

Minnesota State Florists Association Monthly Board Meeting
January 17, 2012
2:00 PM

Present:

Tiffany Hammond – Hennepin Technical College
Abbie Fox – Van’s
Dan Koteki – Dan Kotecki Designs
Amanda Catlin – Aitkin Flowers & Gifts
Tim Catlin – Aitkin Flowers & Gifts
Kym Erickson – Soderberg’s

Rhoda Paurus – St. Cloud Floral
Ardith Beveridge – Koehler & Dramm
Tim Holt – Bachman’s
Gretchen Catlin – Aitkin Flowers & Gifts
Craig Hamm – Lund & Lange
Jason – Len Busch Roses

NEXT MEETING: Tentatively Scheduled for Tuesday, February 21st, 2012 – Web Meeting or location to be determined

- Meeting Called to Order at 2:00 PM by Kym Erickson
- FINANCIAL REPORT
 - Approved
- MINUTES
 - Approved Unread
- PRESIDENT’S REPORT
 - Arboretum Christmas Tree Festival – We have been invited to participate in the Arboretum Christmas Tree Festival. It is too late this year to sign up, but would be good publicity for MNSFA for us to decorate a tree next year at the festival. The theme of our tree would be to promote the message of “support your local florist.” This event is represented very well, with much publicity through metro television, magazine, and newspaper coverage. The Festival would be a marketing event that would benefit the organization.
 - State Fair Follow Up – The State Fair has followed up with us regarding our 100 roses giveaway. As of yet, the 12 winners have not yet been determined. We are still waiting for 1,000 names of the over 5,000 gathered to be entered (by Koehler Representative) before a winner can be determined. Once all names are entered in the database 12 winners will be chosen. Proposed that winners be chosen from different areas of Minnesota. Flowers for the winner will be provided to a local florist to assemble arrangements. Local giveaway will be supported by a press release including message of support your local florist to put in local paper. Information could also go to local radio, posted on MNSFA website, etc. Photos of giveaway can be taken and posted on MNSFA website as well. The winners will have to be reported to Minnesota State Fair for Tax Purposes.
- ONGOING BUSINESS – Convention update from Tiffany
 - Planning for the convention is in process. The theme for this year’s convention will be Celebrations of Life. John Klingel will be presenting a sympathy design class. Bloomnet has proposed to send Bill Taylor to teach a Design with color class. Teleflora has proposed to send Hitomi to present a course and program. The committee is still working on procuring a wedding design class and Business courses instructors. The tradeshow will be Sunday only this year. Last year, the feedback from the vendors was that there was less participation on Saturday, so the trade show will be Sunday only this year. There will be light fare served over lunch on Sunday as well. Amanda Catlin has volunteered to be part of the committee and will be working on coordinating the food for Sunday at the convention. The designer of the year will be named during the awards ceremony on Sunday.
 - Tiffany proposed hiring a graphic designer to assist with the design of promotional materials for the convention. Kym Soderberg moved to hire a graphic designer for the design of the promotional materials. This was seconded by Tim Catlin.

Derek will be in charge of handling the vendors at the convention and setting up the trade fair area. Dan, Convention Committee Member, proposed that Designer of the year competition be a bridal bouquet theme. Award Banquet will be at Northland Inn as this is the venue closest to the College that would be suitable for the event. This year there will be a smaller list of awards. It was suggested that more area be dedicated to drink and beverage service in the main room and outside the main room. It was also suggested that more time to socialize may be a better approach at the awards banquet in lieu of a fixed entertainment act. The cost of the physical awards last year was higher than anticipated. Cost for the banquet this year should be approximately \$40.

- ONGOING BUSINESS – Home and Garden Show, February 29th through March 4th
 - There will be a Koehler and Dramm design show this weekend, January 21st. 6 winners from the Koehler and Dramm design show will be featured at the Home and Garden Show.
 - Booth Price for Flower Market, presented by MNSFA outside of the convention hall - Kym has followed up with this and the booth price for MNSFA to sell floral outside the convention hall will be free. MNSFA will be selling bunches, possibly roses, dendrobiums, tulips, etc. and also orchid plants during the Home and Garden Show, Hall D – Main Lobby.
 - MNSFA Designs will be presented during the Home and Garden Show. MNSFA members have been contacted regarding participation in the event. This year it would be helpful for a photo of the designer with their arrangement to be taken when the floral piece is checked in. Each floral design should have a sign reading “Flower Shop X invited to present at the Home and Garden Show.” This signage will help so that participants at the Home and Garden show know where the arrangements came from. These photos can be uploaded to feature on the MNSFA website.
 - Those attending the Home and Garden Show will have the opportunity to view various designs and vote on which one they like the best. By balloting this registers said participant into a drawing where participant can win a year’s worth of flowers. Marketing for this event has been successful. Minneapolis Saint Paul Magazine will be featuring the event. Could possibly still get TV coverage for the event.
 - Demonstrations could be going on in conjunction with the selling of consumer bunches and orchid plants. Kym has merchandisers and floral cart that can be used at the event. A board member needs to be at the booth at all times to oversee selling of product, finances, and general management of the booth.
 - Tim Holt volunteered to man the booth Wednesday, February 29th
 - Kym Erickson volunteered to man the booth Thursday, February 30th
 - Jason volunteered to man the booth Friday, March 2nd
 - Looking for volunteers for Saturday and Sunday
 - All set up for the booth needs to be completed by 10:00 AM on Wednesday, February 29th. All arrangements must arrive by 10:00 AM. Each wholesaler that we will purchase floral from to sell will deliver said order in water.
- NEW BUSINESS – Bridal March Proposal
 - Ardith brought up the idea of doing a marketing event during the year that would entail several brides in gowns with bouquets appearing in a processional style to garner interest in their bouquets and MNSFA. Each bride would have her sponsors information affixed to her gown, possibly in the back. The brides would have a processional and all throw their bouquets at once in order to garner attention to the “scene.” This would be an unconventional marketing technique in order to garner interest in MNSFA and the bridal bouquet work done that is showcased by the brides that are participating. This would be a social event to generate interest in MNSFA. There would be possible partnership with a radio or TV station to allow for coverage of the event. Possible venues for the event would be the Basilica Block Party, the Farmer’s Market, Art in Bloom, Hennepin Ave during the Farmer’s Market, Grand Old Day, etc. The idea was tabled during the meeting. This item should be included on the agenda for the next meeting. At that point it can be decided if this is viable and what would be an appropriate venue. Each board member was asked to come up with some viable options for venue and for contacts that could assist with bringing the idea to fruition.
- NEW BUSINESS - 2012 Association Goals

- The goal for 2012 is to reach 300 members. This is the same goal that was in place during 2011. There are approximately 400 independent florists in the state of Minnesota, currently membership of MNSFA is at 100 members. The board is continuing to look at deliverables to present to florists to garner interest in membership.
- NEW BUSINESS – 2012 CALENDAR
 - Home and Garden Show February 29th through March 4th
 - The MNSFA Convention, Celebrations of Life and Education Courses, March 24th & 25th
 - Minnesota State Fair is August 23rd through September 3rd
 - The MNSFA Summit is tentatively scheduled for October 22nd through the 24th
 - Art in Bloom is April 26th through April 29th
 - Survivors 10 Event is Mother's Day, Sunday, May 13th
 - Other Dates
 - Teleflora is presenting a design show August 5th at Len Busch
- NEW BUSINESS – Assembly of meetings, procedure and schedule
 - Meetings during 2012 will be held the 3rd Tuesday of each month. The possibility of doing a Live Web Meeting versus meeting in person will be explored by Kym. This would allow for greater participation at the monthly meetings as well as less time lost due to travel, etc. During the year 2 of the meetings scheduled would be live, in person at a designated location.
- NEW BUSINESS – Committee Assignments for 2012
 - Membership
 - Rhoda, Amanda, Tim, & Gretchen
 - Summit
 - Jason
 - State Fair
 - Tim Holt & Kym
 - Competitions
 - Open
 - Convention
 - Tiffany
 - Marketing
 - Open
 - Mentor Program
 - Open
- NEW BUSINESS – ELECTIONS
 - Nominations for directors will be made during the convention and will also be voted on during the convention. Once all nominations have been made, the new directors will vote on the executive board members.
- NEW BUSINESS – Marketing Fund
 - The Marketing Fund begin to collect via Teleflora and Bloomnet. FTD has not agreed to be part of said Marketing Fund. In lieu of Marketing Fund collections via FTD statements, FTD has offered to provide \$15,000 to go toward Marketing Fund efforts with the understanding that their slogan be on printed materials, or sponsorship be sited on any radio ads, television ads, email marketing, etc.
 - Kym has also worked with a local musician to put together a jingle that would work with television or radio ads. The jingle is ready to go and Kym has volunteered that it be used to promote the MNSFA via the Marketing Funds.
- Meeting Adjourned at 4:15 PM