**Minutes**

**Plant Select® - Combined Propagation and Marketing Meeting**

**Wednesday, July 27, 2016**

**Denver Botanic Gardens at Chatfield Farms**

**Present:** Colorado State University: Jim Klett, David Staats, and Ronda Koski; Denver Botanic Gardens: Panayoti Kelaidis, Mike Bone, Sonya Anderson; City of Denver: Jason Smith, Julie Lehman, Holly Shields; Little Valley Wholesale Nursery: Keith Williamson and Brian Core; Habitat Hero: Don Ireland; Echter’s Greenhouse: Harriett McMillan; Eason Horticultural Resources: Diana Reavis; Gulley Greenhouse: Mark Frey, Selena Kunze; Britton Nursery: Matt Cunningham; Brown’s Greenhouse: Kelly Grummons; The Flower Bin: Ann Hartman Mahr; Tagawa Gardens: Ginger Jennings; Sturtz and Copeland: Carolyn Corbett Toole; J. Frank Schmidt and Van Essen: Dave Dickey; Flowers by the Sea: Alicia Rudnicki Harlequin Gardens: Eve Reshetnik Brawner; Sunny Border Nursery: Pierre Bennerup; Plant Select®: Pat Hayward.

Minutes of the July 6, 2016 Propagation Committee Meeting were approved as written with a couple of grammatical changes noted.

The committee then discussed plants the committee just evaluated in the plots at Chatfield. The committee liked the red flower form of Callirhoe involucrata. Brian Core, from Little Valley Wholesale, discovered this red flower form and felt he should be able to distribute plants to the committee members by the end of the season. The form is from one plant and it has come true from seed for three generations.

Panayoti Kelaidis liked the Dracocephalum fragile due to its dark green foliage and yellow flowers. Also, he commented on Nepeta mariae due to its more unique clump growth habit and “flashier” flowers. He also liked Clematis fruticosa ‘Mongolian Gold’ since it’s a tough plant and not very weedy with a long bloom time. It is still blooming in late July and does well in full sun.

Panayoti Kelaidis mentioned that Sideritis syriaca is an important herbal plant in the Mediterranean area. Numerous people spoke about it being a durable and long lived garden plant. Eve Brawner commented on how we evaluate these new plants. She felt photos should be taken when they are in full bloom and we could view photos on evaluation day. It was noted the photos are taken but displayed on the website later in the season.

Brian Core mentioned many liked the button bush still in the Chatfield trial. However, it might be more of a one season show and generally likes a moister site to grow in. Several other woody plants were mentioned including Prunus serotina from Texas which was in multi-site woody plant trials and Cornus controversa ‘June Snow’.

The group then discussed some potential new plants to be considered by the Plant Select® program.

Two Delospermas (raspberry- and orange-flowered forms from John Stireman) were discussed and these plants were distributed to members for evaluation for hardiness.

Salvia moorcroftiana x indica was next discussed. It is an introduction for the 2017 Plant Select® program. Brian Core volunteered to write a protocol for this plant. It can be grown by both seed and vegetatively.

Some plants that the committee would like to see removed from the potential introduction list include: Desmanthus illinoensis; Digiteria bigelovii; Helichrysum flanaganii (seems to get chlorotic); Lathyrus aureus (died at both CSU and DBG); Baptisia sphaerocarpa. Possibly we should consider Baptisia minor since it is more xeric than other species. Also Laporte Nursery may have a Baptisia selection which is more adaptable.

Pat Hayward reported that Plant Select® is working on an agreement with the City of Fort Collins on introducing some “Choice City” trees from Tim Buchanan selections from trees planted throughout Fort Collins. David Dickey reported that J. Frank Schmidt Nursery is also evaluating some of the plants. They are especially interested in a selection of bur oak and Caddo maple. J. Frank Schmidt is willing to do some evaluation of these trees for potential introduction by Plant Select®.

**Plant Select® Marketing Committee**

Minutes of the January 6, 2016 meeting were approved as written.

Pat Hayward announced that the 2017 Plant Select® brochure will be published in the fall to help with spring sales.

The committee then reviewed potential photos for the 2017 brochure. Several were selected for the 2017 brochure.

In the 2017 brochure, we will also be promoting some of the “classic” plants that are good for pollinators. Two panels in the brochure will promote these plants. Penstemons were suggested and a grouping of them may be showy and be called “Bee-utiful Penstemons”.

Pat Hayward informed the committee that Plant Select® has been asked by the Terra Foundation for Don Ireland to be a spokesperson for “Be a Habitat Hero” garden along with promoting Plant Select® plants. Don explained he worked with his HOA and converted their HOA to a water wise landscape and utilized many Plant Select® plants. He has been giving presentations at garden centers about Habitat Hero all spring and summer. The Plant Select® committee endorsed Don Ireland to be the Plant Select® official ambassador to Habitat Hero along with promoting Plant Select® for this program.

Pat Hayward explained that 2017 will be Plant Select® 20th anniversary. The new Plant Select® book should be published on March 29th by Timber Press. The committee then reviewed a potential cover for the new book. Numerous comments were made including lettering with a white background seems to distract from plant photos, lettering is also too far apart, seems to be similar photos on both top and bottom of cover. Also would like to see word ‘Smart’ more prominent on cover and also Plant Select® logo more prominently displayed.

Pat Hayward also announced that our next annual meeting will be September 6, 2017 at Denver Botanic Gardens. This event will celebrate 20 years of Plant Select®. A committee will be set up this fall to help plant for this event and 20th anniversary celebration.

The National Perennial Plant Association symposium will be held in Denver, Colorado from July 24-28, 2017. The theme is “High Step-N” and “How High Can You Steppe”. Pat Hayward, Diana Reavis and Mike Bone will attend the 2016 meeting to promote the Denver event in 2017.

ProGreen 2017 session on design was next discussed by the committee. Several suggestions were discussed including discussing how Plant Select® plants look in the landscape after several years. Another suggestion was going “Back to Classics” promoting past Plant Select® plants and discussing some of the pre-arranged Plant Select® designs available on our website. The group liked the idea of promoting designs already drawn utilizing Plant Select® plants. The session title will be “Smart Designs with Plant Select®”. Pat Hayward will work on getting speakers for this session.

Pat Hayward then asked what Plant Select® could do to help the garden centers with promoting Plant Select®. Don Ireland stated he is willing to give presentations at garden centers about Habitat Hero and Plant Select®. He was also asked if people could tour their HOA property. Don stated he will work on organizing a tour date.

**Announcements:**

Kelly Grummons mentioned his home garden will be on the Colorado Native Plant Society tour on Sunday, July 31st from 12:00 p.m. – 4:00 p.m. (308 Jay Street, 80226).

Colorado State University Annual and Perennial Evaluation Day is scheduled for Tuesday, August 2, 2016 starting at 9:00 a.m.

Next marketing meeting will be Wednesday, September 7, 2016 at Shelly’s Garden Center.

Next propagation meeting will be Wednesday, October 19, 2016 at DBG.