**Minutes**

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

**Wednesday, December 7, 2016**

**Echter’s Greenhouse and Garden Center**

**Present:** Colorado State University: Jim Klett, David Staats, Ronda Koski, Shana Brown, and Sean Markovic; Denver Botanic Gardens: Sonya Anderson, Mike Bone, and Mark Jordan; Little Valley Wholesale Nursery: Keith Williamson; Echter’s Greenhouse: Harriett McMillan; Gulley Greenhouse: Selena Kunze, Mark Fry, and Gene Pielin; Britton Nursery: Matt Cunningham; Welby Gardens: Al Gerace; Paulino Gardens: Joyce Vagnini; EHR: Diana Reavis; Denver Parks & Rec: Jason Smith; Sturtz and Copeland: Carolyn Corbett Toole; Cherry Creek Homeowner’s: Don Ireland; City of Westminster: Shalene Hiller; Monrovia Nursery: Mark Wallace; Tagawa Garden Center: Ginger Jennings; Urban Roots: Susanne Wood, and Plant Select®: Pat Hayward.

Introductions were made of all in attendance.

Minutes of the September 7, 2016 Marketing Committee and October 19, 2016 Propagation Committee meetings were approved with one correction It was noted that Jason Smith was present at the October 19, 2016 propagation meeting.

Marketing Discussion Items:

Pat Hayward announced she is resigning her position as Executive Director effective December 22, 2016. Therefore we will need a new moderator for the Design Session about Plant Select® at ProGreen in February 2017. It is a panel with Lisa Mason, Jocelyn Chilvers, Carla Tews, and Thom Whitney. Don Ireland and Sonya Anderson said they may be interested. Pat will coordinate with them before her resignation date.

Pat also discussed the other presentation about Plant Select® at ProGreen. She asked that speakers Jim Klett, Mike Bone, Gene Pielin, and Harriett McMillan send her material for power points before December 21, 2016 for this presentation.

Pat Hayward then stated that the name Sucker Punch® has some negative connotations. Therefore, Plant Select® is trying to develop a good logo and tagline for this plant, she showed five different designs and committee members gave input. However, we will not need this until 2019 so we will discuss in more detail at a later meeting.

Pat Hayward then gave an update on new book and stated it will be eight inches by nine inches and showed a slightly revised cover for the book. Paper copy will sell for $24.95 and Kindle version for $9.99. Plant Select® will make .84 center on each book sold and $1.49 on each electronic copy. Royalty rate is 7% on first 10,000 sold, 9% on second 10,000 sold and 11% on third 10,000 sold. The book can be pre-ordered on Amazon.

Harriett McMillan stated she needs help on writing paragraphs about 2017 Plant Select® plants. She needs about 200 to 300 words about each of these plants. Mike Bone will do Salvia; Scott Skogerboe will do Cotoneaster; Sonya Anderson will do Thin Man Indian Grass; Diana Reavis will do Veronica, and Harriett McMillan will do Lavender. This information will be used on the website and for the newsletter. Harriett will email to each a template to use. Pat Hayward also reported that 2017 plant tags are available from Master Tag.

Al Gerace talked about the 2017 Perennial Plant Association National Meeting to be held in Denver in late July 2017. It is getting organized with speakers (still a couple holes), tours, write ups and seminars. We will need about 70 planted containers for hotel area. They will auction the containers at the end of the conference. Ronda Koski felt there should be containers with just Plant Select® plants. We could also do a trough as well with plant Select® plants. A Wee One Lavender will be given to all participants. Tuesday evening an event will be held at Denver Botanic Garden and Plant Select® may partially sponsor the liquor license for the event and possibly one drink ticket.

Pay Hayward then showed a power point about Garden Trends and various phrases like “connected greenery”. This information is available from the Garden Writer’s Association. Other titles included: Watch Your Garden, O2 For You, Making Things Versus Doing Things, Wellability, Backyard Boldness, Layered Landscapes, Preserving the Earth, Dogscaping, and Precious Resources.

Discussion followed about availability of Plant Select® plants for smaller retail garden centers. Pat Hayward said Plant Select® prepares a growers availability list and suggested pre-ordering to be sure to get plants. Smaller garden centers may want to form a cooperative buying group to attain the minimum number often needed to order from certain growers. It is hard to tell actual number of plants sold since wholesalers track sales, not requests for plants.

An application for a new Plant Select® demonstration garden was next discussed. The Zoo in Billings, Montana applied to be a Plant Select® demonstration garden. They will integrate Plant Select® in their current gardens and plants will be labelled. A motion was made and seconded to approve this new demonstration garden. The motion passed. The committee felt feedback on performance of Plant Select® in a Northern latitude will be helpful.

Propagation Discussion Items:

Jim Klett then reviewed current Plant Select® greenhouse research studies currently being conducted at CSU. CSU is first looking at stock plant management of several (3) difficult to maintain and propagate Plant Select® plants. Currently three experiments with three different Plant Select plants are being conducted. Graduate students Shana Brown, and Sean Markovic, and Research Associate Ronda Koski are conducting these experiments. Shana is researching container size and media, Sean is researching plant growth regulators, and Ronda various fertilizers on all three of the Plant Select® plants. These experiments are currently being conducted and the experiment will be repeated next summer. We will also start looking at rooting of cuttings from some of the stock plants in early spring 2017. Further research will be determined after reviewing the results from these initial studies.

Shana Brown then reviewed some of the hellebore evaluation research already conducted at CSU. Shana liked the cultivar Merlin the best and all come from Skagit Gardens. It was suggested to put all data into a matrix for further evaluation at a future date.

Jim Klett then explained the woody plants multi-site trials at four locations throughout Colorado. He asked for suggestions for the 2017 planting. A pink flowered holodiscus was suggested but first we need to collect seed from a mature planting.

Pat Hayward discussed some of the selections from Steve Love’s research at the University of Idaho that Native Roots is producing seed for. There are now 41 selections of native plants and some may provide a new source of plants for Plant Select®. These selections are supposed to be very uniform after several selections of some taxa over the years. They are all grown from seed distributed by Native Roots.

The committee suggested possibly looking at the following taxa if an appropriate agreement can first be made between Native Roots and Plant Select®. Suggested plants included: Agastache cusickii; Aquilegia desertorum; Aquilegia scopulorum; Eriogonum compositum; Eriogonum strictum; Hymenoxys acaulis; Monarda menthaefolia; Penstemon pinifolius; Penstemon strictus; and Salvia pachyphylla. It was suggested we purchase seed of these taxa and line them out at Chatfield to really see if they are superior to some we already have in the Plant Select® program. A formal agreement will need to be worked out with Native Roots before this could happen and it needs to be profitable for Plant Select® to pursue this further.

Pat Hayward reported a 2016 Funding Report was prepared by DBG and was attached to meeting agenda.

The next tentative meeting will be again a combined meeting of both Marketing and Propagation Committees on Wednesday, February 1, 2017 at City and County of Denver Greenhouse Complex.

President of the Board – Gene Pielin then recognized Pat Hayward for her nearly nine years of service to Plant Select®.