**Minutes of Plant Select®**

**Marketing & Propagators’ Committees
August 12, 2015**

 **CSU Horticulture Field Research Center**

Present: Colorado State University: Jim Klett, David Staats, Ronda Koski; Plant Select®: Pat Hayward; Denver Botanic Gardens: Sonya Anderson, Panayoti Kelaidis, Lydia Abernethy; Gulley Greenhouse: Gene Pielin; Little Valley Wholesale Nursery: Brian Core; Applewood Seed: Todd Land; Jordans Greenhouse: Phil Phelan; Fort Collins Wholesale Nursery: Scott Skogerboe; Harlequin Gardens: Eve Reshetnik Brawner; Kiyota Greenhouse: Dale Kiyota; Center Greenhouse: Diana Shull and Charlotte Rose; Echters’ Garden Center: Harriett McMillan; Timberline Gardens: Kelly Gummons; Laporte Avenue Nursery: Kirk Fieseler; Sturtz and Copeland: Carolyn Corbett-Toole; and The Flower Bin: Ann Hartman Mohr

**Propagators’ Committee**

Some of committee met initially at the Plant Environmental Research Center on the CSU campus to evaluate potential Plant Select® introductions planted in 2014. The group then traveled to the Horticulture Field Research Center to view the 2015 Plant Select® trial plants.

While the committee was eating lunch, Mike Bone gave a little background on the Steppe area at Denver Botanic Gardens and a new book published called STEPPES – the plants and ecology of the world’s semi-arid regions. Panayoti Kelaidis reviewed his trip to Greece and Turkey where he stated he saw a lot of Plant Select® plants in the wild. He also stated he may have access to some seed from his trip.

Scott Skogerboe noted that the yellow-fruited chokecherry that he discussed in the past actually the fruit turns red in sun, so it will not be promoted in Plant Select®.

Jim Klett noted he presented a poster paper at the American Society for Horticultural Science National meeting and it was well received. He also stated Plant Select® introductions planted in CSU 2nd winter – 3rd growing season perennial trials are performing very well this 2015 season.

The minutes from the July 1, 2015 propagation meeting were approved as written with one correction. It should read Viburnum burejaeticum ‘P017S’ Mini Man. The committee also approved minutes of the January 7, 2015 Plant Select® Marketing Committee held at the Denver Botanic Gardens.

The committee then discussed plants that were observed in the field trials at CSU. Ronda Koski stated the salvia hybrid in the trials needs to be deadheaded after blooming or it does not maintain a good appearance. Panayoti stated it is hybrid and could be protected by Plant Select®.

Mike Bone liked the Sorghastrum nutans‘Thin Man’ due to its distinct columnar habit and good leaf color. Brian Core asked if it self-seeds and Panayoti stated it is similar to other Sorghastrums. Pat Hayward suggested the Limonium minutum in the trials could be considered for the Plant Select® Petites program.

Panayoti Kelaidis likes the Helichrysum flanaganii. He stated it looked good at Chatfield but was more chlorotic at CSU and would be a good ground cover. Pat Hayward felt it should be propagated and get it into some demonstration gardens for further evaluation.

The Scutellaria planted at Chatfield had one plant that looked superior and we should try to save it and see if we could further propagate it. Brian Core asked Mike Bone about the collection of Dracocephalum from Mongolia trip. Mike Bone stated they are still evaluating and some potential for an introduction. Teucrium looked good at CSU but did not perform well at Chatfield.

A seed availability list from Applewood Seed Company was passed out and they stated there will be no seed available in 2015 of Clematis ‘Mongolian Snowflakes’ due to the weather. Also a list of seed available from Jelitto was passed out for the committee to review.

Tim Buchanan (City Forester in Fort Collins) has made some tree selections over the past 30 years. Pat Hayward met with Tim and some City of Fort Collins officials about introducing some of these woody plants through the Plant Select® program. It was suggested we may want to pursue the trademark name Choice City™ for some of these plants. We may be able to work with J. Frank Schmidt Nursery for propagation and they would have the first opportunity to produce. This needs further discussion before we move forward with this project.

Pat Hayward asked if committee may be interested in promoting ‘Eco Lawn’ seed. Committee felt we should not promote at this time and put our marketing and production efforts on Dog Tuff™ grass.

**Marketing Committee**

Minutes from January 7, 2015 were reviewed and approved as written. There was some discussion if Mini Man™ Viburnum gets red-maroon fall color as stated in minutes and several felt that is a true statement.

Pat then discussed the 2016 brochure. She stated she needs good photos of Pterocephalus depressus (Moroccan pincushion flower). A photo selection committee of Harriett McMillan, Diana Reaves, Jim Klett and Lydia Abernethy will review the photos for the 2016 brochure.

Text for brochure was quickly reviewed. The question was asked if we need to list where the plant is native to in all the descriptions. It was also suggested to re-write some of the descriptions with a more active voice.

Gene Pielin asked if Plant Select® was pursuing a patent for Alan’s Apricot Ice Plant. Pat Hayward stated we are just putting a PPAF on it to protect it for a couple years when it first becomes available commercially.

Panayoti Kelaidis felt we need to emphasize FLAME more in the name of Red Mountain Flame Ice Plant. It was also agreed upon to use moderate to dry for water requirements for the two delospermas versus moderate to xeric.

Ronda Koski asked if the word native could be added to scripts if it fits. Pat Hayward stated Plant Select® plants usually note western origins.

The description for Draba was discussed and it was suggested to break up first sentence into two sentences to read easier.

Kelly Grummons announced he would be moving to Browns Greenhouse when Timberline Gardens closes this fall. He stated his cactus collection will be moved to Chatfield Arboretum and he is currently propagating from them.

He discussed Dog Tuff™ grass (Cynodon ‘PWIN04S’). He stated garden centers are not as interested in selling it because it is difficult to market in 72 cell trays. Possibly garden centers could take orders and then ship directly to consumer. Kelly stated he is also trying to get it tested at New Mexico State University in Las Cruces, New Mexico.

The committee discussed various marketing strategies for Dog Tuff™ grass. Some suggestions include a Facebook page, press releases sent to dog magazines, discuss at turf conferences and get information out to park people. We will also display Dog Tuff ™ grass at Garden and Home Show in February 2016 in the Plant Select® area.

Gene Pielin suggested that garden centers display about a four foot tray of grass and take orders. However, Plant Select® needs to get some growers committed to grow Dog Tuff™ grass to be able to fill these orders. It was suggested that American Meadows (High Country Gardens) may be interested and equipped to grow larger numbers.

The second talk at ProGreen 2016 about Plant Select® was discussed. Kelly Grummons has agreed to talk about Dog Tuff™ grass and possibly Dan Johnson from Denver Botanic Gardens will discuss designing with ornamental grasses including most of the Plant Select® grass recommendations.

Pat Hayward stated there will just be one standard tag for Dog Tuff™ grass per flat. Plant Select® may have to add some additional marketing dollars in the 2016 budget to promote Dog Tuff™ grass.

Website: Pat Hayward reported it took a lot more time than expected in the redo of the Plant Select® website. Harriett MacMillan, Charlotte Rose, Ann Hartman Mohr, Carolyn Corbett Toole, Sonja Anderson and Panayoti Kelaidis volunteered to help with new “Learn” page on the website. Pat Hayward also stated we need to have a video recorded for the website for Dog Tuff™ grass. Kelly Grummons will help with this. Pat Hayward will look into adding geolocation ability on demonstration gardens map for mobile devices. Committee agreed to let members have a 2nd category listed on the website for free but will charge for a third category.

Pat Hayward stated that for the new Plant Select® book we need to have finished manuscript to Timber Press by January 31, 2016. A few Plant Select® members will meet on September 10th to review photos for the book. Committee members volunteered to write descriptions for plants that have not been written about to date. A book committee was formed to include: Sonja Anderson, Mike Bone, Jim Klett, David Winger and Pat Hayward.

There were some questions about dropping some Plant Select® plants from the book including Blue Velvet Pansy and Northern Lights Pansy. Pat Hayward will check with Al Gerace on their current availability and that will dictate if they should be discussed in the book.

The next propagation committee meeting will be October 7th at Applewood Seed Company.

* December 2nd meetings will be at Center Greenhouses.
* The next Marketing Committee meeting will be on November 4th at Echter’s Garden Center
* January 6th Marketing Committee meeting will be at CSU new Horticulture Center.