to appoint a student as a non-voting member of the board. Other non-voting additions to the board could include a representative from MBG.

Bill suggested that each member organization appoint or elect another voting board member.

Jen suggested that the scholarship recipients be added to the board and Bill suggested that the winners should consider joining one of the member organizations.

Bill clarified that the voting members of the executive board include the president, vice president and president elect and that each member organization has one vote.

Jen ask about nomination committee voting on even year, (page 9 of bylaws, iv.)

Bill clarified that voting was in even years in an effort to plan ahead.

Bill would like to cultivate the relationship MDC by involving Perry Eckhardt in Hort Co-op. Jen suggested involving Nathan Brandt of Missouri Extension in Hort Co-op.

Cindy and Bill introduced the topic of scholarship and internship information on Hort Co-op website and think it should have its own tab and not be buried under 'about us'. Bill suggested listing the many scholarship opportunities like the Herb Society and Landscape and Nursery on the scholarship tab and adding an internship tab that could list the many internships available.