**Minutes of Plant Select® Marketing Committee
January 6, 2016**

**Colorado State University**

Present: Colorado State University: Jim Klett, David Staats; Plant Select®: Pat Hayward, Carla Tews; Denver Botanic Gardens: Mike Bone, Sonya Anderson; Little Valley Wholesale Nursery: Keith Williamson; Brown’s Greenhouse: Kelly Grummons; Echter’s Garden Center: Harriett McMillan; Eason Horticultural Resources: Diana Reavis; Britton Nursery: Matt Cunningham and Sturtz and Copeland: Carolyn Toole

The meeting started with introductions and each attendee’s New Year’s “word for the year” and then the minutes of the November 4, 2015 meeting were approved as written.

Pat Hayward then described Plant Select® Activities at ProGreen 2016 and 2016 Garden & Home Show. Two talks will be given at ProGreen about Plant Select®. Kelly Grummons and Dan Johnson will discuss “legal grasses” for Colorado. Jim Klett, Mike Bone and Gene Pielin will be the panel discussion on 2016 Plant Select® plants and a sneak preview of the 2017 plants. Plant Select® marketing efforts for 2016 will also be highlighted in the presentation. The display in the exhibit area will have brochures and booklets, and promote Dog Tuff™ grass. We will develop a distributer list of where industry and also homeowners can purchase Dog Tuff™ grass. Currently Brown’s Greenhouse will offer direct sales for the grass.

The Garden & Home Show display for Plant Select® will also feature Dog Tuff™ grass along with Plant Select® plants that have exceptional winter texture.

The committee next discussed articles for the Denver Post Grow Section which will be redesigned for the 2016 season. The section will run from about March 25to June 4, 2016. Articles need to use format that Harriett McMillan has proposed and are due to her by February 15th. The suggested run time for the articles are:

March 25th – Delosperma ‘Alan’s Apricot’

April 1st – Pterocephalus depressus

April 15th – Delosperma ‘PWW602S’ – Red Mountain® Flame Ice Plant

April 29th – Viburnum burejaeticum ‘P017S’ – Mini Man™ Dwarf Manchurian Viburnum

May 6th – Dog Tuff™ grass

May 20th – Salvia reptans ‘P016S’ – Autumn Sapphire™ Sage

June 3 – Schizachyrium scoparium ‘Standing Ovation’PP22,202

The committee next discussed the Plant Select® demonstration garden meeting scheduled for Wednesday, June 1, 2016 at Denver Botanic Gardens. A meeting to organize the event was scheduled for Wednesday March 2, 2016 at Racine’s Restaurant. A program similar to the steppe program given as a special lecture by DBG horticulturists was suggested to be a big part of the program. Pat Hayward stated she has ordered about four thousand dollars’ worth of plants to be given away to demonstration gardens throughout the region. We will assemble into packages of similar plants for most gardens except for some of the higher elevation gardens.

Pat Hayward then gave an update on new Plant Select® book since the draft of entire contents is due to the publisher by January 31, 2016. She stated introduction pages are written and going through some final edits. Concerning charts to be placed in back of books they will include: Plants with North America Roots, High Altitude Favorites, Plants for Dry Shade, Plants with Winter Interest, Deer Resistant Plants and Plants for Pollinators.

Individual plant profiles will be in separate sections of perennials, trees, shrubs, ground covers, etc. All the profile photos for each plant have been chosen. She asked the committee for advice for photos to be on filler and section lead photos. The Committee reviewed many of the photos and gave Pat suggestions on which were the best choices for the various filler sections. She did state they could use more vine photos.

The next topic discussed was a question and answer section for the Plant Select® website. The committee suggested the following questions for the section on the website. Questions which should be written in common, easy to understand language could include:

* What is Plant Select®
* What makes a Plant Select® plant?
* Why can’t I easily find Plant Select® plants?
* Why should I buy Plant Select® plants?
* If they do not look pretty in a pot, why should I still buy?
* Why not have more Plant Select® high elevation plants?

If other questions come to mind please email them to Pat Hayward.

Pat Hayward reported that Plant Select® was hoping to help support a graduate student project dealing with pollinators. Also, she is working with Whitney Cranshaw and his undergraduate students to comprise a list of the more friendly Plant Select® pollinator plants.

The committee then enjoyed a tour of the new CSU Horticulture Center led by Dr. Steve Newman.

Next Propagation meeting: February 3rd at Little Valley Wholesale Nursery.

Special Marketing Committee Planning Meeting for Demonstration Garden will be on March 2nd in the evening at Racine’s Restaurant.

July 6th: Fort Collins – Field Trials

August 3: DBG Chatfield Field Trials

September 7: Shelly’s Garden Center