



## Minnesota State Florists Association Monthly Board Meeting

4/12/2011

Meeting Minutes

### Present:

Patrick Busch – Len Busch	Heidi Brezinka – Koehler and Dramm	Kitty Eichhoff - Albany
Joann Lobey - FTD	Kym Erickson – Soderbergs	Susan Rowell – Fairie Flowers & Twin Cities Floral Design Studio
Abbey Fox - Vans	Derek Zschokke Glassings	Tim Holt- Bachmans
	Rhoda Paurus – St. Cloud Floral	

Next meeting: Tuesday, May 17 (To be determined)

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### Review

- A. Financial report: Unchanged
- B. Presidents Report: Previous board minutes approved – minutes need to be sent out prior to meeting.

### Important Dates and Upcoming opportunities:

- November Board Meeting will be at Vans.
- Funeral Directors Convention – Tuesday 5/17 and Wednesday 5/18/2011  
Kym will contact those to volunteer and check on the letter that Mankato area shops sent to their funeral directors regardin “in lieu of”

### New Business:

Susan G Koman – Mall of America – 5/7 & 5/8. There is an opportunity to provide flowers in the registration booth. Kym will contact Tiffany to see if students can help with this. Joann Lubey has done this before if we need help coordinating.

MN Retailers Association Meeting – We will be providing 9 table centerpieces for their meeting on May 5. Susan Rowell volunteered to create and deliver.

NAFA Convention – October 1,2,3, 2011. MNSFA will host this convention. The details are coming together and will include a design competition. We are still waiting to hear if any part of the Mall of America will be available for this competition. Other areas MNSFA will be involved in are the program on Sunday, Providing floral designs for decorations.

\*Kym continues to pull together details and will keep us posted as the event comes together.

### Ongoing Business:

Website: Lisa and Kym have a diagram of what the website will look like. They are considering adding the opportunity for members to get discounted rates (via the website) for Florist Review Magazine. A motion was made to eliminate the current website – but the Local Florist section would act as a stand alone website that we could like to. It was proposed that we sell ads to local shops to generate income.

The motion was approved with recommendations for the website to be support by funds from additional membership, state fair income and contingent on sources of income.

State Fair: The State Fair has give us the opportunity to run a kiosk in the Horticulture bulding selling items for the duration of the fair. Cost would be \$800 for the 12 days – and items that we sell (if they are licensed with a logo for MNSFA) 15% would go to the State Fair. Kym looking into the possibility of creating a “cartoon” for t-shirts and other promotional items.



State Fair continued: Other possibilities would be to participate in the coupon book, sell floral related items (but not fresh flowers). The details of what to sell and how to continue to promote supporting your local florist are some of the things we need to consider. A motion was made by Patrick Busch to secure a booth for \$800 contingent upon creating a plan to sell “stuff” to promote local florists. This motion was seconded by Derek Z.

\*\*A mini meeting will be held on Tuesday May 17 to make final decisions.

2011 Calendar plan:

- **Board meetings for 2011**

February 2011 – no meeting	March – Tuesday 3/15/2011 Place to be determined	April – Tuesday 4/12/2011 St. Cloud Floral
May – NO meeting	June – Tuesday 6/20/2011	July – Tuesday 7/19/2011 Sam’s – in Duluth
August – Tuesday 8/16/2011 Place to be determined	September – Tuesday 9/20/2011 Place to be determined	October Tuesday 10/18/2011 Place to be determined
November – Tuesday 11/8/2011 - VANS		

**By Laws & Elections**

Bylaws will be registered with the State of Minnesota within the next 6 months to keep our non-profit status active. We need to address all the recommended changes (i.e. membership definitions & election of officers) and have these changes presented at the March meeting to be voted on.

Clarification was determined for the remaining board of directors and their term limits. It was determined that new officers would be nominated in March, 2012 and voted for in April, 2012. Voting process via newsletter with nominees introduced at annual conference.

- a. *Discussions on changes in types of membership for consideration.*
  - i. *Multishop – charges for each physical shop location when there are multiple locations (\$50 per shop membership fee)*
  - ii. *Define freelance/individuals/studio florists.*
  - iii. *Individuals – those who are supporters of the association.*
  - iv. *Freelance – those who work independently or out of a studio.*

- Action item: Kym to put details on voting process on Constant Contact.

**IV. Committee reports - Committee assignments:**

- No committees reported at this time

Motion to adjourn: Next meeting Tuesday, May 17 details to be determined.