
Meeting Notes – January 23, 2008 at JS Reynolds Community College

Doug Hensel called the meeting to order at 10:10 a.m. with the following people present: Rick Baker, Karen Kelly, Neal Beasley, Fred Duis, Lisa Lipsey, Rumen Conev, Bill McCaleb, Barry Flinn, John Wise, Linda Pinkham, Don Hyatt and Butch Gaddy after lunch. He noted that we are one year from launching the first 2009 plant promotion. We need to have better job descriptions so everyone knows what they're supposed to be doing. The website needs updates with possibly password protected pages. He reviewed the vision and mission statement with the need to review the strategic plan. It was the consensus that we have a strategic planning meeting on February 28 in Charlottesville.

Rick Baker reviewed the availability of the 2009 promo plants.

- Not enough *Ilex* x 'Virginia' for promo in 2009
- *Agapanthus* sources needed
- 'Green Velvet' Boxwood is everywhere now
- Need sources for *Musa Basjoo*

Bill McCaleb is meeting with some potential growers this week.

VDACS has another specialty crops grant which Rick has applied for to setup a demo greenhouse with funds available in the fall.

Changes in the website were discussed and Rumen will work with Jeff to get suggested changes implemented.

Rick reviewed design considerations for BG tags. It was the consensus to use the Prototype #4 as a basis.

Steve Zimmerman presented prototype tag shapes, layout and content. They would give BG a million pledge, which equals about 7.5-8.5 cents plus the elastic additional cost of about 1.5 cents for stick and nursery tags.

Rick will keep in contact with retailers and growers to be sure that plants are getting into the market.

There was a discussion for the number of plants to have in the plant promotion, selection criteria.

2011 promo plants will be announced at MANTS 2009. By July 1' an evaluation list for 2009 will be finished.

After lunch, the group broke up into a marketing group to discuss marketing strategies and the plant selection committee met to finalize the 2009 and 2010 plant lists.