**Minutes of the Plant Select® Board of Directors**

**Monday, August 22, 2016**

**Denver Botanic Gardens**

**Present:** Jim Klett, Gene Pielin, Brian Vogt, Sarada Krishnan, and Pat Hayward

**By Phone:** Matt Edmundson

**Not Present:** Ginger Morehouse

Sarada Krishnan moved and Jim Klett seconded approval of minutes from the June 13, 2016 meeting. Motion passed.

Pat Hayward then gave a financial report. She reported some companies are reporting increases in Plant Select® sales and others down some. She did not hear from Ball Horticulture at time of meeting but did hear from them later that week and their sales are up. Pat reported that DogTuff™ grass will have another supplier to help meet the demand. She reported that Blonde Ambition sales are up but Emerald Coast Growers has had two crop failures but other grass growers west of the Mississippi have reported increase in sales. We only have royalty agreements with growers west of the Mississippi. Board felt we should have a list of our best sellers before the end of the calendar year. Pat also reported that Plant Select® tax return has been submitted.

Brian Vogt reported on some of his findings about National Expansion for Plant Select®. He stated he met with several attorneys about the potential of making Plant Select® a more national program. He presented to the board three different scenarios:

1. Offer associate memberships to other plant introduction programs which could enable them to access Plant Select® for consultation.
2. Offer prime memberships to other plant introduction programs which offer direct fee-for-service consultation, including Trademark and patentee.
3. Offer partner memberships to other plant introduction programs and newly formed coalitions of botanic gardens, Universities, and the green industry which enable them to build a regional Plant Select® program with a toolkit-process documents, legal services, marketing support and troubleshooting.

We then discussed all three of these scenarios and some considerations about them. These included:

1) Is there value in working nationally with other programs to share plant development, identification, trials, evaluation and propagation; 2) The process for connecting new germplasm to growers seems straight forward. Can we add value here? 3) Can we create the bandwidth to provide trademark and patenting services? 4) Branding and marketing, Plant Select® has significant experience to share. Is there an even bigger opportunity to work towards a national brand with multiple programs?

Board felt big question is, what does Plant Select® mean to people? Does this really mean quality? We will need to develop a conceptual plan if we move forward with the plan. Brian stated he will start to put together a conceptual plan for this national plan.

One possible thought is to partner a with botanic garden and university programs for a time period and see if this concept could become a reality. One possible garden to partner with was Des Moines Botanical Garden. This will be discussed further at next board meeting.

Research updates were then given from CSU and DBG:

Jim Klett then reported to the Board of Directors that three greenhouse experiments will start in early September at the CSU Horticulture Center about increasing cutting production from Plant Select® stock plants. The experiment will examine size of stock plant container, different growing media, use of growth retardants, and different fertilizers. Also data has been taken on some of row trails established in 2015. Multi-site woody plant trials continue throughout the State.

Sarada Krishnan stated that DBG lost Lydia Abernathy but has hired Mark Jordan and he will be working in the tissue culture lab along with other duties including some Plant Select® research.

Pat Hayward gave a report on the City of Fort Collins Tree program. She stated she has met with Tim Buchanan, City Forester in Fort Collins, Scott Skogerboe, propagator at Fort Collins Wholesale Nursery and David Dickey, sales representative for J. Frank Schmidt and Son Nursery in Oregon. We may get 3 to 5 trees from the program but eventually could be 8 to 10. She reported we cannot get Choice City ™ trademark since another closely allied business is using Choice City Gardeners as a Colorado registered business name. We will probably just use the TM designation on Choice City since currently we cannot formally get it registered. Pay Hayward will continue to work with Schmidt Nursery and City of Fort Collins to hopefully move forward with this arrangement with Plant Select®.

Pat Hayward reported that Terra Foundation desires to fund an ambassador for Plant Select® and Be a Habitat Hero Program. Terra Foundation has separated from Audubon Rockies and will give Plant Select® up to ten thousand dollars to pay Don Ireland to promote Be a Habitat Hero program along with promoting using Plant Select® plants in these habitat gardens. He will be paid $250.00 per presentation along with travel expenses. Board approved this arrangement.

Gene Pielin gave an update on Denver hosting the 2017 Perennial Plant Association meeting in July, 2017. He stated, Diane Reavis, Mike Bone and Pat Hayward attended the 2016 National meeting in July, 2016 in Minneapolis and promoted the 2017 meeting. It will be held at Doubletree Hotel on Quebec Street in Denver. He and Al Gerace will be looking for sponsorships. Plant Select® will have a presence at the meeting.

The board then discussed four new Plant Select® memberships they included:

1. Norman’s Nursey in San Gabriel, CA

This is a 60 year old nursery on 1200 acres and wishes to sell liners and finished plants of Blonde Ambition grass especially.

1. Shooting Star Nursery, Center Point, OR

They focus on growing drought tolerant plants and are a smaller nursery and would focus on growing plants mainly for their own sales.

1. Ponto Nursery, Vista, CA

Mainly interested in growing Blonde Ambition grass.

1. Peaceful Prairie Nursery in Mitchell, NE

They use to be a member of Plant Select® and needs to rejoin and could grow a wide pallet of Plant Select® plants.

Brian Vogt moved and Sarada Krishnan seconded to accept all four nurseries as new members of Plant Select®. Motion passed.

Pat Hayward then reviewed with the board her executive director report.

With no further business, meeting adjourned about 4:40 p.m.