

BEAUTIFUL GARDENS

March 1, 2008

Minutes – Strategic Meeting, February 28, 2008

This strategic meeting was held at J. Sargeant Reynolds Community College. The meeting began at 10:00 and ended at 4:30.

In attendance: Rumen Conev, Jeff Miller, Fred Duis, Lisa Lipsey, Linda Pinkham, Rick Baker, Bill McCaleb, Butch Gaddy, Karen Kelly, Neal Beasley, Jack Campbell, Don Hyatt, Robert Saunders, Paul Westervelt, Greg Eaton, David Seward, John Wise, Mitzi Marker, Mark Landa

Doug Hensel opened the meeting by referring to the agenda which was prepared by Rumen, our Executive Director, who acted as the facilitator for this meeting.

The morning session was more of an open forum discussion among the attendees with the current issues facing Beautiful Gardens and the strengths and weaknesses of our plant introduction program to date. This was intentional, since we had committed growers and retailers in attendance, and we wanted them to have the opportunity to voice their comments.

The afternoon session covered the assigned agenda:

1. The VA Green Industry should be motivated to step up and provide a stronger leadership.
2. We need to develop a long-term strategy for program's funding.
3. We need to develop a detailed business plan.
4. We need job descriptions
5. We need more systematic approach for securing germplasm flow into the program.
6. We need a well designed, attractive, informative, reader-friendly, always current WEB SITE.
7. We need to be prepared for smooth replacement of BG's key-people, if necessary.

OVERVIEW:

Beautiful Gardens is a business and we need to develop more organizational structure if we expect to be successful.

1. Job descriptions were worked on and developed.
2. A business plan is being developed by the Administrative committee.
3. Bylaws are being created.
4. A hierarchal chart was updated.

Next meeting will be on May 1 at Paul James gardens outside of Roanoke.